I say, Wimpole—that WOR's been creating some jolly good shows, hasn't it?

Right, Foxton. And selling them, too.

"Can You Top This?", you know, is now sponsored by Kirkman Soap. Kreuger Beer has "Go Get It". Barbara Gould's cosmetic line is getting along splendidly with "Here's Looking at You", and the "Ramona" record is one to be envied.

Agencymen-Advertisers

Quietly, without fanfare, WOR has been building, spotting, accumulating top audiences on an increasing list of low-priced, but highly-entertaining, station-created shows. Why not ask us more about them? It may benefit you tremendously. Call or write—WOR, 1440 Broadway, in New York, PE 6-S600.

WOR—does more because it's got more
MARKET MEN

GAIN LISTENER CONFIDENCE FOR WLS

In the great plains of the Middle West accurate, current market information is an economic necessity. WLS broadcasts such information, by market experts, from the world's largest stockyards and other exchanges, giving current prices, interpreting future trends.

The men broadcasting these features on WLS speak with authority. Every product grown in the WLS area is covered in these broadcasts—livestock, grain, poultry, fruit, cheese, egg, vegetable and wool markets.

In addition to these farm market services, WLS broadcasts hourly reports on the New York Stock Exchange, frequent daily reports from the Chicago Board of Trade—has the most complete radio market service in the Middle West.

Here is another way in which WLS is part of the life in Mid-West America.
MEMO TO TIME BUYERS:

Your consistent recognition of the high degrees of acceptance and coverage possessed by The Yankee Network has been one of the chief factors in the dominant number and diversity of national accounts carried in New England.

The best way to express our appreciation for this cooperation is to maintain the progressive policies by which Yankee Network stations have built listener loyalty.

That's why the pledge is given to accelerate services to, by and for the communities where population and buying power are highest.

In the sales potentials, provided by record peaks of employment and earnings, New England markets are more important than ever before.

Now...as for the past two decades...it will be our privilege to continue effective delivery of these markets to you, through the one combination of stations keyed to do a complete job in 1942.

Cordially yours,

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Right in the middle of FLORIDA'S RICHEST YEAR 'ROUND MARKET

WFLA
ST PETERSBURG
TAMPA

BROADCASTING 
Broadcast Advertising
Palmolive's No Exception... We'll Do It For YOU, Too!

Colgate-Palmolive-Peet Company
Executive Offices
105 Hudson Street
Jersey City, New Jersey
January 26, 1942

Mr. Howard L. Chernoff,
Radio Station WCHS,
Charleston, W. Virginia.

Dear Howard:

Talk about a bolt from the blue... that Palmolive contest, directed specially to the 20,000 members of the "Woman's 560 Club" really gave me a jolt. It's the first promotion of its kind I've ever seen and the product publicity is really tops.

That swell dealer letter of December 20 is like having another salesman on the staff. These featured forms of promotion, backed up by your consistent use of promotional spots round out a superb job by WCHS for which you certainly do have our thanks. I'm routing your brochures through our sales and advertising departments so everyone here will be familiar with the support you're giving our shows and our products.

Sincerely,

John Snedaker

WCHS
John A. Kennedy, President  Howard L. Chernoff, Managing Director
Charleston, West Virginia
represented by THE BRANHAM COMPANY

5000
on
580

CBS Affiliate

February 23, 1942 • Page 5
ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

I. R. LOUNSBERRY
EXECUTIVE VICE-PRESIDENT, WGR and WKBW, BUFFALO

1912 Became licensed radio "ham"
1917 Graduated high school and became officer United States Navy, World War I
1918 Radio engineering at DeForest Laboratories under Dr. Lee DeForest
1922 Partner and manager, WMAK, Buffalo
1928 Vice-Pres. and Director of Sales, Buffalo Broadcasting Corporation
1931 Executive Vice-Pres., Buffalo Broadcasting Corporation

At the age when most kids are playing with electric trains, Ike Lounsberry became a licensed radio "ham". From that day to this, Ike has been one of radio's real pioneers. His dynamic, forceful management of Buffalo Broadcasting Corporation has brought recognition of WGR and WKBW as two of the outstanding radio stations in this country.

Yes, it is management that makes the radio station. Even back in 1932, when Free & Peters was founded, the truth of that idea was apparent to us. Acting on that principle we sought representation only of those stations that had good management. Because, obviously, those were the stations that would go places both for themselves and for the advertisers we helped to bring them.

Today the fruits of that policy are being harvested by most of the people who buy most of the spot-radio time in America. Not every radio station we represent is the "largest" in its territory. But every one, without exception, is known for those unmistakable qualities that bespeak good management. That's the only kind of station we work for, here in this group of pioneer radio-station representatives.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:
WGR, WKBW, BUFFALO
WCKY, CINCINNATI
KDAL, DULUTH
WDAY, FARGO
WISH, INDIANAPOLIS
WKDO, KALAMAZOO-GRAND RAPIDS
KMBC, KANSAS CITY
WAVE, LOUISVILLE
WTCN, MINNEAPOLIS-ST. PAUL
WMRD, PEDORIA
KSD, ST. LOUIS
WFBL, SYRACUSE
WHO, IOWA
WOC, DES MOINES
WOC, DAVENPORT
KMA, SHENANDOAH
WGO, SOUTHEAST
WGO, CHARLESTON
WINTHROP, COLUMBIA
WBF, RALEIGH
WRDJ, ROANOKE
KOMA, SOUTHWEST
KOMA, OKLAHOMA CITY
KTUL, TULSA
KARM, PACIFIC COAST
KARM, FRENO
KECA, LOS ANGELES
KOIN-KALE, PORTLAND
KROW, OAKLAND-SAN FRANCISCO
KIRO, SEATTLE
and WRIGHT-SONOVOX, Inc.
Radio in Key Spot As All Media Are Called

THE AMERICAN advertising industry, with radio holding a key spot, is being mobilized by the Government for the total war effort.

Within a week after the formation of the Advertising Council, composed of all elements of the advertising and allied arts, the machinery of the various Government agencies charged with the propaganda and morale-building phases of winning the war was thrown into high gear and all media were having impressed upon them the importance of the role they must assume.

Public Must Learn

President Roosevelt is to go on the air tonight (Monday) and Donald M. Nelson, chairman of the War Production Board, goes on the networks, in rotation yet to be decided upon among them, on the four successive Monday nights—to deliver speeches calculated to arouse the public to realization of the fact that, as Mr. Nelson asserted in a statement last week, "The United States is fighting for its life."

There feeling among highest Government circles that an urgent necessity exists to hammer into the public consciousness the gravity of the war situation, was manifested by Mr. Nelson's decision last week, despite the fact that he is one of the two busiest men in Washington, to "go to the country" with his own 15-minute fireside talks on the networks on the four successive Monday nights, starting March 2.

Original Nelson Plan

At first Mr. Nelson's WPB public relations advisors, working with the Office of Facts & Figures, clearing house for all Governmental broadcasts, had planned to place him on the air for seven successive nights starting this Tuesday, taking five-minute periods on one or another network out of programs which enjoy the highest audience ratings so that the widest possible number of listeners could be reached.

This plan was abandoned on Friday, however, in the belief that it would not be good programming and that Mr. Nelson, as No. 2 man in Washington, should have periods of his own on schedules that still would insure him a vast audience. The networks and sponsors, through the Advertising Council and OFP, had willingly agreed to the original plan, and are now clearing time for the schedule of Monday night speeches by Mr. Nelson. The networks will take turns presenting him in rotation, offering him also to independent outlets.

Mr. Nelson is expected to pound away at the thesis he expounded last week when he asserted:

"We're on the spot. We're paying heavily for our complacency, for our selflessness, for our failure to peel off our shirts and do a job."

Radio's part in the great effort, along with that of other media, will be to "sell the war to the people", as one spokesman put it. What radio can and must do is already being told to networks, stations, advertisers and advertising agencies by the Government agencies set up for that purpose. They are already hard at work, laboring practically around the clock, to muster every resource at the command of the advertising industry.

An Advertising Liaison?

While officials expressed their satisfaction with the formation of the Advertising Council, talk persisted in Washington that an advertising liaison man might soon be chosen to coordinate the efforts of the combined media. Mentioned in this connection was Lee Anderson, until recently owner of the now-discontinued Detroit agency bearing his name. Mr. Anderson's agency formerly handled part of the Chrysler account, but he has retired from business and is understood to be available for Government service.

The Office of Facts & Figures has been mentioned. It would be the logical place for an advertising coordinator if one is chosen, since it is the operating agency of the Government whose function is to coordinate the newspapers. The establishment of the post of advertising coordinator presumably would parallel that of the radio coordinator, who is already functioning in the OFP.

Most of the immediate radio effort, which is to impress upon the people that this is a battle of production in which every American can do a part even if he is not in the armed service, is centered in the OFF headed by Archibald McLeish, which has been designated as the clearing house for Governmental information, including all Government broadcasts.

Conferences with OFF

The radio division of OFF, headed by William B. Lewis, former CBS program vice-president, with Douglas Meservey, former assistant to the program vice-president of NRB, as his assistant, has made arrangements for the Nelson broadcasts upon the initial suggestion of the Advertising Council.

Last week the OFF radio executives held exhaustive conferences first with the radio committee of the Advertising Council in joint session with a "program idea" committee of the four networks; and then with a committee representing all elements of the station side of the broadcasting industry.

The meetings, the first held last Tuesday and the second on Friday, were largely in the nature of exploratory sessions, it was reported, designed to secure from the men who operate the radio structure and who produce the radio program suggestions as to how

Ruling to Clarify Procedure Under Freeze Order Awaited

A Joint statement from the War Production Board and the FCC, detailing and clarifying the procedure for the clearance of facilities under the freeze order, was understood to have been delivered and is expected back in a day or two.

The statement, which would explain how the freeze order is to be applied, is to be read to a joint meeting on Thursday of the FCC's legal and engineering staff and the WPB's Broadcasting Division.

The FCC's legal and engineering staff has drawn up a memorandum covering the subject, working in collaboration with WPB experts on priorities. But by Friday night the statement was not yet ready for release.

The FCC's legal and engineering staff has drawn up a memorandum covering the subject, working in collaboration with WPB experts on priorities. But by Friday night the statement was not yet ready for release.

A copy was understood to have been sent to Chairman James Lawrence Fly, who is also chairman of the DCA. Mr. Fly was away last week in Florida. He was expected back some time this week. In the meantime, Commissioner Clifford J. Durr has been acting as chairman.

Vol. 22, No. 8  WASHINGTON, D. C., FEBRUARY 23, 1942  $5.00 A YEAR—15c A COPY
they think radio can best present the war problem to the people.

Government officials spoke most earnestly to the groups about the gravity of the situation confronting America, the need for making the deepest possible dent in the war production problem and the absolute necessity for "translating into radio time" the fact that days of sacrifice are at hand for even the most essential industries.

The same committees are to return to Washington this week, the first again on Tuesday and the second on Friday, and it is expected that their reports will return with some concrete ideas on how best to utilize the radio medium. The meetings will probably be held on the Monday of each week for an indefinite period.

Meetings with Committees

The OFF representatives at the sessions, besides Messrs. Lewis and Meservey, were Frank Stanton and Philip C. La Roche. The meetings embracing the network and agency representatives, was attended by Charles Vanda, CBS; Madeline Ensign, program director of WOL, Washington, D.C. (for Dolph Opfinger), for MBS; C. L. Mener, NBC; Charles Barry, Blue Network; A. K. Spencer, J. Walter Thompson Co.; Heagen Bayles, Ruthrauff & Ryan; Al Hynes, Lord & Thomas; John A. Carter, Pedlar & Ryan; Arthur Pryor, BBDO; Frederic William Wile Jr., Young Brothers; Ed. F. Scott, Schwimmer & Scott; Klaire Hawkes, Benton & Bowles. The latter eight comprise the Advertising Council Radio Committee.

The second committee representing stations includes Neville Miller, NAB president; John Shepard 3d, president of the FM Network, who is now headquartered in Washington as liaison man for the Broadcasters' Victory Council; George B. Storer, Fort Industry Co., president of National Independent Broadcasters' Foundation, Shouse, WLW-WSAI, Cincinnati, for Clear Channel Broadcasting Service; John E. Fetzer, WKZ, EMI, Ceylon, NAB; Eugene C. Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc. The latter five comprise BVC. Mr. Storer was unable to attend last Friday's meeting.

It is expected that increased appeals to networks and stations will be made for time to be devoted to war programs and to the various Government departments engaged in war activities. However, the OFF is expected to provide checks and balances against unauthorized and irresponsible requests.

Following the Friday session, at which ways and means of best handling Government news and programs were explored, OFF radiocritics, acutely conscious of their intentions — demanding time clearances on stations and networks if and as war needs require — by announcing that this Monday they were going into a huddle with Maj. Gladstone Mur- Advertising Council Formed To Assist Government in War

THE Advertising Council, sponsored by leading industry associations and comprising representatives of advertisers, advertising agencies and media, has been organized to "help the Government utilize, for the purpose of impressing and inculcating the public concerning various phases of the war effort, the talents, techniques and channels of advertising, which in normal times have proved they can help shape the thinking and action of the public," according to an announcement by Chester J. La Roche, Young & Rubicam, chairman.

Designed to coordinate the facilities of national advertising and to place them at the disposal of the Government to help in the total war effort, the Council will not itself attempt any creative work.

Plan Capital Office

Independent committees, composed of leading radioists in the broadcast, production and media fields, will work closely with the Council in aiding the various Governmental departments make the most effective use of time and space made available to the Government by media and advertisers.

First discussed at the joint convention of the American Assn. of Advertising Agencies and the Assn. of National Advertisers last November, in 1942, (Broadcasting, Nov. 17), (Continued on page 58)

HOOKUPS FOR FDR WILL SET RECORD

MOST comprehensive shortwave hookup in the history of NBC's international division operations was arranged to carry the address on the four major networks by President Roosevelt on Feb. 23.

In addition to the NBC Pan-American network of 150 stations, which will carry the speech in Spanish as it is taken off the NBC domestic network at 10 p.m., special RCA Communications lines will send a Portuguese translation and tapes of the President's own voice. All day the 24th, the address will be beamed to the rest of the world at intervals through different languages, including Danish and Swedish.

New Business Offsets Network Losses

ALTHOUGH the war and its concurrent curtailment of certain products promoted extensively by radio has caused some cancellation of radio campaigns since Dec. 7, 1941, the situation has been mitigated by replacement programs for those going off the air because of priorities, as well as by a gratifying number of new shows reported by each of the major networks to have started already or to be scheduled in the next month or so.

Most of the network changes — losses as well as gains — are due to normal business fluctuations which have no connection with the war. Oftentimes a network offers program changes since America's entry into the war, notes four cancellations definitely due to war causes.

Replacement Series

Lipton Tea, because of uncertain shipments from Ceylon, on Feb. 1 cancelled Helen Hayes; Magazine Repeating Razor Co. will cease sponsorship of Duffy's Tavern; March 12 due to priorities; Ford Motor Co. discontinues its Sunday Evening Hour with the March 1 broadcast, while Chrysler Corp. has already cut the Major Bowes Amateur Hour to a half-hour. Both ray, managing director of the Canadian Broadcasting Corp., to compare notes on how radio can play the most effective part in winning the war.

One suggestion already advanced, is for a Board of National series of talks on production and conversion to war needs, is that certain weeks be set aside for the various drives. Thus one week might be devoted to concentrated radio campaigns for recruiting; another Treasury Week, with emphasis on the Defense Savings Bond Drive; another Ratification Week, etc.

of the latter changes by the automobile companies are brought about by the war.

To offset these cancellations, CBS states that Duffy's Tavern will continue for General Foods Corp., and that its new shows include Junior Miss for Procter & Gamble Co., Fort Worth Electric Co.; That Breaster Boy for Quaker Oats Co., formerly on NBC; The World Today for United Fruit Co., and the following new shows, which started in January: How'm I Doin', for R. J. Reynolds Tobacco Co.; Eimer Davis Edits the News, for Johns-Manville Corp.; First Line Defense, for Wm. Wrigley Jr. Co.

CBS also reports two new series on its Pacific Coast network: Jane Endicott, Reporter, for Sunnyvale Packing Co., and Bob Garred for Soil-Mfg. Co.

The only two cancellations reported by Mutual as due to the war occurred before Dec. 7. American Can Co. dropped its program in the summer and Tayton Co. in November, both because of anticipated shortage of material. Richfield Oil Co., which cancelled Confidently Yours when the oil and gas situation was first considered serious, has resumed the series. Since January, new shows have started on Mutual for four sponsors, including Conti Products, Fleischmann's Yeast, Seventh Day Adventists and Regent ciga-

Changes on Blue

Wren Thrivo Dog Food cancelled its sponsorship of the Moylan Sisters, but has taken the network airwaves of the canning priorities. Hecker Products took over the program the following week in February. Also on the Blue, Mennen Co., unable to get alcohol priorities for its cosmetic products, discontinued Capt. Flagg & Sqt. Quirt, which moved to NBC for Brown & Williamson Tobacco Co.

Canada Dry has cancelled Michael & Kitty for its soft drink Spur, affected by the sugar shortage, and the Blue has acquired two new shows starting in March: Carter Products and the Ontario Travel Bureau.

NBC's only war casualty is the Morrell Dog Food program featuring Kenneth N. Wyman, which grounded on March 22. The Brown & Williamson show, Wings of Destiny, also was forced off the air because of the information it gave about airports as well as its weekly offer of an airplane, the company substituting Capt. Flagg & Sqt. Quirt at the same time.


Spot Activity

That the same conditions of more than enough new business to compensate for any wartime cancellations do not exist for network business, as well as for network business, is generally reported by station representatives. Specific demonstration of the state of spot business is given by Charles Michelson, transcription producer, who reports that between Dec. 8 and Feb. 8 his organization conducted a survey among 57 local advertisers in the Chicago market, using Michelson transcriptions, ranging from one-minute announcements to half-hour programs, to determine the effect of the war on
Right to Sponsor Bond Series Asked

6th NAB District Proposes Treasury Grant Authority

UNDER a resolution adopted by the 6th District of the NAB, held Feb. 18 in the Hotel Roosevelt, New Orleans, the U. S. Treasury was asked to permit sponsorship of its scripts and other program material.

Edward W. Craig, of WSM, Nashville, concluding his sixth term as director of the 6th District of NAB, tendered his resignation, giving the press the word that he has accepted a position as research assistant for his retirement. Hoyt B. Wooten, president and general manager of WREC, Memphis, was elected unanimously to succeed Mr. Craig following adoption of a resolution in which the members of the district expressed their thanks to Mr. Craig for his work as director.

Following the all-day meeting, Mr. Craig was guest of honor at a banquet catered by New Orleans broadcasters.

Support Voted BMI

The new station contract of Broadcast Music Inc. was discussed by Carl Haverlin, vice-president of BMI. Continued support of BMI was adopted in a resolution which followed and similar action was urged for other sixth district broadcasters. Leonard Callahan, general counsel for SESAC and Robert Murray, public relations director for ASCAP, outlined their services in other addresses.

At the noon luncheon of the meeting, delegates were guests of the New Orleans stations. Speakers included Maj. P. R. Worthington, U. S. Marine Corps; Robert Coleson, Radio Section of the Public Relations Branch, War Department; and Lieut. Robert Read, USN, public relations officer for the eighth Naval District.

At the afternoon session, the speaker was Robert Richards, assistant to J. Harold Ryan, assistant director of programming for Broadcasting, followed by a roundtable discussion of censorship matters. Other speakers heard included Claude Barrere, NBC Theatres; Herbert Denny, Standard Radio; and Cy Langlois, Lang-Worth who gave information on their services.

C. E. Arney Jr., assistant to NAB president Neville Miller, detailed activities of the NAB.

New Orleans was endorsed as the site of the 1943 convention of the NAB. Present were:

E. A. Alburty, WHHQ; H. V. Anderson, WMIB; Gordon Besserman and Robert L. Sanders, WSBR; Mrs. Frank B. Cashman, WIBO; Rev. P. Edward and W. H. Summerville, WWL; Jack N. Drasbaugh, WSFA; R. E. Ewing, WDUB; P. C. Ewing, WGOM; Janis Hanahan, WMPS; Wiley P. Harris, WJDX; Harry Stone and Douglas Henry, WSM; J. C. Liner Sr. and J. C. Liner Jr., KMLB; John C. McCormack, KWKU; A. H. Noble and F. C. Sowell Jr., WLAQ; Jack Farrish, KOTN; Hamil Wheelahan, WSMN; Carl Winger, WDUB; C. J. Wright, WFOR; H. W. Slavick, WMC; Hugh M. Smith, WAML; Joe Shrevepool, WKPT; S. C. Vinzandor, KLRA; Roy Wooten, WIRE; G. E. Zimmerman, KARK; C. E. Arney Jr., NAB; Claude Barrere, NBC; Leonard D. Callahan, SESAC; I. T. Cohen, Robert I. Murray and S. Stephensheim, ASCAP; Carl Haverlin, BMI; Herbert Denny, Standard Radio; William Gaudet, INB; Cy Langlois, Lang-Worth; Ted Maloy, WP; F. R. Worthington, Marine Corps.

Broadcasters Victory Council Duties Are Mainly Liaison, Declares Shepard

TO CLEAR UP misunderstanding about the purpose and functions of the Broadcasters Victory Council, which has established headquarters in Washington, John Shepard 3d, president of the Yankee Network and chairman of BVC, issued a statement last week emphasizing that "BVC is an emergency organization designed to provide a much-needed ball-bearing between the numerous Government agencies and the business of broadcasting."

Mr. Shepard is devoting his full-time to BVC activities in Washington, having taken offices in the Munsey Bldg. Each week he is sending out a bulletin to all stations, regardless whether they are affiliated with the trade groups making up the BVC. His statement was included in his bulletin of Feb. 18, in which he went on to state:

"In this capacity, it has no intent to negotiate, interfere, arbitrate or meddle in any industry problems that are not outgrowths of the situation in Washington. The Council cannot go into labor disputes, music agreements, rate structures and the hundred-and-two other worries which broadcasting always had to face.

"To all these have been added today the problems of censorship, the demands of Government agencies and the mounting necessity for super-charged public service. "Such things alone — and they present a formidable front — are the full-time concern of the Broadcasters Victory Council."

INDUSTRIAL LIAISON in Washington for the duration is Broadcasters Victory Council, with John Shepard 3d (center), Yankee Network president, as chairman. The council was formed in late January (BROADCASTING, Feb. 2). Other members are: George B. Storer (upper left), president of Port Industry Co. and interim president of NIB; James D. Housh (upper right), vice-president of WLW-WSAI, for Clear Channel Broadcasting Service; John E. Petzer (lower left), owner of WKZO, Kalamazoo, and NAB director, for the NAB; Eugene C. Pulliam, president of WIRE, Indianapolis, and president of Network Affiliates Inc.

First Freeze CP To Kodiak, Alaska

Need for Radio Coverage in Territory Is Recognized

BASING its action on an apparent need for broadcast coverage in an area at present not receiving a primary signal, the FCC last Tuesday issued a construction permit for a new station at Kodiak, Alaska, 250 watts fulltime on 1230 kc. Permittee is Edwin A. Kraft, licensee of KINY, Juneau, Alaska, and owner of Juneau Radio Advertising Co., Seattle agency.

The grant is the first since the DCB issued its project "freeze" order of Feb. 12, leaving the FCC with only limited discretionary powers in allotting new station facilities [BROADCASTING, Feb. 16]. New grants, as in the Kodiak application, under the order are to be issued only after the FCC has definitely determined that the proposed service area is underserved and does not receive a primary signal from a station. In Kodiak the nearest station to Kodiak is the 250-watt KFQD, Anchorage, Alaska, 230 miles to the north. Kodiak is on Kodiak Island, off the southern coast of Alaska and is adjacent to the Alaska Peninsula leading out to the Aleutian Islands.

Other Commission actions last week included the granting of a CP to KGWJ, Alamosa, Colo., to increase to 250 watts fulltime with a new transmitter, and the granting of an extension of the NIB's freeze of KTNM, Tucumcari, N. M., to change hours of operation from unlimited to specified.

Designated for hearing were the new station applications of Chambersburg Broadcasting Co., Chambersburg, Pa., 250 watts on 1340 kc.; William L. Klein, Oak Park, Ill., 250 watts on 1480 kc.; Murfreesboro Broadcasting Co., Murfreesboro, Tenn.; Andrew L. Todd, Murfreesboro; Nashville Radio Corp., Nashville Tenn. The latter three, seeking 250 watts on 1420 kc., will be heard jointly.

Fact Revelation Penalty Is Advocated by Biddle

In IDENTICAL letters to House Speaker Sam Rayburn (D-Tex.), and Chairman Frederick Van Nys (D-Ind.), of the Senate Judiciary Committee, Attorney General Francis Biddle last Monday urged penalties of $5,000 fine or two years in jail for unauthorized persons who reveal secret or confidential information of the Government.

The letters, evidently aimed at radio news commentators and newspapers, will "tighten censorship, voluntary and mandatory," Attorney General Biddle said. Attorney General Biddle explained that though there are present laws imposing penalties on persons who conceal, destroy or mutilate confidential or secret Government documents, there is no legal compulsion against making these documents or copies of them available to other interested parties.
President May Settle Shortwave Dispute

Federal Agencies Disagree Over Methods

PRESIDENT Roosevelt may shortly be called upon to enunciate a policy with respect to the operation of this country's international shortwave stations.

Differences arising between some of the private operators and the Rockefeller Committee, as well as between the Donovan Committee and the Rockefeller Committee on the one hand, and the COI on the other, are expected to require intervention of the Chief Executive, who presumably would be guided in his decision after consultations with officials of the FCC and the Donovan and Rockefeller committees.

Subsidy Proposed

The Office of the Coordinator of Information, Metropolitan Broadcasting and the Donovan Committee is popularly known, has proposed a virtual subsidy to all the private shortwave operators if they will lease all of their time to that agency, and use the funds to increase their powers and otherwise improve their facilities while continuing privately to maintain complete technical and partial program operations.

The Office of the Coordinator of Inter-American Affairs, or Rockefeller Committee, is represented as favoring the formation of a separate Government-owned or combined company-owned corporation to take over and operate the international broadcasting facilities as a monopoly somewhat along the lines of the British Broadcasting Corp.

Conversations between COI officials and the licensees of the shortwave stations have been continuing for more than a fortnight over a COI proposal that they enter into voluntary lease arrangements whereby COI will control all of the time on the stations with the exception of 4 p.m. to midnight, which would be allocated to the Rockefeller Committee because those hours are regarded as the most favorable for reception in the Latin American countries.

Rockefeller’s Sphere

The Rockefeller Committee’s sphere of activity embraces the Western Hemisphere, where the Donovan Committee is assigned all the rest of the world for its radio and other information gathering and disseminating activities.

The COI in framing its scheme, calls it a “voluntary plan of cooperation” under which existing stations, and others to be built by the Commission or profit foundations, would remain in private hands but be coordinated into a programming structure that, except for the time allocated to Rockefeller, would be directed by the COI.

This, it is contended, would retain the principle of private operation during and after the war, and yet enable all stations to control it must exercise to utilize the shortwaves to their greatest advantage in the immediate emergency.

The COI project calls for payment to the operators of their maintenance costs, including underwriting the expenses of and securing broadcasting field was expected to follow the recommendations of the Defense Communications Board, virtually freezing station allocations.

It was stated to Broadcasting last Wednesday by Leighton H. Peebles, chief of WPB's Communications Branch, that allocations of materials for transmitting equipment would be cut entirely except construction materials allocated to broadcasting facilities upon request from Naval or Army quarters.

The Communications Branch is also preparing a maintenance and repair order for the entire communications industry, including broadcasting, which will be issued shortly.

Jansky May Head Radio

Coincidentally, it was learned on good authority, there is a probability that C. M. Jansky, prominent Washington consulting radio engineer, will be appointed chief of the radio section of the Communications Branch. Mr. Jansky, who was out of the city last week and could not be reached for verification, is senior partner in the firm of Jansky & Bailey, which is already working on radio scientist personal allocations for the National Defense Research Committee.

A former electrical engineering professor at the University of Wisconsin, Mr. Jansky is also a past president of the Institute of Radio Engineers.

Transmitter, Tube Plants Face Complete Wartime Conversion

Receiver Manufacturers Rapidly Make Complete Military Shift; Jansky May Take WPB Post

PLANS for complete conversion of transmitter and tube manufacturing plants for war needs are now being considered, with effective action expected. In a short time it was indicated last Wednesday by War Production Board officials.

The definite word having been given that radio receiver manufacturing is slated for complete war conversion, a similar situation in the transmitter and tube manufacturing field was expected to follow the recommendations of the Defense Communications Board, virtually freezing station allocations.

It was stated to Broadcasting last Wednesday by Leighton H. Peebles, chief of WPB’s Communicatıons Branch, that allocations of materials for transmitting equipment would be cut entirely except construction materials allocated to broadcasting facilities upon request from Naval or Army quarters.

The Communications Branch is also preparing a maintenance and repair order for the entire communications industry, including broadcasting, which will be issued shortly.

Jansky May Head Radio

Coincidentally, it was learned on good authority, there is a probability that C. M. Jansky, prominent Washington consulting radio engineer, will be appointed chief of the radio section of the Communications Branch. Mr. Jansky, who was out of the city last week and could not be reached for verification, is senior partner in the firm of Jansky & Bailey, which is already working on radio scientist personal allocations for the National Defense Research Committee.

A former electrical engineering professor at the University of Wisconsin, Mr. Jansky is also a past president of the Institute of Radio Engineers.

If he takes the job, he presumably will be required to go from private consulting practice.

No Labor Problem

Mr. Peebles had previously pointed out [Broadcasting, Feb.16] that in the transmitter field defense orders now exceed productive capacity of plants. With civilian demands for apparatus brought on by freeze-order controls, the turn-over to full war need manufacture will be virtually automatic.

On Wednesday, Mr. Peebles stated that conversion problems of the various manufacturers would be given individual consideration, so conversion would not exact uniform treatment.

(Continued on page 50)
Multiplying Industrial Payrolls

Mammoth new industrial projects building and nearing completion in Oklahoma will pour millions of dollars into trade channels. By the end of 1942 in the Oklahoma City area alone, industrial payrolls will be quadrupled; influx of workers is expected to increase population 33%.

Steeply Ascending Farm Income

Oklahoma farmers handled more dollars in 1941 than in any year since 1928. An average crop this year will easily bring Oklahoma farmers $300,000,000 and may crowd the peak year of 1924 when farm income was $365,000,000. In fact, the outlook for crop production could hardly be better.

Radio Station WKY

In cities, in towns and on farms, WKY is the station most Oklahomans listen to most, the station best able to turn Oklahoma's expanding income into sales...to keep registers ringing for you!
Capital Society Pays for a Program

Garfinckel's Class Apparel Sold at Joint Hotel Charity Project

By MARGUERITE L. SITGREATES

AT $1 PER TICKET, Washington's flossiest socialites clomor to attend a combined broadcast and style show at the Capital's fashionable Hotel 2400. There they enjoy a radio program, aid patriotic charities and buy quantities of class wearing apparel provided by the exclusive Garfinckel's department store. Often they buy apparel right off the mannequins. Always reluctant to do any advertising, Garfinckel's name is not associated with the program as sponsor. But the radio trade understands that the famous store takes care of half the freight, with Hotel 2400 putting up the other half. Every Saturday the 'Embassy Day at Hotel 2400' program draws swarms of paid customers from the ranks of Cabinet wives, embassies, Congressional circles and other branches of Washington's social set. The writer of this article handles script for the fashion program.

Halifax, wife of the British Ambassador to the United States, went over the air the first Saturday in December from the Lounge Riviera, Hotel 2400.

Little advance publicity was given to British Embassy Day. The Lounge Riviera holds 250 luncheon guests. Not much was expected in the way of attendance, but the place was completely sold out. One week later, for Peruvian Embassy Day, the broadcast was moved to the large ballroom of Hotel 2400. Now in the 11th week of the program, the ballroom is packed, the adjoining Palm Room and the small cocktail room immediately to the side, are filled to capacity. Each Saturday patrons are turned away and the main dining room of Hotel 2400 is showing a most satisfactory daily increase.

Each broadcast is a diplomatic luncheon program, presided over by Meredith Howard whose personally invited guests including men and women are prominent in military, governmental, diplomatic and congressional sets, are introduced weekly. An American Red Cross executive is in regular attendance.

A native dish of the country honored is featured on each program. Peruvian favorites are given the ladies. The Ambassador or Minister representing the Embassy, is interviewed by Meredith Howard along "Good Neighbor" lines, all to an appropriate musical background, tables in V-shape formation, the 21 Pan-American and Allied flags flying.

Defense Costumes

As to the actual selling of women's apparel in connection with Embassy Day at Hotel 2400? From the first broadcast on, for fashion interest, Garfinckel's, the capital's exclusive store for women's apparel, has provided a fashion show with Washington debutantes and society matrons acting as mannequins.

The costumes are interpreted by Meredith Howard from a defense angle. Materials as affected by priorities, styles as adapted to wartime activities meeting both psychological and practical needs, are stressed. Each Saturday, Washington socialites are buying many of the expensive Garfinckle hats, dresses and coats directly from the mannequins.

To date, in addition to Great Britain and Peru, the countries of Turkey, Mexico, China, Belgium, Poland, the Philippines and Venezuela have been honored on Embassy Day at Hotel 2400. In some instances young women from the embassies wear native costumes. On the Feb. 28 broadcast, hundreds of dollars in Defense Bonds are to be turned over to the American Red Cross.

This event is to be covered by special assignment of photographers sent from a national pictorial magazine. News of each broadcast is sent to South America through foreign correspondents attending each Embassy luncheon. Reservations for the broadcasts are being made weeks in advance; the luncheon is gaining the reputation of being the most brilliant affair in Washington.

Hostess and originator, Meredith Howard, is known as Washington's "Minister of Goodwill," and sponsor Hotel 2400 is convinced beyond dispute that if you "cast your bread upon the airwaves, it comes back later cake."

No Commercials

This prestige program carries no commercials. The name of the hotel falls naturally throughout the script, the fashion shows with the defense angle and prominent mannequins, is highly narrative. A sponsored show with no direct message is a flop!

A radio program so painlessly and subtly commercial that the dining room "studio" audience and the air-following do not, as a whole, realize how is sponsored! Unusual?

Practically unheard of — and highly successful. Perhaps a new radio art in the dawning?

Embarqross

FOLLOWING successful use of radio to sell "Hellzapoppin" [Broadcasting, Nov. 3, 1941], the comedy team of Olsen and Johnson and their producing associate, Mrs. Shubert, are using time for their new show "Sons O' Fun" at the Winter Garden in New York. The two-act presentations are broadcast on WABC, WNEW and WOV, New York, and on eight other stations in the Philadelphia, Hartford, New Haven, Boston, Baltimore and Washington. Marlo Lewis, radio director of RKO-F&B Thompson Co., New York, prepared the programs in cooperation with C. F. Finkleman, advertising manager for the Shuberts.

Sheffield Spots

SHEFFIELD FARMS Co., New York, for three of its creamed cottage cheese products is conducting a six-week campaign from Feb. 16 till Easter on seven stations in the New York Metropolitan area. Using a total of 426 50-word station break announcements, the company is promoting the three cheese products in two-week periods. Stations are WABC, WMCA, WOR, WQXR, WHN, WNEW and WINS. Agency is N. W. Aver & Son, New York.

Steel Firm to Return

TENNESSE Coal & IRON Co., Birmingham, a subsidiary of U. S. Steel Co., again this year is planning a spot campaign for its chicken-wire fences, using 8 or 10 stations in the Mason-Dixon Line. Series, to start in the spring, will probably consist of thirteen-weekly 30-minute spots, with a type undecided. Agency is BBDI, New York.
Proof of the Pudding

See For Yourself What Advertisers Say About WFIL Cooperation!

The letters reproduced here (We've dozens of others like them in our files) conclusively prove the "PUDDING" whipped up by WFIL is the best recipe for the most effective Philadelphia market sales job. It pays to buy WFIL... the only Philadelphia station offering merchandising cooperation tailor-made to meet individual sales problems... CHARTED MERCHANDISING!

In 1941, 52.5% more advertisers used WFIL facilities compared to 1940. The reason—WFIL CHARTED MERCHANDISING.

WFIL

THE BLUE NETWORK • KEY STATION QUAKER NETWORK • FM STATION W53PH

NATIONAL REPRESENTATIVE THE KATZ AGENCY, INC.
Ryan Approves Series With Safeguards; No Code Change

ADEQUATELY safeguarded, certain types of man-on-the-program programs are still under the Wartime Censorship Code—but only after each particular program and its method of presentation have received the written approval of the Office of Censorship under J. Harold Ryan.

This was made known last week when Mr. Ryan went to a go-ahead to Hubert Taft Jr., manager of WKRC, Cincinnati, covering a program in which pre-selected interviewees, chosen by civic and educational organizations, are questioned and the questions and answers pre-written before being broadcast. To guard against deception, the WKRC program keeps two announcers and an engineer on the job at all times.

Careful Check

If this is not sufficient safeguard, it is agreed that the rehearsed program shall be transmitted and that the broadcast will go on only after a time-lag.

Mr. Ryan, in reporting that his office had approved for broadcast this variation of the conventional quiz or man-in-the-program program, upon which the Code [BROADCASTING, Jan. 19] otherwise frowns, pointed out that Mr. Taft had "revised the format of his show so as to apply safeguards deemed essential for protection against its possible use for subversive purposes."

He called attention to the fact that the adequacy of the safeguards adopted in this instance was dependent upon the use of more personnel and equipment than ordinarily are available to smaller stations.

"Virtually every program of this general type varies in some degree from the others," Mr. Ryan said. "For this reason, no blanket approval of all forms can be given in advance. Broadcasters who feel that they could make use of such programs and still fulfill their obligations of self-censorship should submit their specific programs to the Office of Censorship for review and interpretation."

In other words, the approval of the WKRC program is not to be construed as blanket approval for similar programs, each one of which must be acted upon individually.

The Office of Censorship is inclined to give station management the best possible break un-der the Code, but no chances will be taken that might lead to slip-ups.

Not a Deviation

Mr. Ryan emphasized that the ruling in the WKRC case was not in any way a deviation from the Code provision which states, "General control or control by laws, rules, or regulations originating remotely, wherein the group is small, and wherein no arrangement exists for investigating the background of the participants, should be discontinued." While this section of the Code refers specifically to man-on-the-street interviews, airport interviews, etc., Mr. Ryan asserted that safeguards are provided through the office of Censorship's rigid requirements that every broadcaster submit his case for individual ruling. There are to be no deviations from the basic purposes of the Code, he asserted.

Conditions to be outlined by station managers in presenting their cases for approval by the Office of Censorship are suggested in Broadcasters' Victory Council in a letter to all stations last week.

The letter suggests:

The broadcaster will maintain complete control over programs allowed access to the microphone, and the master of ceremonies shall

KPAS, New Fulltime Pasadena Outlet, Starts Operation With Temporary 5 kw.

UNDER SPECIAL temporary FCC authorization, KPAS, Pasadena, Cal., authorized last Sept. 9 as a new 10,000-watt fulltime station on 1110 kc., on Feb. 16 started operation on an 18-hour daily schedule after several delays caused by technical difficulties.

J. Frank Burke, president and general manager of Pacific Coast Broadcasting Co., operating the station, stated that KPAS will continue under the present setup until an annexing staff consists of Western Electric transmitter is installed.

KPAS currently is utilizing a Collins 5,000-watt transmitter, with a three-tower directional antenna. Studios located in the Huntington Hotel, that city, are Western Electric equipped. Transmitter is located at El Monte, Cal.

Other Personnel

Loyal K. King is executive assistant to Mr. Burke, with John L. Akerson, commercial manager, and John A. Smithson, chief engineer.

Other personnel includes: C. H. Leinaha, formerly with WOC, Davenport, IA., and WHO, Des Moines, program and production manager; Joan Shaffer, formerly of KFAC, Los Angeles, commentator and director of women's programs; J. Newton Yates, musical director; Jack Gregson, formerly of NBC and CBS, San Francisco; Paul Langford, formerly of KMPK, Beverly Hills, Cal.; Gordon Burke, formerly of KGMB, Honolulu; Kani Evans, formerly of KIRO, Seattle. News bureau is operated by Bill Holmes, formerly of NBC, San Francisco; Paul Hulderman, formerly writer on the Shanghai (China) Express; Keye Maxwell, formerly publisher of the Fullerton (Cal.) News-Tribune. Sales executives are Jack Withington and Charles Hughs of FCB, San Francisco; Howard Tull, formerly of KIEV, Glendale, Cal.; Marshall Walker, new to radio. Pat Walsh, formerly of KFVD, Los Angeles, is studio chief technician, and Hal Lea, music librarian.

‘Town Hall’ Adopts Rule to Abide by Censorship

TO CLARIFY the question period often asked at American Broadcasting’s Town Meeting of the Air program in light of the censorship rules antedated by the Office of Censorship, Town Hall, New York, has announced its ten-point program for “Freedom of Speech in Town Hall,” as prepared by George V. Denny Jr., president of Town Hall.

Since shortly after war was declared, all questions have passed through the hands of an editorial staff. Now members of the Town Meeting staff, before they reach the air, according to the new rule, may ask a relevant question following the prepared addresses, but rather than have Mr. Denny, the moderator, reject improper questions on the air, a member of the staff reviews them before they are asked.

Pertussin Spots

SÈECK & KADE Co., New York, which is running a winter campaign for Pertussin cough drops using spot announcements on about 25 stations, has been testing a five-minute transcribed feature titled The Singing Neighbor on four stations since mid-January, and last week added 12 more stations, bringing it up to 16. The campaign of thrice weekly broadcasts will run for nine more weeks on WOR, WKBW, WJZ, WBBM, WBEN, WCHS, WGAN, WOTC, WLAG, WDAB, WTWB, WBGX, WGMZ, WJAB, WBUY, WJFN, WBBW and WUWM.

Measles, Burke, Akerman and King at Launching of KPAS

Page 14 • February 23, 1942

BROADCASTING • Broadcast Advertising
"What story has whiskers on it that's never been told before?"

We are referring, quiz-fashion, to the recent experience of a razor blade manufacturer, over KDKA.

With one-minute announcements, they made a special offer on their famous whisker harvesters. “We hope per-inquiry-cost will average about 15 cents,” the advertiser confided.

Well, not to take too much time rubbing the lather in, inquiries cost them 5.7 cents apiece. That is, the announcements drew nearly three times the response they considered par.

Which illustrates why keen advertisers choose KDKA. They know that KDKA breaks par as regularly as they mow the old whiskers.

And it’s not done with mirrors. It's done with a 56-county Primary. With a million and a quarter radio families in 500 towns. Four Pittsburghs!

If this razor blade story has whiskers on it, it’s because we’ve told so many like it. For some more good stories, get in touch with NBC Spot Sales.

WESTINGHOUSE RADIO STATIONS INC • KDKA KYW WBZ WBZA WOWO WGL
First Census Data on Set Ownership Show 81.4% Nevada Homes Have Radios

FIRST of the long-awaited Bureau of the Census reports tabulating radio ownership in homes and other data by states and counties was issued last week, covering 1940 census findings for the State of Nevada. It appeared under the title, "Second Series, General Characteristics: Nevada." and, like the others to come, will be available directly from the Government Printing Office, Washington, for 10 cents.

No Preliminary Report
No schedule has yet been made up for the issuance of the remaining State reports, but it was informally stated at the Bureau that they will be released sporadically and that it may take the rest of the year before all of the 48 States are secured.

The Nevada report includes tables covering occupied dwelling units by tenure and population per unit, by color of occupants, urban and rural; analysis of dwellings by type of structure, year built, state of repair and plumbing equipment, household and refrigeration equipment, central heating, mortgage status, rents, values, etc. Table 23, which embraces the radio count, covers dwelling units by counties, and shows the number of households, number of persons per household, persons per room, tenant-occupied units, radio, refrigeration equipment, cooling fuel, heating equipment and other conditions.

26,200 Home Radios
Total homes with radios in the State numbered 26,200, or 81.4% [this compares with 28,500, or 95%, reported in the 1938 Joint Committee estimate and published in the 1940 BROADCASTING Yearbook]. The Census Bureau's tabulation gives the radio homes and percentages by counties, and also shows the number of non-radio homes and those not reporting radios in each county.

Culled from the report by BROADCASTING is the following summary of the county figures:

<table>
<thead>
<tr>
<th>County</th>
<th>Homes &amp; % of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Churchill</td>
<td>2,153 78</td>
</tr>
<tr>
<td>Clark</td>
<td>3,856 70.1</td>
</tr>
<tr>
<td>Elko</td>
<td>2,433 78.2</td>
</tr>
<tr>
<td>Humboldt</td>
<td>4,338 60.7</td>
</tr>
<tr>
<td>Lander</td>
<td>2,455 67.1</td>
</tr>
<tr>
<td>Lincoln</td>
<td>4,197 68.7</td>
</tr>
<tr>
<td>Mineral</td>
<td>476 62.5</td>
</tr>
<tr>
<td>Ormsby</td>
<td>657 68.3</td>
</tr>
<tr>
<td>Pershing</td>
<td>706 76.0</td>
</tr>
<tr>
<td>Washoe</td>
<td>8,508 90.4</td>
</tr>
<tr>
<td>White Pine</td>
<td>2,905 83.8</td>
</tr>
<tr>
<td>STATE</td>
<td>26,200 81.4</td>
</tr>
</tbody>
</table>

Mr. Grinals, who is being transferred to Chicago, becomes sales manager of the Chicago office of WLV.

Walter Callahan, manager of the Chicago office for the last two years, is returning to Cincinnati to become assistant to Robert E. Dunville, general sales manager of the broadcasting division of Crosley of which he also is vice-president.

In the New York office of WLV, Bernard Muskin, who has been in charge there of sales for WLV, Crosley shortwave station, is being transferred to the regular sales staff of WLV.

WALTON Edwards was named WSAI as manager in August, 1939, coming from WAPI, Birmingham. He had previously been in executive capacities at WBT, Charlotte, and WFBF, Greenville, S. C. Two months after becoming manager of WSAI, Mr. Long went for Mr. Grinals, who at the time was a salesman for WAGA, Atlanta. They first met at the old WRDR, Augusta, Ga., in 1935. Changes are effective March 1.

Midwest War Session

WARTIME conditions affecting various media including radio will be discussed in Chicago April 10 and 11 at a conference of sales and advertising executives in nine midwest States. All sales and advertising organizations in the area will be invited to help the Chicago Advertising Club, host, in planning the session on current problems.

EDWARD TOMLINSON, Blue Network's Latin America chief, who recently returned from Rio de Janeiro where he secured the Pan-American conference for the Blue, is currently on a lecture of this country.
20 Years of Radio History

Back in the days when radio was a low voice heard through tightly clamped earphones, heard only by a sparse audience of electrical daredevils, WGY first went on the air.

Since that time there have been big days for 'GY—when Edison spoke over our microphone . . . when Marconi came to visit . . . when Steinmetz gave his talks on science. We have met many interesting people from all walks of life—Amelia Earhart, Franklin D. Roosevelt, Harry Houdini, Mary Pickford, Chief Sitting Bear. We have known a generous portion of the Passing Parade.

In those twenty years WGY has pioneered many things. It was the first licensed 50,000-watt station, the first to experiment with such "super-power" as 100 and 200 kilowatts. From early WGY experiments in round-the-world relays have grown today's New York-to-London-to-Java news-casts. The G-E "palla-photophone" of 1922, an instrument which 'GY used for recording sound on film, was the grand-daddy of talking pictures.

WGY has kept step through the years. It was the first station in the Great Northeast; it is today the foremost.
Industry Responds Favorably To BMI’s Renewal Licenses

BMI Stresses Advantages Over ASCAP Offer; Many Stations Take Out Eight-Year Pacts

HEARTENED by the immediate response of the broadcasting industry to the new BMI eight-year licenses, more than 100 signed contracts were received by BMI within the first week of the time they were mailed out, representing all types of station, from locals to clear-channel broadcasters. Executives of the industry-owned music clearing house organization nevertheless last week continued without abatement their efforts to secure 100% acceptance from the 776 commercial stations currently licensed to use BMI music through Marh 11.

The BMI argument contends that through consolidated industry action BMI radio licensed and ASCAP brought to broadcasters an industry victory that has resulted in a great saving in the cost of music and has averted many attacks from unions and associations for which some stations are not covered in contracts.

If ASCAP had succeeded in forcing radio to comply with its original demands, these others would certainly have made similar demands to the defeated broadcasters, BMI states. But the decisive setback given ASCAP was a stiff warning to other groups that any demands of such a nature would be met as promptly as and as vigorously as slammed down.

Gains Must Be Held

But, BMI points out, the victory is only a victory as long as the gains are held. If the broadcasters believe that their long-term licenses with ASCAP are sufficient protection and that BMI, having done its job, can safely be discarded, they are sadly mistaken. ASCAP is operated for the benefit of its members, the writers and publishers, BMI states, and ASCAP’s job is to get the most money for the money it can for the use of their music.

As long as the broadcasters have available an alternate source of music, it is probable that they will not have to avail themselves of it wholly. But without that other repository, they may expect ASCAP to take advantage of every clause in its contract that might step up its income by even a cent.

For example, the ASCAP license covers only “non-dramatic conditions of its music, a term over which lawyers could wrangle for years. ASCAP has the right to restrict the use of up to 500 compositions, a right which could be exercised as to render an ASCAP license practically valueless to a broadcaster. With BMI as a back-up, broadcasters may feel reasonably certain that they can deal with ASCAP on an equitable business basis. But even a BMI, ASCAP would again dominate the situation. Incidentally, BMI licenses cover dramatic as well as non-dramatic performances, and also include television rights, which ASCAP professedly tentatively, with a 30-day cancellation clause.

Moral Responsibility

BMI further argues that the justification for its organization was to create competition in the music market and that on the basis of this premise of the broadcasting industry many writers and publishers have put talent and capital into setting up BMI’s affiliates, which are responsible for a third of all numbers on recent “most played on the networks” sheets. It is therefore not only a business advantage but a moral responsibility for radio to maintain BMI, it asserts.

Pointing out that BMI is an industry company, whose board of directors is composed of broadcasters and whose operations are directed to the benefit of the broadcasting industry, BMI cites the fact that it has called upon the industry and its members for sufficient money as has actually been needed, regardless of how much had been pledged. For its fee, which for most stations is less than $1% of all net income from radio, BMI not only acts as a permanent protection against a return to the old state of music monopoly, but also gives the broadcaster a reperatory of music, both popular and standard, which is sufficient to maintain a proper musical schedule without dependence on any other source.

Carl Haverlin, BMI vice-president in charge of station relations, is speaking of an NAB district meetings to give the broadcasters a current picture of BMI operations and to answer questions of the ASCAP officials will be in Hollywood earlier this week for a meeting of the coast membership. This meeting, the first to be held as required by the ASCAP bylaws, will take place Feb. 25 at the Beverly-Wilshire Hotel.

Leaving New York Friday to attend were Gene Buck, ASCAP president; Jack Paine, general manager; John O’Connor, chairman of the executive committee; Herman Greenberg, assistant to the general manager; and Louis D. Frolich of Schwartz & Frolich, ASCAP general counsel.

The same delegation will go from Hollywood to San Francisco and will then hop to New Orleans to meet with the field staff of the Southern District, March 4-5. On March 9-10, the Midwestern District meeting will be held in Chicago and the final session, the Eastern District personnel, will take place in New York, March 16-17.

Contacts With Broadcasters

The program of decentralization has been set in progress for the increased contact between ASCAP and the broadcasters resulting from the new licensing arrangements, Mr. Paine explained. For example, he said, the clearance at the ASCAP offices of non-provisions for network programs cover only programs broadcast on the permanently organized networks. It also special programs broadcast by groups of two or more stations, hooked up specially for the occasion.

A special contract covering these one-time or short-term hookups is now being worked out, he said, which can be executed by the ASCAP branch offices and the broadcasting engineer of the ASCAP, setting delays involved in attempting to handle such matters entirely from New York.

TWENTY regulations, codifying all U. S. and cable and radio censorship regulations, was issued Feb. 17 by Harry Price, Director of Censorship. They cover outgoing international communications only.

ASCAP to Stage Regional Sessions
Field Men to Be Instructed In Broadcast Contacts

PLANS for decentralizing ASCAP’s dealings with broadcasters, turning over to the recently established district and branch offices of the Society [Broadcasting, Feb. 9] has been accomplished. The radio business previously handled from the ASCAP headquarters in New York, will be discussed at a series of meetings to be held in each of the four geographic zones within the next few weeks.

Regional meetings will begin at San Antonio, Feb. 28, when a delegation of ASCAP officials will instruct the office managers of the field men of the Western District in their radio contacts. The Western District was selected as the start of the tour as the ASCAP officials will be in Hollywood earlier this week for a meeting of the coast membership. This meeting, the first to be held as required by the ASCAP bylaws, will take place Feb. 25 at the Beverly-Wilshire Hotel.

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But dis dame is different...

Discovering dealers to carry the ball

Is a thing which the record proclaims

A problem that never dismays us at all—

Take the case of Colonial Dames:

The message was brief, but it went to the spot

That is labeled Consumer Demand,

And all of the dealers they wanted, they got—

KNX-tra results, just as planned!

The time that we had was a fifth of a flash,*

We knew what to say and we said it;

Colonial Dames is corralling the cash;

The station's corralling the credit!

*Well, five minutes once a week!

KNX
LOS ANGELES • 50,000 WATTS
Commercials Cut
On News by CBS
No Jingles or Other Devices Permitted on Newscasts

NEW WARTIME standards for commercial news broadcasts have been put into effect by CBS, reducing the amount of time allowed for commercial by 20%, prohibiting lengthy opening commercials, ensuring that commercials be duly distinguished from the news content of the programs and surrounding the entire news broadcasts with appropriate decorum.

The new rules limit opening commercials to 40 seconds on 10- and 15-minute programs and to 25 seconds on five-minute broadcasts. Opening commercials must not lead the listener to believe he is hearing news instead of a commercial.

Open with sponsor identification, reading a few headlines and then going into a commercial is to be avoided as it “confuses the listener and compels him to listen to a commercial before he really finds out what the news is all about.”

No Funny Stuff
Jingles and other devices of giving the commercials “undue gaiety, humor or excitement” are barred for all commercials on news broadcasts. Middle commercials are permitted only in newscasts of 10 minutes or more and then only at the option of CBS. Middle commercials must be preceded by a minimum of three minutes of news and are not allowed to interrupt a continuous description of a single situation.

All commercials except obvious opening ones must be set apart from the news content either by use of a different voice, which CBS says is preferable, or by the announcer invariable separating them “solely by a pause but by some such appropriate phrase as—now a few words from our sponsor . . . now let me tell you something about our product, and so forth.”

The sponsor’s message may not resemble a news item, so such introductions for commercials as “flash” and “bulletin” or “news about Blank’s product” are barred. There is no lack, however, of such phrases as “now here’s something new and interesting about the product.” Commercials must be “temperate and restrained” and a rapid-fire delivery or over-emphatic selling is not permitted on newscasts. CBS also reserves the right to make further conditions if time and circumstances make them advisable.

VETERANS OF WGY, three of whom have been in its service in various capacities since its inception in 1922, are W. J. Purcell, chief engineer; H. O. Coggeshall, program director; Kolin Hager, manager and commercial manager. All but Mr. Coggeshall are 20-year men, and Mr. Coggeshall actually joined the station only one year after it first went on the air.

POINTING to a prudish record of technical and program achievement, one of the nation’s pioneer broadcasting stations, General Electric’s WGY, Schenectady, last Friday celebrated its 20th birthday with appropriate ceremonies. Starting on the air first as a 1,500-kw. station on Feb. 20, 1922, WGY now operates with 50,000 watts around the clock as a wartime emergency measure, cooperating with national, State and community agencies in maintaining public morale.

The story of WGY, though it was antedated by a few months by several other stations still in existence, is virtually the story of modern broadcasting, though it claims particular eminence by reason of its recognized stature as a broadcasting model for the years by GE engineers and scientists—and still being used—to test out new methods of transmission.

GE’s History
Today’s radio technique owes much to GE radio engineers and research scientists and their work at WGY, which during its first ten years on the air was utilized primarily as a developmental station. Highlights of its history and the story of a special memorandum prepared for BROADCASTING by William T. Meenan, one of the station’s veteran employees:

“In 1922, a month or two after WGY took to the air, the 20-kw. water-cooled tube was introduced to the transmitter circuit. This tube, using for the first time an airtight seal of glass and copper, has led to the present efficient 50,000-watt broadcast transmitters. From the 20 kw. tubes have grown 100 kw. power tubes, making possible the 100 and 200 kw. transmitters which WGY introduced for the first time anywhere in experimental service.

“Associated with the first 1,500-watt transmitter of 1922 was the E. F. W. Alexanderson multiplexed antenna which had been developed by the GE consulting engineer for use in trans-Atlantic communication. This antenna gave WGY wide coverage in days when receivers were simple and non-selective.

“WGY was the first station to adopt crystal control on its regular broadcast transmitter. In the early twenties broadcast stations experienced great difficulty in holding the signals to the prescribed frequency or wave length. Listeners found the received signal swinging in and out. While a listener was tuned to a favorite station, the signal of one or more stations might, and frequently did, intrude itself into his receiver without warning.

“By means of a quartz crystal, frequency swinging was now controlled. But even prior to the development of quartz crystal control, WGY had a reputation for frequency stability and it was a matter of pride among the station’s engineers that their area of work was selected by WGY as one of a half-dozen standardizing transmitters by which broadcasting stations throughout the country could calibrate their frequencies.

First Condenser Mike
“The first microphone used in broadcasting was of the carbon type. Seeking perfection discovered that the carbon microphone was addicted to missing and blasting, characteristics which seriously impaired musical reproduction. Engineers of WGY developed, and the station was the first to use for regular broadcasting, a condenser microphone which gave exceptionally faithful reproduction. Initial work was carried on with the Pallotphone microphone, a creation of Charles A. Hoxie. This microphone operates on the principal of the vibrating mirror which transmitted sound pulsations through a light beam to a photo-electric cell. This principle was later applied to electrical transmitters (Continued on page 16)

BROWN & THOMAS, SPECTOR TO MERGE
THE NEW YORK advertising agencies, Raysond Spector Co. and Brown & Thomas, Inc., on March 1 will merge to form Brown & Spector Inc., to be located at 10 Rockefeller Plaza, former offices of Brown & Thomas.

The Spector Co. has been particularly active in radio in the past and the new company will be in the future for Serutan, Gold Medal Capsules, Block Drug Co., and Journal of Living Publishing Corp. Brown & Thomas handles numerous accounts as Schenley Distillers and Golan Wines, for which in a month or so the new company will start an intensive spot campaign.

Raymond Spector will be chairman of the board of Brown & Spector, continuing to devote much time to radio accounts. Stanley A. Brown, former president of Brown & Thomas, will be president of the new firm, while executive vice-president and copy director will be Bennett L. Coggeshall, copy director of Lennen & Mitchell and Erwin, Wasey & Co.,

Leonard M. Leonard, vice-president of Raysond Spector Co., will hold the same post in the new agency, and Dan Rogers will continue as director of radio. position he held with Raysond Spector. Other officers will be James E. Clark, art director; Robert E. Moore, sales promotion manager; Thomas F. Hughes, marketing research; Bernard Gil- lin, consumer research; John J. Haven, media director, and Marvin E. Manley, production manager.

Miami Beach Discs
STEVE HANNIGAN, publicity firm handling public relations for Miami Beach, Fla., is making plans for an extensive radio campaign of "ne-minute spot announcements on local stations in four to eight defense areas where there is an acute shortage of houses for defense workers. The campaign, which will urge workers nonessential to defense to vacate such cities as Akron, Baltimore, Mobile, Oklahoma, Pontiac, Mich., to rent or sell their homes and apartments to defense workers in need of the assurance of comparable housing in less crowded areas in Miami Beach. Details are now being worked for the campaign to start in mid-March.

Vitamin Drive
FOLLOWING a test campaign of daily participations on the Beatty program on WOR, New York, Hi-Vitamin Corp. will add several stations in upstate New York this month, placing the campaign on a national basis by the end of the year. The Hi-Vitamin capsule sold only in five-and-ten cent stores, the campaign includes liberal screen advertising announcements. Agency is Applied Merchandising, New York.

ANOTHER new song from the pen of Louisa Cowen of Associated Press, titled "America Needs You," was heard for the first time on the opening night of the Chicago Theatre of the Air's regular Saturday program on Mutual.

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BROADCASTING • Broadcast Advertising
Why not do it the EASY way?

THE ROLL-YOUR-OWN method is one way to produce a top-notch show. It takes time, skill, worry*, expensive talent—and usually requires a substantial budget.

THE NBC RADIO-RECORDING WAY of getting top-notch programs is easier—and costs a lot less when you use NBC Syndicated Recorded shows. They're complete—ready to broadcast!

In Radio Programs, as in Cigarettes, the “Ready-Made” Product is Easier to Handle!

SHOWS that would be far beyond your budget, if you had to produce them yourself, are yours at extremely reasonable prices through the facilities of NBC Radio-Recording Division.

These programs are already in use in many varied markets for a greatly diversified list of products. Experience proves that they will obtain fine results for you.

Pick your program to suit your need. On the NBC Syndicated Program list you will find a wealth of material from which to choose, programs of various lengths, various frequencies, varied subjects, and varied costs. Shown here are a few of the outstanding buys!

- Betty and Bob, Outstanding dramatic programs with name stars who are favorites of millions. Five quarter-hours per week. 390 programs available.
- The Face of the War—as seen by Sam Cuff. Keen, timely, penetrating analysis of the stories behind war headlines. Three 5-minute programs per week.
- Who's News. Revealing, informal 5-minute chats with America's headline personalities in the arts, sciences, sports, business, music, theatre, etc. Three programs per week. 39 programs.
- Getting the Most Out of Life Today with Dr. William L. Stidger. Forceful, down-to-earth philosophy every man and woman can understand and enjoy. Three 5-minutes per week. 117 programs.
- Time Out—with Ted Steele and Grace Albert. Bright, gay boy-and-girl songs and banter with interludes featuring “Nellie the Novachord.” Twenty-six quarter-hour programs.
- Five-Minute Mysteries. Unique series of thrilling, dramatized mysteries complete in each 5-minute episode, three to five per week. 63 programs.

Produced at “Broadcasting Headquarters,” these programs have all the flavor and character of live shows, and the finest recording—NBC ORTHOCOUSTIC.

*P.S. Don’t worry! NBC can help you roll your own too, if you do not have your own facilities for production. We’re ready for all jobs from script writing, casting, producing, right down to shipping the finished pressings.

Write for complete presentations and audition samples.
At the myriad fronts of this mighty war, the Voice of Radio speaks with purposeful authority. From far above misty ocean wastes, its messages direct our convoys, warn against enemy raiders. Our mighty armored forces are linked with their command through its space-consuming magic. Battleships and submarines, shore batteries and landing parties, bombers, fighters, and attack squadrons—all depend on Radio for information, direction, and unification.

Yet, while Radio is helping our arms directly on the war fronts, it is no less ready to serve them on the home front. Throughout the nation, one hundred and thirty million Americans, eager to play their part, are already obtaining their information, direction, and unification through radio broadcasting.

On the home front, Radio brings to America's citizens the dynamic voice of their Commander in Chief. It unites them behind his plans and purposes. It brings them the news, good or bad, which sends them crowding into recruiting offices, pyramids sales of Government bonds and stamps, sends the Red Cross drive "over the top." Its voice causes countless men and women to present themselves for services of all sorts. It speeds factory workers to their tasks in piling up weapons of war with which to crush the enemies of Freedom.

The voice of America's free Radio surges with the spirit of a nation aroused, united, determined. You can sense in it the courage of a people who have fought for Freedom before, and willingly do it again. You can hear the singing hearts of men and women who, at any cost, will defend their American way of life.

Thus, on every battlefield and front—in every mill, factory and home—the Voice of Radio is helping to unite the vast power of America. It will continue to serve without stint, until the world is once more free.
Herewith is an FCC tabulation of construction permits outstanding for new stations and for modification of license on the records at the time of Radio Corporation of America's Conference Feb. 19 for "freezing" of broadcast assignments [BROADCASTING, Feb. 16]. Disposition of these CP's will depend upon the status of priorities for equipment applicants, plus other factors covered in the DBC "freeze" recommendations.

CPs for New Stations

Following is an FCC tabulation of the construction permits outstanding for new stations, with their completion dates, as filed for an extended period by the Commission. Ordinarily, a station not meeting a completion date must file for an extension authorized by the Commission. Normally, a station not meeting a completion date must file for an extension authorized by the Commission. Normally, a station not meeting a completion date must file for an extension authorized by the Commission.

CPS for Existing Plants

Following are the construction permits outstanding for improvements to existing stations as of Feb. 19, as filed for freezing to FCC records, with Commission-specified completion dates:

CPS for Other Stations

Herewith are the construction permits outstanding for new stations and for modification of license on the records at the time of Radio Corporation of America's Conference Feb. 19 for "freezing" of broadcast assignments [BROADCASTING, Feb. 16]. Disposition of these CP's will depend upon the status of priorities for equipment applicants, plus other factors covered in the DBC "freeze" recommendations.

Page 24 • February 23, 1942 BROADCASTING • Broadcast Advertising
A Great Idea for All Concerned . . .

- The WSYR "Perfect Combination" of 5000 W. at 570 K. C. assures all Red Network advertisers of effective coverage of a market of $1,468,519,000 in 27 counties of Central New York.

- WSYR listeners will be treated to the superior programming of the Red Network. That's why we call it a "Good Deal" all the way 'round.
TAY GARNETT
RADIO PRODUCTIONS
HOLLYWOOD

presents

"THREE SHEETS
TO THE WIND"

Starring
JOHN WAYNE
with
HELGA MORAY

NBC RED NETWORK

Starting
Sunday Evening, February 15th

Taft Building
No. 2254-2255

Sales Representative

The James Parks Co.
333 N. Michigan Blvd.  Chicago, Illinois


day Change Plan—War Booklet—Capital Influx
Tag Giveaway—Letters to Dealers

FOLLOWING the recent time change, WMT, Cedar Rapids, instituted a plan which, it is believed, may assist all stations in the difficulties of "carry-over" of audiences to new program schedules.

As a regular monthly feature of the Magic Kitchen, conducted by Libbie Vaughan for seven years, listeners were asked to send in ten cents to obtain a copy of the Magic Kitchen Bulletin containing recipes and household hints. With the change of program time from 10:15 a.m. Mondays through Fridays to 1:30 p.m., announcements started on the old time to go on for two weeks, noting the time change of the show and urging listeners to send for their bulletins but to enclose a 10-cent defense stamp instead of the customary dime.

No subscriptions are accepted for more than one month. The defense stamps received are to be converted into a $25 defense bond which will be awarded to the listener sending in the best letter answering the question, "What the Magic Kitchen Means to Me?"

* * *

Capital Influx

CENSUS figures on the recent change in population of Washington, D. C., are the basis of a promotion letter sent out to advertisers and agencies by A. D. Willard Jr., general manager of WJSV, CBS outlet in the capital. In 1940, the letter states, the D. C. population was 663,000 persons, of which 134,000 were government employees, while today more than 200,000 are employed by the government out of the estimated population of 800,000. Before this year is over, another 185,000 employees and their families will move to Washington, the letter concludes, bringing the total to 1,000,000, not counting some 250,000 persons living in the suburbs of the city.

* * *

Serials in Print

SIMILARITY between the continuity patterns of comic strips and serial shows led to the adoption of a Monday-through-Friday newspaper campaign in the form of a miniature comic page, five columns by 13 inches, to promote Red Network serial shows heard over KGW, Portland, Ore. Stories of Bess Johnson, Valiant Lady, Stella Dallas, and Mary Martin were developed as comic strips, with the final panel urging readers to listen to the shows on the air. Ads ran in The Oregonian.

* * *

Book by Swing

EXCERPTS from broadcasts by Ray Rayburn Swing, CBS news analyst, during the last weeks of 1941, have been incorporated into a booklet titled "...To See the War Through to Both Victory and Peace," which General Cigar Co., New York, Swing's sponsor, is offering free to listeners. To receive a copy, a listener has only to mail a request to the nearest Mutual station.

AD MODEL for the 1942 trade paper promotion of WSAI, Cincinnati, is "Suzy, Our Steno." An entire series will be based on "Suzy", otherwise known as Nancy Schmid, of WSAI's research department. Adjusting the light for a photo is Stanley Miller, vice-president of Ralph H. Jones Co., agency in charge of the WSAI account, while Ewald Kockritz, station advertising manager, exchanges theme signals with "Suzy".

* * *

Bugler Letters

PROMOTION LETTERS in a series of three have been sent to Bugler Tobacco dealers by station managers in cooperation with the publicity department of Russell M. Seeds Co., Chicago, agency for Brown & Williamson Tobacco Corp., Louisville. Shift from Wednesday to Friday is announced for Bugler Plantation Party, on NBC stations, and dealers are urged to be in window and counter displays of Bugler Thrift Kits and Tobacco with the radio advertising. The dealer letters follow up letters to the stations from Whitey Ford, "The Duke of Paducah" on the show.

* * *

Esso Plates

THROUGH the local Esso dealer, WPTF, Raleigh, has distributed 1,000 auto license tags as a promotional tie-in with its Esso Reporter newscasts. Markers on a blue background in red and white give WPTF's call letters and list the Esso broadcast schedule.

Mats of Pix

MONDAY morning news releases sent out by NBC in mimeograph form are now prefaced with a special clip sheet showing mat photographs available of new and leading stars on NBC feature programs.

* * *

Free Stamps

ALBUM with a ten-cent defense stamp mounted therein has been offered to listeners by the Lambert Furniture Co., St. Louis, sponsor of Ray Dady's commentaries on KWK, St. Louis. A post card from the sender is the only requisite.
Foreign Language Programs Studied

FCC Survey of 200 Stations Shows Slight Change

Observing that "since the outbreak of war, and under increased surveillance, the foreign-language stations have themselves jointly and individually acted to guard against subversive broadcasts", the FCC has issued a "wartime survey" which reveals that 200 standard broadcast stations in this country were carrying programs in 29 foreign languages for a total of 6,776 hours during the first 30 days after Pearl Harbor.

A pre-war survey conducted by the Commission in 1940 showed 199 stations broadcasting in 31 foreign languages for a period of about 1,330 hours per week. The current survey indicates a decrease of 67 hours as compared with foreign-language broadcast time for the 30 days preceding the outbreak of war.

Italian, Polish and Spanish still predominate in the domestic foreign-language broadcasts, which are generally directed at local foreign-born populations.

The Commission's release of its findings is taken as a tacit approval of the continuation of foreign-language programs so long as they are adequately checked by station managements. Most of the stations carrying such programs are noted as being in areas with considerable foreign-born populations.

"Many programs", the Commission stated, "are being devoted to the U. S. war effort, and various government agencies are utilizing this medium to inform and enlist the support of our foreign-born in the battle of democracy. In particular, foreign-language stations have broadcast information about the alien registration and about matters pertaining to aliens within our borders."

The Commission's statement points out that no domestic station broadcasts any foreign tongue exclusively. Only three stations broadcast 300 hours or more of foreign languages in the 30 days mentioned. Few high-power stations carry foreign language programs, only one in the 50,000 watt class reporting such programs. Others listed were three of 10,000 watts; 38 of 5,000; 48 of 1,000; 8 of 500, 94 of 250; 8 of 100.

Chicago Writers Organize

CHICAGO chapter of the Radio Writers Guild has been organized with Fred Kness, freelance writer, elected president. Members of temporary executive council are: Leslie J. Edgley, Blue Network continuity editor; Dan Ryan, CBS producer; Jack Payne, WGN-MBS writer; William Costello, CBS news writer; Jack Mitchell, NBC writer; George Roosen, CBS reporter; Oren Tovrov, author of NBC-Red Ma Perkins; Holati Doxaran, Blue writer; Pauline Hopkins, author of That Brezner Bog; Madeleine Clark, freelance; James Press, NBC writer. First annual election of president and council will be held in April.

Farm people have problems, needs and wants experienced by no other single group in the world. And 66% of the 3,000,000 people in KMA's primary area live on farms or in towns under 2,500 population.

That's why KMA is so different from most other stations . . . why it is programmed for farmers . . . why it devotes 13 1/2 hours daily to local service.

And that's why KMA, with 5,000 watts, packs a far harder punch than most stations its size — consistently outpulls the most powerful stations in most metropolitan areas! We have the proof — and it's yours for the asking. Want it?

The No. 1 Farm Station in The No. 1 Farm Market—

150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC., Exclusive National Representatives
Why This Advertisement has Doubled in Value since we first ran it, last summer!

Business conditions have changed enormously since last August, when this advertisement pointed out how the Blue lowers your cost of distribution by reaching more ears per dollar.

Conditions then were beginning to put the squeeze on profits. Today you have far more than profits to protect. You have your business to protect—your trade name, and your good will. More than ever, you want your advertising dollars to work harder.

The war has changed many things—but it has not changed the fundamental advantages which the Blue offers you, except to increase their value to you.

Efficiency and economy for advertisers on the Blue are not newly discovered nor newly adopted virtues. In 1941, 40 new advertisers bought the Blue because of its efficiency and economy—because Blue stations are concentrated in the money markets, because the Blue uses high power only where it is needed, and because the Blueplate Discounts make it possible to “go national” on a modest budget.

When you buy Blue you get national coverage at the lowest cost per thousand for any medium entering the home. Today, in the changing pattern of war, this effective economy is worth more to you than ever before. Ask any Blue Network salesman for details. It’s easy to do business with the Blue!

BLUE NETWORK COMPANY, INC.
A Radio Corporation of America Service
Buy Blue—Protect Your Profit Margin by Lowering Your Cost of Distribution!

Lo, pity the poor manufacturer! He is caught in a squeeze that pinches him right in the wallet.

Increased taxes, rising labor costs and higher-priced raw materials combine to raise production costs. Price ceilings and other factors restrict increases in retail prices.

So today it's important to lower your distribution costs by reaching more consumers with every advertising dollar.

If you're not using radio you really ought to look into it—especially into the Blue Network. If you're already on the air, we suggest you compare your current radio picture with these well-known advantages of the Blue.

ECONOMICAL COVERAGE—Blue stations are located where the buying power is heaviest, strategically placed to cover markets, not areas.

ECONOMICAL POWER—Blue power is allocated to conserve your budget, by employing costly high power stations only where such power is necessary.

ECONOMICAL COSTS—“Blueplate” discounts enable you to expand your network with your budget and receive savings up to 20% of your total time cost.

ECONOMICAL PROGRAMS—Blue evening commercials have reached a CAB average of 10, yet their average talent expenditure per quarter hour is 44% less than their major network competition.

The moral—reach more ears per dollar! Buy Blue
Road Shows Help Program Ratings
Coast Experiments Result in Gains, Says Moskovics

WITH substantially increased dividends in awakened dealer enthusiasm and audience gain, following three successful experiments, roadshowing of studio audience regionally sponsored network programs is advocated by George Moskovics, CBS Pacific Coast sales promotion manager.

Although an added expense to the sponsor, exploitation and goodwill created by the gesture, more than repays advertisers, he said, adding that "for the duration it is important that a sponsor squeeze the last ounce of benefit from a program and this is one way to do it."

Series of Big Crowds

Citing experiences of General Petroleum Corp., Moskovics said playing to capacity audiences, the weekly half-hour dramatics, I Was There, on 8 CBS West Coast stations, and his said studio audience show drew 5,000 to its Fresno, Cal., performance last month, despite a driving rain.

When the show was broadcast from Portland, Ore., Civic Auditorium the following week, 4,000 persons attended even in the rain. More than 3,000 packed Seattle Municipal Auditorium when the show originated from that city in early autumn. Despite a blackout the previous evening, which caused a 80% theatre attendance drop, some 2,700 turned out to hear the retransmission of What's on Your Mind? sponsored by Planters Nut & Chocolate Co., 800 Seattle Coast stations, when it emanated from San Francisco's Golden Gate Theatre.

First CBS West Coast client to successfully experiment with roadshowing was Seaside Oil Co., Moskovics said. Playing to fully occupied houses with turnaway crowds, the firm sent its weekly Seaside Spelling Bee, sponsored on CBS Western stations, on tour to five major California and Arizona cities.

In all three instances, according to Moskovics, there was an immediate jump in program ratings following their "tour" as result of audience strengthening in cities where they had made personal appearances. Amply newspaper publicity and increased merchandising and promotional support from the trade were secured by each sponsor as result of the roadshowing.

Sportscasters' Group

WITH the election last week of Ted Husing, CBS sportscaster, as president, the Sports Broadcasters Ass'n. has established itself as an active organization, made up of sportscasters from 14 stations in the country. At the organization's recent meeting, officers elected included Stan Lomax of WOR, first vice-president; Bill Stern of NBC, second vice-president; Dave Driscoll of WOR, secretary, and Bert Lee of WHN as treasurer. The association, which meets each week at Toots Shor's Restaurant, New York, also aims to serve as a clearing house for problems of sportscasters.

FIVE STATIONS TIED FOR BLACKOUT

New York Governor Praises Cooperation

In Nine-County Coverage

BLACKOUT, in which five stations pooled facilities to give nine-county coverage of proceedings in New York State, provided above pictures. WTRY operator (left) reports the flash for complete blackout of the state area, with announcer of WGY, Schenectady, describes the work of the Emergency Medical Service. Infra-red film was used for the night shot of Gren Rand (fur-capped), announcer of WOKO, Albany, and Jerry Manter, Transradio Press Service, who helped report the proceedings involved in the blackout.

FIVE STATIONS in Albany, Troy and Schenectady recently combined their forces and facilities to offer the listeners of five different radio stations, a practice blackout yet conducted on the Atlantic Seaboard.

Nine counties in New York State blacked out at the order of the Army Interceptor Command. Advance information permitted the stations to anticipate the blackout order by one minute so that WOKO and WABY, Albany; WGY, Schenectady; WTRY and WHAZ, Troy, were able to interrupt scheduled programs at 8:31 p.m. to carry the entire proceedings.

Opening the half-hour broadcast was a description of the activities of the Interceptor Robert Steward Control center in Troy. WTRY announcer Cecil Walker sent the show to Nick Carter who described listeners a picture of the receiving of the actual signal to blackout.

And Then To Albany

The broadcast was shifted to Gren Rand of WOKO, who spoke from the parapet of the State Office Bldg., Albany. Concluding his description of the blackout, Rand sent the broadcast to Cari Raymond of WGY, who spoke from a temporary center of the Emergency Medical Service in the Hotel Van der Zee. Schenectady. When the stations and operators of this service were being explained "an action call" was received from the Schenectady control center. A medical field unit was dispatched to the scene of the emergency. Bob Stevenson, WGY announcer, gave a running account of his ride behind the ambulance. Arriving at the YMCA, Stevenson explained the situation as well as the nature of the simulated injuries of the patients.

From the top of the Carnegie Bldg., on the campus of Rensselaer, Troy, Bcb Lewis took over to tell how the blackout was being handled in Schenectady. WABY, from the State Office Bldg., Albany, introduced Mayor Ernestus Corning 2d, who thanked all agencies for the part they played in the blackout test. Mayor Corning introduced Gov. Herbert H. Lehman who read his remarks with the aid of flashlights. In his appreciation of the radio tie-up, Gov. Lehman made the following statement: "To-night we have been given an example of cooperation among our Capital District radio stations which might well be adopted by other broadcasters throughout the nation. Voluntarily these stations, members of different network systems and of separate ownerships, joined their facilities to help civilian defense authorities to make this practical black out a success. With such unity to harness all the forces of our nation, victory is certain. I am sure, Stations WOKO, WABY, WTRY and WHAZ are to be heartily commended."

Tapit Heads KEEW

CLIFF TATOM, who recently purchased a half interest in KEEW, Brownsville, Tex., has assumed the managerial duties of that station. Mr. Tatam, during the past 11 years, has been manager of KRIS, Corpus Christi; KABC, San Antonio; KCMB, Texarkana, and KNOW, Austin, all in Texas.

Plug Puller

DURING the recent blackout in Macon, Ga., announcer Jim Williams of WBML averted a broadcast tragedy only by his knowledge of the touch system control operation of the 70 B-1 RCA Console. Overzealous air raid wardens of the WBML studio building pulled all available switches, including the one which blacked out WBML's control room. Fortunately, Announcer Williams knew his way around the control board well enough to punch his way out of trouble and the broadcast went off on schedule.

Col. Barton Withdraws Proposal for Purchase And Moving of KTHS

ANTICIPATING rejection of the deal by the FCC in the light of its multiple ownership policy, Col. Tom H. Barton, Arkansas oil magnate and owner of WFXL, WABY, WLEX, KELD, El Dorado, and executives of the Hot Springs Chamber of Commerce, who recently called off the proposed purchase of KTHS, Hot Springs, now licensed to the Chamber of Commerce. The FCC has dismissed without prejudice the application for transfer of KTHS to Southland Radio Corp., formed recently, as the holding company for KTHS.

Col. Barton had formed Southland to apply only for the acquisition of KTHS but in order to apply for 50,000 watts for that station, whose new transmitter he proposed to move to Wrightsville, Ark., about 50 miles nearer Little Rock. KTHS now operates with 1,600 watts night and 5,000 day at 1090 kc.

The company was capitalized at $225,000, and one-third of its common stock was turned over to the Chamber of Commerce.

FCC counsellor, in conferences with the proposed buyers, said the applications might be granted if Col. Barton would agree to dispose of KARK inasmuch as KTHS with 50,000 watts would oust the Little Rock area. Col. Barton declined to do so, and following conferences with FCC officials, Col. Barton agreed to the dropping of the deal.

FOREIGN SCHEDULE OF CBS PREPARED

TO PROVIDE a two-week testing period, the schedule will start in early March of the new CBS Latin American network, CBS revised its shortwave schedule recently for its three new transmitters-WBLC and WCBS, 50,000 watts each, and WCDA, 10,000 watts. From early morning to late afternoon, the CBS transmitters will be beamed to Europe and thenceforth, until 11 p.m. EDT, directed toward South America.

The schedule announced by Edmund A. Chester, CBS director of shortwave broadcasting and Latin American relations, follows:

WBCL—Europe, 6:15 a.m.-6:46 p.m.; 13.270 kc., 19.6 m.; East Coast, South America, 4 p.m.-11 p.m., 15.270 kc., 19.6 m.; Europe, 4 p.m.-11 p.m., 13.580 kc., 16.8 m.

WCBS—Europe, 8:30 p.m-10:45 p.m., 17.890 kc., 16.8 m.; West Coast, South America, 4 p.m.-11 p.m., 11.880 kc., 22.5 m.

WCDA—Europe, 8:30 p.m.-10:45 p.m., 17.890 kc., 16.8 m.; West Coast, South America, 5 p.m.-7:45 p.m., 17.830 kc., 18.6 m.; Central America, 5 p.m.-11 p.m., 6.170 kc., 45.8 m.

Army News for Women

WOMEN commentators of more than 150 stations are receiving broadcast material from the Army Quarters for each station. Only short items of interest to women in the home are released. Stations are only put on the mailing list by request, according to Lieut. John S. Hayes, public relations officer. In areas where critical listening coverage, each receives different material. Lee Chadwick heads the radio section of the Quartermaster public relations branch.
There are those who tell us that you are dead.

Yet we, Mr. Lincoln, know that men like you can never die: neither you nor the things you stand for. We write you this letter now because we think you will like to hear about your people—that you will be proud of your people—the millions of people in whose hearts you still live, and will always live.

We want to tell you, Mr. Lincoln, that your people still treasure the freedom you defended...which it is now our turn to defend. Once again we have turned from the ways of peace to the ways of war; not through choice (for we had no choice) but through a necessity which you, of all Americans, can best understand. And we know that you would have it no other way...

We want to tell you, too, that we have not lost the American vision of peaceful progress—that American eyes still search the broadening horizons as yours did. We see new things for the people, when the guns are silent again. New things to serve all men, everywhere.

Those things we see for tomorrow. As for today, Mr. Lincoln, the most fitting words we can find are those you spoke less than six weeks before an assassin’s bullet silenced your lips forever:

“With malice toward none; with charity for all; with firmness in the right as God gives us to see the right, let us strive on to finish the work we have begun...”

Be assured, Mr. Lincoln—that work will be finished!
The Oregonian Exclusive Nation Fisher's Blend

Rex

Portland

Fisher's Blend

Announce the Effective

Paul H. R.
Appointment

of

Raymer Company

AL REPRESENTATIVE

immediately
Music Epilogue

BROADCASTERS currently are in receipt of new license proffers from Broadcast Music Inc., to run from March, 1942 till March, 1950. They cover the same approximate span as the license offers from ASCAP.

Many station owners are pondering the future music situation. Some are asking, Why pay BMI when ASCAP, having learned its lesson, is back in the fold?

The answer should be simple. Buying BMI is buying insurance, but at a lower premium than ever before available. Broadcasters used to pay ASCAP 5½%. Now, if they want two blanket licenses (which we don't necessarily urge), they can get them at 3.3%. They can avail themselves of the "per-program" privilege for either or both catalogs. In addition, the principle of clearance-at-the-source is established.

These are the attainments of the ASCAP battle of 1941. They will all go to pot if ASCAP loses its competition—competition afforded principally by BMI, as conceived, nurtured and matured by radio. ASCAP will lose that competition if BMI is not wholeheartedly supported by the industry; if BMI numbers do not make the Hit Parade with the regularity they deserve. ASCAP said (before BMI) that "radio murders music". BMI proved that radio makes music.

The ASCAP long-term contract carries provisions allowing the station to switch from "blanket" to "per program" and, under given conditions, to cancel entirely. These rights, however, are empty and useless unless broadcasters have an alternative repertory. So long as such an alternative exists they probably never will have to avail themselves of it wholly.

Conversely, if there is no alternative, ASCAP or any other similarly situated group could be expected to take advantage of every device to exact greater tribute in a non-competitive market.

BMI was created to establish competition in music. Industry money and the capital, brains and energy of publishers and writers have been put into it. It becomes more than a business advantage; it is a moral responsibility to keep BMI going full blast.

As an industry company and directed by a board made up of practical broadcasters, BMI's whole purpose was to take away ASCAP's gun, and give to public performers of music a competitive market in which to deal. That it has far exceeded expectations, is music, radio and ASCAP history.

Robson are donating the scripts; actors and musicians are giving freely of their talent, with no strings tied to them by their unions; Norman Corwin and John (Cavalade of America) Driscoll and Hay McClinton are borrowed from their employers to see the productions through.

The combined networks, in association with the NAB, are furnishing the time without stint, and of course the show has been made available to independents for simultaneous broadcasts and for rebroadcasts. It is the most ambitious radio program undertaken by the most important sponsor of them all—Uncle Sam.

Freezing Competition

IF THE DCB-WPB-FCC "freeze order" really sticks—that is, if exceptions do not become the rule—it will remove the Sword of Damocles that has hung over the head of nearly every broadcaster, particularly the broadcaster in already crowded radio areas where the Commission merely a half dozen will have been given a crowd in "just one more station" for one reason or another.

Rightly or wrongly, the quarrel that most long-established operators have had with the "survival of the fittest" theory enunciated and upheld in the Sanders-Dubuque case, is that it ignores the simple economics of market capacity; it has rendered it possible for anyone with engineering, legal and financial qualifications to enter into competition with long-existing station enterprises. Sometimes the grants to newcomer competitors have borne more than a mere tinge of politics.

There are very few areas in the United States outside the sparsely settled prairie and desert spaces which do not now get "primary service from one or more standard broadcast stations. Many new local stations have been granted in small towns, quite justifiably, on the ground that the community is entitled to home service. But many others, local and regional, perhaps properly under the "survival" theory in normal times, have been granted where no conceivable need could be shown in view of adequate existing services.

Indeed, some were authorized largely on the showing that they would remain independent—that is, would not hook up with any of the networks (handful influences!).

The freezing of assignments, covering as it does new stations as well as improvements on old ones, has the practical effect of freezing competition pretty much at present levels. Upon old stations it will force the curbing of natural ambitions to improve their status—but then the equipment isn't available anyhow. But for nearly all stations, in the light of the competition which already exists to a high degree in practically all of the more populated areas, this "freezing" provision give a safeguard against brand new competition at a time when the business outlook is uncertain, to say the least.
ARTHUR FLOYD VAN DYCK

A

RTHUR F. Van Dyck, chief of the industry service section of the RCA Laboratories and elected President of the Institute of Radio Engineers for 1942, has been a well-known personality in radio from its earliest days. He has made many technical contributions to the art, the most recent being the RCA Alert Receiver, a device by which civilian defense workers are notified in times of emergency and called to a special radio to receive instructions for action. His interest in radio dates from his school days. He has some 50 patents to his credit, and a variety of interests that are as broad as an industry which comprises many diverse branches.

Arthur Van Dyck, now 50, began his career in radio as an amateur. Later, he served as a ship operator for the United Wireless Telegraph Co. during college vacation service. At Yale, he joined the laboratory of Prof. Reginald Fessenden, at Branford, Conn., Mass., where he participated in many of the experiments that of that pioneer which have since become technical classics. Afterward he went to Westinghouse at Pittsburgh to serve as laboratory, and later was instructor in electrical engineering in the Carnegie Institute of Technology.

During World War I Van Dyck was expert radio aide in the Navy, which experience led to his appointment as chief factory engineer of the Marconi Wireless Telegraph Co. of America when peace-time radio was resumed. There followed a period of service with the General Electric Co. when he was in charge of development and design of radio receivers.

Van Dyck joined RCA soon after that company was formed, later in 1919, and for some years had an important hand in the Technical and Test Department. Then he was appointed to a post of special service to RCA licensees, and this post he holds today.

You couldn't possibly associate Van with the "ivory tower" type of research engineer. His is a long record of effort toward fostering industrial relations, to improve standards, promote association activities dealing with common problems, and like work. He has a plan design in the tenor development to sales organizations in terms of application, so new things may move on to the public as quickly as many new radio in its of these qualities is perhaps best summarized in the statement that Van is a leader in the Office of Civic Promotion of the RCA Laboratories.

From the small boat he has been active in the affairs of the U. S. Power Squadrons and as Rear Commodore of the Huguenot Yacht Club. Of course, he always has radio aboard his craft. Not only is he a broadcast receiver, but that tricky, two-way, shortwave gear by which you can call anybody you want ashore, Van is a skilful boater and Coast Guard if you get in a jam.

Photography is another Van Dyck hobby. Get on this subject with him sometime when you are in his office and he'll very likely show you some of his prize prints or six-foot murals. And speaking of offices, you learn something about the man the minute you enter Van Dyck's room in the RCA Laboratory at 711 Fifth Ave., New York. He designed all the furniture, main feature, of course, is the desk, which fits part way around his chair in a broad curve. Everything he might want is within reach. Once this desk is designed, he is sure to get enough to serve also as a sort of conference table for visitors. Functionalism in its extreme form, Van Dyck's desk typifies the unconventional approach by which this research laboratory under Van Dyck has worked. It is a place of activities in a work, of which automatic frequency control and the RCA Alert Receiver are two. Then there is demonstration of the possibilities of the Alert Receiver, by the way, have resulted in Van Dyck's appointment as member of the Communi-
BEHIND
the
MIKE

FRANCE LAUX, chief announcer at KAIX St. Louis, has been appointed by Les Quailly, U. S. director of radio sports, ODC, as regional director of radio sports without pay for the Seventh Corps area comprising Missouri, Arkansas, Iowa, Nebraska, Minnesota, North Dakota and South Dakota.

MATT GETTINGS formerly announcer of WARM, Scranton, has joined WILU, Lynchburg Va., Bill Loren, WLWA, music director on Feb. 11, was induced into military service.

JOHN AMES, announcer of WSPD, Toledo, O. has enlisted in the Army Air Corps.

KMB Staff Changes
DON MACON has been tentatively named administrative head of the program department of KMBG Kansas City, it was announced last week by Arthur B. Church, president, and Karl Koepfer, managing director of the station. Before joining Adams, program director for the past two and one-half years, who has resigned, effective March 1. Fran Heyser, Chicago producer for Arthur B. Church Productions, will become production manager of KMBG under the new set-up.

ISABELLA BEACH, formerly sponsor of NBC for General Foods Corp., as Frances Lee Harlow, has been appointed that by Necker Products Co. on Mutual, recently started a quarter-hour women's program, titled Through a Kitchen Window, on WINS, New York, March 1st. Bench, whose new six-times weekly program on WINS will feature recipes, is an authority on cooking and is now doing a book on the subject for publication by Scribner's.

DONALD L. KARNEY, recently in charge of radio production for the USO in New York and formerly with WHAM, Rochester, WAGE, Syracuse, and WPNF, White Plains, was induced into the Army Feb. 11.

IHLEN INFIELD, commentator on the five-weekly quarter-hour program, Home to the Ladies, on KECA, Los Angeles, and Franklin (Pinky) Park- er, Hollywood radio asner, were married in the home of Mr. and Mrs. Bill Yarnell, Los Angeles, Feb. 13.

GEORGE BRYAN, CBS newswoman, has been selected by the Navy as narrator for the movie show currently in production at Fox studios to explain the work of the Navy Relief Society.

GEORGE S. KAUFMAN, playwright, producer and director, has taken over the production and control duties for Mutual's series Keep 'Em Rolling, now in production under the auspices of the OSM. He succeeds Clifton Fadiman.

JON HARRINGTON, CBS newsman, has been appointed as an aviation cadet to report soon to Maxwell Field, Alabama.

RICHARD E. REDMOND, assistant to Robert A. Schmid, CBS director of sales promotion, and formerly with WMCA, has been appointed as an aviation cadet, to report to a training center before leaving Feb. 23 to join Pan-American Airways in Equatorial Africa.

STEVE D. MANDERSON, actor and theatre manager, has received the appointment of the managing staff of WAGC, Augusta, Ga.

MAURICE RAPPL, director of Jewish programs of WWRL, New York, has retired from his post after a recent illness forcing him to remain at home.

LEWIS CHARLES, formerly of WVOY, New York, and recently of WHN and WINS, New York has joined WINS to handle a weekly hour program of transcriptioned music.

RAIP ERINKEN, former radio announcer in Turkey, has joined the international division of CBS and is broadcasting on WCBS, CBS's wartime stations a five-week quarter-hour program in Turkish.

HARRY B. HENSHEK, son of the managing director of WVOY, New York, has been commissioned as a second lieutenant, Field Artillery, at Fort Sill, Okla. He volunteered in the Army as a private in May 1941.

PRESLEY T. TAPLIN, formerly of WCIC, Ithaca, has joined the announcing staff of WIS, Columbia, S. C.

JOHN HILL, program director of WWJ, Detroit, for the last five years and musician in the orchestras of Vincent Lopez and Art Kassel, has joined the production department of NBC, Chicago.

JIMMY BRIDGES, special events man of WSB, Atlanta, has been named assistant production manager; Hubert Taft, announcer, promoted to continuity direction; Al Finanias appointed WSB studio production manager.

ESSE LANGE, the production manager of CJRC, Winnipeg, has joined CBC at Winnipeg as production chief for CBC's program department. He succeeds J. C. McBeau, transferred to the production staff of CBL, Toronto, to replace Fredie. He now is in the bomber ferry command.

CHARLES JONES, secretary-treasurer of Cty1, Perryville, O., became the father of a baby girl Feb. 8.

HARRY MURDOCK, formerly director of KGPF, Des Moines, has joined the Air Training Corps in Arizona, recently announced new radio manager in the States.

EUGENE WILLIAMS, CBS director of news, has enlisted in the Army as a first lieutenant.

JIMMY CARROLL, former manager of WHNL, New York, has been installed as regional director of WJZ in New York.

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ROLLE J. JOHNSON, formerly of KSD, St. Louis, and WTMV, E. St. Louis, has joined the traffic department of WIBC, Indianapolis. Bert Julian, formerly of WDZ, Davenport, has joined the announcing staff of WIBC.

MARGARET N. WYMAN, secretary to Herman S. Steinhein, manager of WKYE, Keene, N. H., has been named "Special Salesman" for the 1942 Carnival Queen of the Mardi Gras celebration in Keene.

MAR REGAN, in charge of NBC Hollywood talent assignment, and Nelson Grinith, Lockheed Aircraft Corp. engineer, were married Feb. 14.

JACK CARSON, Hollywood star of the weekly half-hour NBC Signature Caption, sponsored by Signal Oil Co., is featured in Warner Bros. film, "The Shadow of Their Wings."

BILL REILLY, of KIEV, Glendale, Calif., and Al Carmony, CBS Hollywood page boy, have joined KVEC, San Luis Obispo, Calif., as announcer-writer.

FRANK SWENY, formerly of WOC, Davenport, Iowa, on March 2 will join the announcing staff of WJID, Chicago.

JOHN MEAGHER, formerly of the Chicago Tribune, has joined the special events and publicity department of WGN, Chicago.

ANDREW GAINWORTH, formerly of WHBF, Rock Island, Ill., has joined the announcing staff of KOA, Denver.

LEONARD R. BROWN has been placed in charge of all farm programs and outside promotion of KGFW, Kearney, Neb. Maxine Selover, from Kearney State Teachers College, has replaced Betty Cox as KGFW women's editor.

ROLLIE JOHNSON, sportscaster of WCCO, Minneapolis, has been appointed coordinator of the Civilian Defense Program for all educational institutions in Ramsey County, Minn.

ROBERT YOUNG, formerly announcer of KOS, Denver, has been assigned to combat division of the Army as a lieutenant.

BRAD BROWN, news editor of KOA, Denver, has been appointed to the publicity committee of the Denver Defense Council.

VIRGINIA DAVIS, director of women's programs at KNOX, St. Louis, is a guest lecturer in a radio course at Clayton (Mo.) High School.

RALPH F. SKEDGELL, formerly associate director of the Kate Smith Hour in a private at Jefferson Barracks, Mo., where he is preparing shows for the Army.

LESLEY COX, formerly special events director and announcer, has been promoted to program director of KGFW, Kearney, Neb.

JOHNNY OLSON, news announcer at WTMJ, Milwaukee, has joined WTJM.

G. LENORE RICKS has been appointed assistant manager of the transcription department of KOA Victor Co., of Canada, Toronto.

WALTER MAHL, veteran newspaperman, has joined the news staff of WBIM, Chicago.

JAMES MINIMUM, former announcer of WHIZ, Zanesville, Ohio, has joined the announcing staff of WMAN, Minneapolis.

JAMES JULIUS, NBC, is broadcasting daily programs in Spanish from Washington for shortwave transmission to South America. Part of the network's International Division has been moved to the capital.

PARKER RIVET, vocalist and saxophone player with Ted Weems orchestra for 16 years, has joined the production department of NBC, Chicago.

KAY MORTON

WITH the wisdom of age and the freshness of youth, Kay Morton chats with the ladies of the St. Louis area every morning over WIL. A graduate of Washington University, she combines a B.S. in journalism, and with a wealth of both newspaper and radio experience, Kay conceives an informal program of styles, food, news and interviews. Interviews are her forte and hobby. She has asked typically feminine questions of an impressive list of celebrities.

ROB PROCTOR, announcer of WJID, Tampa, Fla., has entered the Navy as radioflier, first class.

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It Happened
TEN YEARS AGO THIS MONTH
From the 1932 files of Broadcasting

FR. CHARLES E. COUGHLIN in a Feb. 7 sermon pays tribute to radio, declaring: "The owners of broadcasting stations, realizing the responsibility placed on them, have carried their banners high. Not once in the history of my radio work have I ever heard anything broadcast that could not be listened to by the youngest child in the family. And yet, in all this, the radio stations throughout the country are being subjected to a Senatorial investigation while the commercial filth of other forms is approved by the same august body."

A. L. ASHBY, vice-president and general attorney of NBC, presents arguments in support of theory that broadcasting stations are not public utility common carriers, required to permit use of their facilities to all comers, in a brief filed with Interstate Commerce Commission urging dismissal of complaint of Stu-Shin Products Co., New York, demanding time on WGBH, Freeport, N. Y.

HARRY HOWLETT, commercial manager of WEE, Cleveland, has signed a contract with Billy Evans, manager of the Cleveland Indians, for exclusive broadcasts of all local games during the 1932 season except on Sundays and holidays.

HARRY HAY, WMJ, Waterloo, Ia., president of NAB, appoints following committee chairmen: Alfred J. McCooker, WOR, Newark, copright; Henry A. Follansbee, WOR, New York, legislative; Arthur H. Church, KBBG, Kansas City, advertising; E. M. Elkin, KDRA, Pittsburgh, internal revenues; Edgar L. Bill, WMIR, Peoria, education.

EXAMINER Elmer W. Pratt recommends to Federal Radio Commission favorable action on applications of WFB, Detroit, and WQAR, Cleveland, for three experimental television stations to operate on the intermediate, low and ultra-high frequencies set aside for visual radio. Applications granted Feb. 27.

SENATOR DILL (D-Wash.), ex-author of the Radio Act of 1927, reports he is writing now copyright bill aimed at moderating the differences between broadcasters and copyright owners as ASCAP presses internal reorganization with a view to naming a microphone for late Julius C. Roseenthal, general manager.

D. E. (Plugg) KENDRICK, director of WFWI, Hopkinsville, Ky., denies the claims of J. H. (Doc) WDSU, New Orleans, that the latter's station was the first in the South to install the new Graybar dynamic microphone, asserting that WFWI placed a Graybar AC panel and the first set of dynamic microphones in operation Nov. 15, 1931.

JOHN GILLIN Jr. appointed commercial and program director of WOW, Omaha, succeeding Marie Kieny, resigned to be married.

BLYANE R. BUTCHER, formerly sales manager of WGG, New York, Va. and later on the production staff of WHAP, Fort Worth, joins WILW, Cincinnati.

CARL WEVERLING commercial manager of KPL, Los Angeles, has had his ankle while leaving from a street car.

JOHN SWALLOW, manager of KPAC-KFVD, Los Angeles, acquires an airplane pilot's license.

CARL MEYERS, chief engineer of WGN, of the Chicago Tribune, is making surveys for a site for the new television equipment ordered for delivery from Western Television Corp., Chicago.

DAVE ELMAN, after three years as a continuity writer for CBS in New York, has resigned to do radio scripts and act as m.c. for the Blackman Co., New York agency.

JUDGE Ira Robinson resigns as Federal Radio Commissioner to open law offices in Washington.

PAUL WEST, manager of the advertising sales division of National Car- bon Co., has been named managing director of the Assn. of National Ad- vertisers, succeeding Albert E. Hasse.

DR. J. H. DELLINGER, radio chief of the Bureau of Standards, is awarded honorary degree of Doctor of Science by his alma mater, George Washington U.

PER the direction of John R. Poppett, chief engineer of WNK, Newark, the station's engineering staff, supervised by Roy S. Lyon, has invented a collapsible microphone stand that combines three different types in one. It is a combination of transport and concert work. In addition, Lyon is building an overload microphone system on which four microphones can be swung over a radius of 9 feet.

CLAIMING that synchronization experiments conducted by WTXC, Hartford, and WBB, Baltimore, during the last ten months are "on the threshold of success" counsel asked the Federal Radio Commission to permit their continuance during regular programming hours.

WXZ, Detroit, and WJAS, Pitts- burg, made application for return of the 1020 kc, channel, used by KYW, Chicago, to the second zone from which it was "borrowed" in the 1928 general reallocation.

NBC reports $2,667,401 gross income for 1931, up 27.5% over 1930; CBS reports $10,184,556, up 51.4%.

AN ALLIANCE with the National Congress of Parents & Teachers for purposes of protecting against radio by the American Pian is formed by Ventura (Cal.) Free Press, California, under the charge of an attorney, is taken as an example of the existing radio system for the avowed purpose of removing a illegal competitor of the press.

FEDERAL Radio Commission, through Secretary James W. Baldwin, sends exhaustive questionnaire on part of its investigation into commercial broadcasting demanded by Contesa of the Children's Crusade to protect the whole broadcast structure with particular reference to advertising and to determine the feasibility of Government ownership.

Douglass Helps KMOX
Stage Defense Program
BY REQUEST of the St. Louis Office of Civilian Defense, Lieut. (junior grade) James C. Douglas, former production director of KMOX and now public relations chief of the local city office, was enlisted to assist Gordon Carter in the production of St. Louis Pre- dy Civilian Defense Spectacle, held in the Municipal Auditorium on February 18. With the consent of the Navy, Douglas worked on the production in addition to his naval duties.

Helen Hayes, currently in St. Louis with Candle in The Wind, appeared as a special guest star in the show. Practically every patriotic and civic group in the city participated in the spectacle which included music, song, dramatized OCD demonstrations and new war films—all fitting into one massive production. Written by Ellen Lee Brasher, KMOX script writer, the production was under the supervision of Arthur Casey, also of the station's staff.

Pape Honored
TO W. O. PAPE, owner of WAIL Mobile, the Gulf Coast Farmer, monthly farm paper published by the Mobile County Farm Bureau, has dedicated its fifth anniversary edition. Reason for this tribute, the paper states, is the "opinion of the editors, has contributed more to agriculture in this locality than any other person."
CALLAHAN HONORED FOR STAMP DRIVE

IN TRIBUTE for conducting perhaps the most extensive and effective free time campaign in radio history, all with the backing of the broadcasters, Vincent Callahan, chief of the Washington section of the Treasury Department's defense savings staff, was cited last week for "brilliant achievements in popularizing the sale of defense bonds and stamps".

He was one of three men honored at the annual award dinner last Tuesday by the National Assn. of Publicity Directors Inc., at the Waldorf-Astoria, New York. The others honored were Walter B. Weisenburger, executive vice-president of the National Assn. of Manufacturers, and William S. Stepley, chairman of the board of the York Ice Machinery Co.

Mr. Callahan joined the Treasury staff last year coming from WBZ - WBAZ, Boston - Springfield, where he was manager. Previously he was manager of WWV, New Orleans, and before that commercial manager of NBC's two Washington stations, WRC and WMAJ.

The citation stated that in the opinion of the publicity association Mr. Callahan "has performed a remarkable job in taking an abstract subject, with little or no human interest appeal and with the smallest public relations staff in Washington, put into defense bonds and stamps the romance, emotion and desire to buy which have caused 5,000,000 people to purchase more than $3,000,000,000 worth."

War Time Shift Prompts BBC Shortwave Changes

WAR TIME, which went into effect last Monday morning in the United States, will not affect British Broadcasting Corp. programs short-wave to America. The BBC on Feb. 6 had announced that many of its programs would be retimed and as of Feb. 9 the time was changed in many instances to conform to American listening habits.

The North American transmission now opens at 5:15 p.m. Eastern Time and closes at 12:45 a.m. (EWT). Listeners on the West Coast hear BBC programs until 9:45 p.m. instead of 8:45 p.m. as formerly. Britain Speaks remains at the same clock hour of 8:30 p.m., but the repeat is broadcast later than at present, i.e., 11:15 p.m. The 8 p.m. newscasts have been shifted to 10:45 p.m., so as not to interfere with popular American programs and principal dramatic features have changed from 10 p.m. to 8:45 p.m. (EWT) with repeat at midnight. Other programs have moved up one hour.

GEORGE EGGERT, vice-president of Harold H. Chapp Inc., Rochester (baby food), has been appointed sales manager of the company, replacing E. J. Fitzpatrick, who has been loosed by the company to the War Production Board as assistant chief of the Package Food Section, Food Supply Division.

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DeAngelo Directs Radio
At Sherman & Marquette

CARLO DeANGELO, who recently joined Sherman & Marquette, Chicago, as supervisor of radio productions, has been appointed radio director of the agency. He will supervise writing and production of the agency’s radio accounts, including Colgate - Palmolive - Peps Co., Hoffman-Oats Co., Flitner Brewing Co., and Sterling Products, working in New York where the agency will shortly open an office.

Prior to joining Sherman & Marquette, Mr. DeAngelo was in the radio department of Compton Adv., New York, and head of the radio department of N. W. Ayer & Sons, New York.

AFA War Agenda

ADVERTISING Federation of America has announced that its 38th annual convention, to be held at the Hotel Commodore, New York, June 21-24, will be planned as a “National Round Table on Advertising in Wartime”, with convention committees representing different fields of advertising to be announced shortly. According to AFA President J. A. Welch, vice-president of Crowell-Collier Publishing Co., this year’s meeting will set a new pattern as it will be strictly “a wartime convention with oratory cut to the bone.”

Butler to Erwin, Wasey

WILLARD BUTLER of the sales staff of WJZ, New York, and with NBC previously since 1933 in the M&O spot sales department and M&O sales traffic division, on March 2 will become timebuyer of Erwin, Wasey & Co., New York. Mr. Butler replaces Mary Dunlavey, resigned.

Pratt Opens Office

BEN PRATT, pioneer publicist man with NBC’s publicity department for the past 10 years and formerly with Chicago and midwest newspapers, has resigned from the press department of the Blue Network to open his own publicity and management office, temporarily located at 423 Madison Ave., New York. In his new work, Mr. Pratt will concentrate on the advertising and publicizing of radio, stage and screen artists.
KSO - KRNT Personnel Assured Old Positions After War Conclusion

STATEMENT of policy for full-time employees of the Iowa Broadcasting Co. stations, KSO-KRNT, Des Moines, and the Register & Tribune Co. who have been called into military service has been announced by that organization.

The plan calls for bonuses to those leaving for duty as well as assurance of reinstatement in their positions upon discharge from the service at the end. This includes the retention of seniority, position and pay. The plan follows:

1. Regular fulltime employees so ordered or drafted into the military or naval forces of the United States shall be granted a leave of absence for the period of their retention in the military or naval service and 40 days.

2. Employees who have completed their active military and naval service, who have not elected to remain in active service after authorities have extended them their privileges to return to civilian life, shall be reemployed and be restored to their former position or positions of like seniority, status and pay, if (a) such employees have received a certificate of satisfactory military or naval service during the period of their service, and (b) application for reemployment is made within 40 days after being released and (c) such employees are still qualified to perform the duties of their former positions.

3. Each regular fulltime employee who has been with the company more than six months but less than one year at the time he enters service and each regular fulltime substitute who has worked with the company twelve continuous months shall receive as a bonus salary and weekly pay, if (a) such employees have received a certificate of satisfactory military or naval service during the period of their service, and (b) application for reemployment is made within 40 days after being released and (c) such employees are still qualified to perform the duties of their former positions.

4. Each regular fulltime employee who has been with the company more than one year and each substitute who has worked for twenty-four continuous months, shall receive as a bonus salary and weekly pay, if (a) such employees have received a certificate of satisfactory military or naval service during the period of their service, and (b) application for reemployment is made within 40 days after being released and (c) such employees are still qualified to perform the duties of their former positions.

DEFENSE BOND PROMOTION was explained by Robert W. Fowler, of the Treasury's defense savings staff, to officials of WBIC, Greensboro, during a recent trip to North Carolina. Listeners are Col. Charles H. Robertson, state collector of internal revenue and administrator of the Defense Savings Staff of N. C.; William H. Andrews Jr., national chairman of the defense savings in connection with the National Life Underwriters; Joseph M. Bryan, vice-president of Jefferson Standard Life Insurance Co., controlling WBIC; Mr. Fowler and Julian Price, president of the insurance company and chairman of the committee for defense savings stamps of North Carolina.

CBS Concludes Pact Covering News Writers

CONTRACT covering CBS news writers for domestic and shortwave broadcasts will be signed this week between the network and the Radio Writers Guild, it is understood, while contracts for writers in the same categories at NBC and the Blue Network are also being negotiated.

The CBS contract for domestic news writers, a renewal for a three-year period, provides a minimum of $60 weekly, based on a 40-hour week, for writers with three years' experience. Those with two years' training are set at $50, with one year at $42.50. All conditions such as vacations or sick leave are handled "in accordance with company policy". Terms covering shortwave news writers are on a slightly lower salary scale. BWG, according to the contract, may open salary negotiations each year with CBS by means of an increased living cost clause.

Fidler for Arrid

FIRST NETWORK program to be launched for Arrid, deodorant product of Carter Products Inc., New York, will start March 2 on the Blue Network and the CBC with sponsorship of Jimmy Fidler in Hollywood Mondays 7-7:15 p.m. Arrid has been extensively promoted through sponsored programs, the account being Small & Seiffer, New York. Carter Products also sponsors Inner Sanctum Mystery and The Good Old Days on the Blue Network in the interests of its liver pills.

Cuyler Lee

CUYLER LEE, 72, uncle of Thomas S. Lee, president of Don Lee Broadcasting System, Hollywood, and brother of the late Don Lee, founder of that network, died at his Santa Monica, Cal., home on Feb. 15 following a lingering illness. A native of Lansing, Mich., he came to California 39 years ago, and at time of his death was a member of Don Lee Inc. advisory board. His widow, Frances, five sons and six daughters survive.

CKCL, Toronto, is now represented by Radio Representatives Ltd., in Montreal.

OUR FAMILY is making money — lots of it! Take a look at the "pin money" of our farm women! It adds up to beaucoup jacks in anybody's language. And remember . . . most of this money is spent in town the same day that eggs are taken to market.

What's more, merchants in Kansas and surrounding states will be quick to tell you what a BIG part of this steady weekly income is spent for articles and services advertised over WIBW.

We hate to be obvious, but there's a mighty valuable lesson in these facts and figures for far-sighted advertisers.
WJHK, Detroit, for its merchandising of Altes Brewing Co. product was recently cited at an entertainment for members of the WJBK foreign language groups held at the Altes Recreation Home. Howard Colby, Altes president, extended thanks of the company to Stanley Altshuler, foreign program director, for handling of Altes programs for the past two years. Entertainment was climax of the company's renewal of its contract for five spots weekly to WJBK's foreign language broadcasts.

MINNEAPOLIS and St. Paul stations have been named by the Metropolitan Area Defense Advisory Council to set up a weekly period to broadcast news of civilian defense activities and organization work. The announcement was made through Earl Gammons, general manager of WCCO, Minneapolis, who is chairman of the Minneapolis civilian Defense Council.

WJFF, Herrin, Ill., has joined stations whose employees have agreed to participate in the payroll deduction plan of Defense Bond purchases.

ENTIRE STAFF of WP, Philadelphia, has subscribed to a weekly payroll deduction plan in which more than five defense bonds will be bought each week.

SPOTLIGHTING aspirant staff members is a Girl's Day promotion, WCAI, Ashland, Ky., arranged for girl high school students to take over the station's activity.

KSDK, St. Louis, has started originating St. Louis Serenade, new NBC musical show, heard Tuesdays, 10-10:30 p.m. (GWU). Program will feature Russ David and the KSD orchestra.

FIFTEEN YEARS OF CONTINUOUS FULL-TIME SERVICE TO WESTERN NORTH CAROLINA

A WNWNC MILESTONE!

THIS record has been made possible by our old advertisers who have proven WWNC to be the only station covering this prosperous area. Because our clients invariably come back for more we are extremely grateful . . . and proud.

Now that we've put on long pants (fifteen years old this week) you may be sure that we are more than conscious of the responsibilities to our clients and our loyal and enthusiastic listeners.

For complete information write, phone or wire
JOHN E. THAYER
Commercial Manager

ASHVILLE, NORTH CAROLINA
CBS Affiliate

570 — a choice spot — 1,000 watts

WATCHFUL military men guard the transmitter of KPRO, Riverside, Cal., 24 hours a day since Pearl Harbor. Three guard houses have just been completed and are being safeguarded as a precautionary move.

VERSATILE STAFF

PROTECTION against uncertain draft conditions at WDRC, Hartford, is sought by the station with the set for a period each day for all WDRC personnel to study other positions in the organization. A record for the period can be filled without loss of time.

RECORD BREAKING CROWD of 14,000 packed Illinois-New Memorial Auditorium to greet Alka-Seltzer's Barn Dance when it recently played a benefit for the Department of Evening News Smokes for Soldiers fund. It was said the crowd represented the largest number of paid admissions, with net proceeds amounting to $6,677.31, ever contributed to the Barn Dance indoors. Services of the Barn Dance entertainers were contributed by Miles Laba, Elijah Jarrett. Traveling expenses of the troupe and other expenditures were deducted from the proceeds of $10,785. The News and WBN contributed $420 for incidental expenses such as program costs and clerical work.

KLZ, Dever, cooperating with U of Colorado Extension Division and Rocky Mountain Radio Council, is presenting a new series, Our Enemies of Today, with three reports by the school's professors. Series gives listeners a clear picture of major nations in the war with an attempt to correct rumors and is promoted throughout the university. The series, 5,000 copies of each script, selected bibliography, study guides and other helps on countries reviewed, are printed for free distribution.

WHEN THE lack of a suitable studio halted the Signal Corp's production of an Army Air Corps training film, officials of WHO, Dayton, offered their facilities.

DEFENSE announcements on WLW and WSJ, Cincinnati, were doubled last month. According to Katherine Fox, supervisor of education from the school's professors. Series gives listeners a clear picture of major nations in the war with an attempt to correct rumors and is promoted throughout the university. The series, 5,000 copies of each script, selected bibliography, study guides and other helps on countries reviewed, are printed for free distribution.

WILL, U of Illinois station at Urbana, is currently offering a comprehensive series of educational features which includes eight newscasts daily, opening and closing farm prices as well as reports each hour, 16 educational broadcasts from university classrooms, special offerings from the university's Music Studio and the U of Illinois concert band.

TO INCREASE its range of educational programs, KXK, S. Louis, is in cooperation with the city's Board of Education in a 13-week series written, produced and presented by high school students.

WSUN, St. Petersburg, on Feb. 20 for the fifth time broadcast from Bok Tower, Mountain Lake Sanctuary, Lake Wales. More than 100 miles of land lines are necessary for the broadcast with three microphones used for the program, pick-up because of wind direction and velocity. In addition, airraid precaution plans are underway at the tower. An old Brees conducted the program which included the selections, America, in Columbia, Gavotte in G Minor and other classical, patriotic and popular music.

STUDIOS and transmitter of the new WBGA, York, Pa., are being designed by the architect who recently made a trip thru the middle South to study ideas. WBGA will be located north of the city.

WHK, Cleveland, is presenting Geography Day promotion, weekly hour featuring a quarter-hour discussion on the geographical, educational and scenic aspects of certain theaters, followed by a 15 minute discussion of that country's attitude by a minute of the world. Another feature, We, The Pupils, presents local high school talent and is broadcast by WHK and WBOE, the Board of Education's FM station.

CXX, Brandon, Man., has moved into its new studio on the Gil River. The building contains a large studio with glass windows, orchestra risers and adjoining control room, a small studio, transcription and recording room, and office.

WEW, St. Louis, has completed six new offices for the production department and drafting plans for two more studios.

WCBF, Columbus, Miss., has added another remote studio, located in the new city hall. Home of Mississippi State College.

WILL, St. Louis, completed its 20th year of continuous broadcasting Feb. 5. Started on Feb. 5, 1922 in a radio supply shop by L. A. Benson, active here to the present, will continue until 1924 with the call letters WEBB.

KWSC, Pullman, Wash., currently is carrying 135 educational programs weekly in addition to other public service and entertainment features. Breakdown reveals that 70 are current event broadcasts, 26 educational musical, 20 agricultural, 15 pertaining to literature, 17 on home economics, 3 on science. KWSC is operated by the State College of Washington.

MINNESOTA Radio Network, keyed from KPAC, has added a new rate card, effective March 1. Group A of the new combination in addition to KSTP, KROC, Rochester, KXSM, Manistoe; KFAM, St. Cloud, Group B embraces the latter three stations.

WCCB, Springfield, Ill., is expanding its schedule of religious programs to build morale and offset increased amount of news. The move started when a local cleaning firm asked management to appoint five-minute sermons by members of the city ministerial alliance.

WINS, Milwaukee, completed plans for the protection of the station against blackout and sabotage a week after Pearl Harbor. On Dec. 11 complete blackout and air raid precaution plans were prepared, later supplemented Dec. 22 by the city's blackout system. By Dec. 15, Manager G. W. Grignon, had complete list of naturalization and citizenship records of every WINS employee.

THIRD semester of the course in radio broadcasting at Long Island U began last Tuesday with emphasis this term placed on radio under war conditions. Regular instructors are Jo Ran- son, radio editor; The Eagle, and A. L. Simon, publicity di- rector of WHN, New York. An allied course in scriptwriting and production will start Feb. 19 directed by CBS producer and assis- tant-director.
WWNC, Asheville, N. C., through a recent 2½ hour show, originating at the Asheville City Auditorium, helped the local Red Cross chapter, go over the top in its Emergency War Fund campaign. Ezra Melanoni, WWNC program director, assisted by Bill Melin, Marth Liles and Reed Wilson, arranged and produced the show which featured stations talent and Asheville musical organizations. Articles donated by local merchants were auctioned over the air with bids being received by telephone. The articles were delivered to the highest bidder by Postal Telegraph boys and local taxi companies without charge.

WKRC, Cincinnati, last week began use of Associated Press processed radio wire in addition to its regular AP service and new-gathering facilities of the Cincinnati Times-Star.

KLZ, Denver, recently presented a quiz show from the U of Denver with school professors only participating. For each question missed the professors had to purchase a defense stamp.

FOR THE THIRD time in five years, Al Blind's daily variety show heard over WCKY, Cincinnati, will have its name changed. Introduced in 1937 as the Dean Patrol, it became the Mora Patrol in 1939 and now Blind is offering a 425 Defense Bond to the person submitting the highest bidder. WTQF, Green Bay, Wis., has received a certificate of award from the 425 National Encampment of the Veterans of Foreign Wars, Philadelphia, in appreciation of support of the VPW program, Speak Up for Democracy.

BASEBALL loops up and KFDM, Beaumont, Tex., has started a series of 15-minute broadcasts to build up interest in the forthcoming Texas League race and to bring attention to the Beaumont Exporter games. The Diamond-Beat sessions are conducted by Len Finger, KDFM program director, interviewing members of major league clubs in training.

WFYI, Atlantic City, secured an eye witness account of the recent sinking of the torpedoed Indian River from 12 members of the rescued crew. Interviews were conducted by Mill March, WFYI program director, Engineer Ed Parke, Hal Travis and Lee Stewart.

FIFTEENTH annual broadcast of initiation ceremonies of the American Legion Post, originating Feb. 19 in San Francisco, was carried over a Western CBS network. Broadcast was arranged by Roy Gace, director of special events for CBS Pacific network.

SEEKING to avert an announcement shortage during wartime, KOA, Denver, is holding public announcements classes with several of the student announcers already having been placed in various stations in the region.

ONE of Washington's best stores is the University Market in the elite Northwest section. One of the University Market's best sellers is Continental's Certified Double Flavor Bread.

A good store; a good bread. The added ingredient that makes sales humming is a good radio program on a good radio station. Continental and University have that, too. Pictured above are Continental Plant Manager Thomas and University Market's Manager Ramisch.

Those pleasant grins confirm what Mr. Ramisch just said..."Yes, sir, it's that every morning quarter hour on WJJS that pulls the people in. The big display just makes it easier for our customers to remember Continental Certified Double Flavor Bread."

**WASHINGTON'S 50,000 WATT STATION**

Owned and operated by CBS. Represented nationally by Radio Sales: Los Angeles, San Francisco, New York, Chicago, St. Louis, Charlotte

**NAVY ASKS WBBM TRANSMITTER MOVE**

REMOVAL of the transmitter of WBBM, Chicago, now located in Glenview, I11., acting on a request of the Navy, has been announced by the midwestern key station of CBS. New site will be Itasca, 111., in DuPage County, approximately 25 miles from Chicago's loop. Move was precipitated when the Navy two years ago took over the Glenview airport to establish an aviation base. More recently it was decided that the WBBM equipment constituted a hazard with the resulting request for removal.

According to Frank Falknor, WBBM chief engineer, in Washington last week to discuss removal plans, the present equipment will be transferred unless new equipment can be obtained, which is an uncertain factor. At Glenview is a 400-bluff-Knox tower and two composite transmitters. Construction at Itasca is under the supervision of W. J. Barney Corp., New York, with Dearborn Electric Co., Chicago, handling electrical installations. E. O. Session of Chicago is architect. WBBM operates with 60,000 watts on 750 kc, synchronizeing at night with KFAB, Lincoln, Neb.

**WMIN Appoints Rambeau**

WMIN, Minneapolis-St. Paul, has appointed William G. Rambeau, as advertising representative.
**THE BUSINESS OF BROADCASTING**

**STATION ACCOUNTS**
- **WRC**, Washington
- **WOR**, New York
- **WCAE**, Pittsburgh
- **KFXC**, San Francisco
- **KPO**, San Francisco
- **KRO**, Oakland
- **KRO**
- **KSWO**, Oklahoma City
- **KSWO**
- **KFFK**, Sacramento
- **KFBK**, Sacramento
- **Fibber McGee Holds Top In Hooper Radio Rating**
- **Coast Campaign**

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**Food Firms at Top Of WOR Accounts**

**Drugs, Toilet Goods Second, Annual Analysis Shows**

LARGEST SPONSOR list ever—264 different advertisers—used facilities of WOR, New York, for its 1941 fiscal year ended Jan. 31, 1942, and the food industry, including foods and food beverages, was the largest buyer of time, according to a yearly industrial breakdown of sponsors released weekly by the WOR sales department.

Displacing the 1940 leader, drugs and toilet goods—second this year—foods bought 24.8% of all time on WOR last year compared to 17% in 1940. Statistics in the survey were based on WOR's gross billings, excluding time sold to sponsors on MBS, of which WOR is the New York outlet.

In the top 12 list, the two leaders were followed in order by wines and beer, retail establishments, tobacco, and household supplies; confections and soft drinks, jewelry and silverware, financial and insurance, gas and oil, house furnishings, and radios and musical instruments.

**Agency Ranking**

Ruthrauff & Ryan was the advertising agency with the highest billing on WOR for last year, according to the breakdown, followed in order by Young & Rubicam, Compton Adv., Erwin, Wasey & Co., and Young & Rubicam, Inc., Knox-Reeves, and Chas. W. Hoyt & Co.

Types of sponsors which led in time bought on WOR during 1941, with percentages that took of the station's total time are:

1. Foods and Food Beverages—24.8%
2. Drugs—21.9%
3. Food Beverages—3.0%
4. Drugs and Toilet Goods—21.7
5. Tobacco—11.4
6. Toilet Goods—10.3
7. Wines—9.3
8. Retail Establishments—8.6
9. Tobacco—6.7
10. Soaps and Household Supplies—6.1
11. Confections and Soft Drinks—5.9
12. Jewelry and Silverware—3.6
13. Financial and Insurance—2.3
14. Gas and Oil—1.5
15. House Furnishings—1.3
16. Radios and Musical Instruments—1.3

**Analysis of Surveys**

AS AN AID to understanding the differences between the program ratings of the Cooperative Analysis of Broadcast Advertising (CABA) which uses the day-part recall method, and C. E. Hooper Inc., using the coincidental method, the latter last fall issued a study of the causes of inconsistencies, prepared by Matthew N. Ciappelli, Ph.D., consultant and professor of economics to the Hooper organization. The 24-page book, illustrated with numerous charts, is titled Radio Audience Ratings.
PLANTERS NUT & CHOCOLATE CO., San Francisco (peanut oil), on Feb. 17 started using thirty weekly participation in "Housewives Protective League" on KHJ, Seattle; firm on Feb. 22 also started sponsoring twelve weekly quarter-hour transcribed merchandising program, "Guess-A-Tune," on KOMO, Seattle. Both contracts are for 13 weeks. Account was placed by Raymond R. Morgan Co., Hollywood.

CHICAGO FURNITURE MART, Chicago (retail store), has started 6-quarter-hour weekly on Mythical Ballroom program of recordings on WAAF, Chicago. Agency is United Adv. Co., Chicago.

W. F. McLaughlin & Co., Chicago, which has appointed Earle Lodigian Inc., Chicago, to handle the advertising for Minor House coffee, will eventually augment its present Chicago radio schedule of six-weekly 10-minute early morning newscast with Norman Ross on WMAQ, and Happy Jack Turner, quarter-hour three times a week on WLS.

LYMAN AGENCIES, Montreal (Piquin's hand cream), has started spots announcements five days weekly on CKY. Account was placed by Ronnals Adv. Agency, Montreal.

McCORMICKS Ltd., London, Ont. (basil), has started weekly half-hour quiz shows on CKGW, Montreal, N. B., and CHRC, Quebec. Account was placed by McConnell Bostanoff & Co., Toronto.

COLOMBIA'S Internal Revenue Department began using commercial time last week on KZA, Denver, to educate citizens about various State taxes and urge them to pay more promptly. Transcribed spots dramatize the "use" tax, with a series on income tax to follow.

BRENNER & HEDGES, New York (cigarettes), through Mason Inc. N. Y., and Standard Beverages, Oakland, Calif. (Par-T-Fak), through Emil Reinhardt, Oakland, are recently added sponsors for Bob Anderson's newscasts on KSFO, San Francisco.

ALUMINUM Co. of Canada, Montreal, has started employee goodwill radio programs five days weekly on CJM, Chicoutimi. Que. Transcribed entertainment and instruction programs carry the campaign to the company's employees at Arvida, Que. Account was placed by Norris Tattersall Ltd., Montreal.

HUGHIE YOUNG & Co., Los Angeles (coffee), new to radio, in a one-month test campaign started Feb. 16 is using a three-weekly quarter-hour news spot on KFRC, that city. Firm plans extensive use of radio, Glasser-Bailey & Co., Los Angeles, has the account. M. L. Graham is account executive.

Pittsburgh Glass News

PITTSBURGH PLATE GLASS Co., Pittsburgh, Pa., on March 3 will start sponsorship of thirty weekly quarter-hour newscasts by Bob Hunter on WBBM, Chicago, Agency is BBDO, N. Y.

JOHN MORELL & Co. Ottumwa, la., has changed the format of its quarter-hour transcribed interview program, "Missus Goes-A-Shopping for RZ Cat ham twice-weekly on WCAU, Philadelphia, and WADC, New York; and five times a week on KDRA, Pittsburgh. Program on WCAU and WADC has been moved from the food markets into the studio with several hundred women in attendance and tickets distributed by the markets proprietors acting as host at the weekly studio party. In Pittsburgh, the program has been moved into a theatre. In each case, the next week's programs are transcribed at each party. Henri, Hurst & McDonald, Chicago, is the agency.

NEW YORK nightclubs, Cagney's, is sponsoring a recorded music program daily on WNEW, New York, 11:37 p.m. to midnight. Agency is Blackstone Agency, New York.

Efficacy of Broadcasts In Selling Is Surveyed

TO DISCOVER what radio program, advertising a nationally distributed grocery store product, was most effective during 1941 in selling merchandise for corporate grocery chains, Phillips-Albertson & Bull, New York merchandising firm, recently issued the results of a questionnaire it had mailed to a selected list of stores.

Of the usable replies secured from 28 corporate chains, operating a total of 1511 retail outlets in 25 cities, 11 chains, or 39.2% of the total, designated the Jack Benny Program, sponsored on NBC by General Foods Corp. for Jell-O, as the broadcast most affecting the sale of the product it promoted in 1941. In second place, selected by seven chains or 25% of the total, was Amos & Andy, heard on CBS for Campbell Soups, while third was Fibber McGee & Molly, NBC program sponsored by S. C. Johnson Co. for Johnson's wax.
ADDITIONAL COVERAGE
MEANS MORE NOW

ADD to your audience whenever America speaks on emergency topics or talks to its citizens on other subjects of national importance. Coverage is more important now than it ever was before.

INSTALL BLAW-KNOX RADIATORS FOR MAXIMUM COVERAGE

BLAW-KNOX VERTICAL RADIATORS
FM AND TELEVISION TOWERS

DISTRIBUTED BY
Graybar Electric Company

BLAW-KNOX DIVISION of Blaw-Knox Company
Farmers Bank Building • Pittsburgh, Pa.

Hams’ Equipment Is Sought for War
Amateurs’ League Asks Sets To Aid Armed Forces

BECAUSE of an urgent shortage of communications equipment required for war needs, the American Radio Relay League, West Hartford, Conn., last week sent a call to radio amateurs asking them to sell transmitters and receivers for use by the armed forces of the United Nations. The ARRL is centralizing information on available apparatus on behalf of the Government agencies concerned.

A substantial reservoir of such equipment is believed to be available in view of the fact that the FCC on Dec. 8 ordered all amateur stations silenced with the exception of those sanctioned by Federal, State or municipal authorities (Order No. 87). Some 1,500 of the 55,000 licensed “hams” were thus allowed to return to the air, but on Jan. 9 (Order No. 87A) the Commission required these also to sign off. No amateur stations whatever are now operating.

No Homemade Units

The ARRL asserts that only commercially-manufactured communications-type receivers and transmitters, for which standard instruction manuals are available, are required at present. It was explained that such equipment is more readily used and understood by military operators than homemade units.

The present shortage grows out of the fact that manufacturers still are finding themselves unable to make deliveries sufficient to fill the intensified demand as the theatre of war expands, particularly in the Pacific. Amateurs willing to turn over their apparatus to their country are requested to advise the ARRL, giving model number, condition and price for which it can be delivered crated to a local transportation agency. Only standard manufactured equipment should be offered, it was reiterated, home-made or “composite” equipment not being required at present.

The biggest need is in transmitters, it was stated. According to league statistics, approximately two-thirds of the receivers found in amateur stations are factory-made but only 5% of amateur transmitters were purchased from manufacturers.

FCC Rule Change

PROVISION for two year licensing periods for certain nonbroadcast services, including experimental broadcasting and the staggering of the expiration dates in that connection, was announced last week by the FCC. The modification with reference to experimental services affects Sec. 5.32 of the Commission’s regulations as well as other sections for the nonbroadcast services. Extension of terms of certain outstanding licenses were adopted in connection with the order.
CONFERENCE at OSU WILL DISCUSS WAR

WARTIME problems of broadcast engineering are to feature the Fifth Annual Broadcast Engineering Conference sponsored by Ohio State U with the cooperation of the NAB and the IRE. The sessions are to be held in Columbus throughout this week, Feb. 23-27.

The conference was to open with a talk on "Communications in National Defense" by E. F. Jett, FCC chief engineer, followed by a panel on broadcast station operation during wartime, led by Lynne C. Smedley, NAB director of engineering. Members of the panel are Frank Slade of NBC, D'Agostino, NBC; Raymond F. Guy, NBC; R. V. Howard, RSFO; William Lodge, CBS, and Andrew D. Ring, Washington consulting engineer. Ornir W. Towner, chief engineer of WHAS, Louisville, also speaks at the opening day on "Emergency Operation of Broadcast Transmitters."

Tuesday's session includes talks by Karl Troepgen, chief engineer of WIBW, Topeka, on "Engineer Driven Emergency Power Plants"; and Daniel E. Noble, research engineer, Galvin Mfg. Co., on "Mobile PM" with a roundtable on "Transmitter Maintenance," led by Charles Singer, WOR, New York.

The Wednesday sessions include a roundtable on "Training of Engineers and Technicians," led by Prof. W. L. Everitt, Ohio State U. Thursday will feature an off-the-record "Wartime Broadcasting Experiences in England," by Gerald D. Newell, FCC assistant chief engineer, recently returned from an inspection trip of radio in England, and a discussion of "Recording Standards" by Howard Chinn, CBS.

The Friday meetings will be devoted largely to a discussion of "Studio Transmitter Links and High Frequency" by J. H. DeWitt, chief engineer of WSM, Nashville, and a talk on the RCA "Alert Calling System" by Arthur Van Dyck, engineer, and Stuart Smeall, both of the RCA License Laboratory.

ASSOCIATED PRESS NEWS

EVERY DAYLIGHT HOUR ON A CLEAR CHANNEL

750 KC - 1000 WATTS

WHBU'S CO-ED

CORNELL University's commercial broadcasting station at Ithaca, N. Y., WHBU has added to its staff of control operators a 22-year-old co-ed, Beatrice Mead, of Amityville, Long Island. Miss Mead, a senior in Cornell's engineering college, is the first of her sex in 20 years to take a straight electrical engineering course.

WE PROMOTES BEAL

HENRY C. BEAL, manager of the Western Electric Works at Kearny, N. J., on March 1 will become engineer of manufacture with offices at WE headquarters, 195 Broadway, New York. He will be succeeded at Kearny by Reese P. Clifford, personnel director for the last year. Arthur B. Goetz, assistant personnel director, will assume Mr. Clifford's post. Mr. Beal, a Hoosier and graduate of Purdue, has been with WE for 28 years. He became assistant manager at the Kearny works in 1929, taking over the managership four years later.

MEDAL TO MAJ. ARMSTRONG

MAJ. EDWIN H. ARMSTRONG received the John Scott Medal, a check for $1,000 on Feb. 13 from American Philosophical Society in Philadelphia, for his development of F.M. The fund was established in 1876 by John Scott of Edinburgh, Scotland, chemist. The original $4,000 set up to reward men and women for "inventions of usefulness to mankind in the development of chemical or medical science, or the development of industry," has grown to $140,000 at the present date.

STROMBERG-CARLSON SWITCH

ASSURANCES that Stromberg-Carlson would be converted completely to war production by April 22, have been tendered the War Production Board by Dr. Ray H. Manson, vice-president and general manager, and Lee McCann, assistant general manager. It was also revealed that since July, 1941, company officials have been gradually shifting to a wartime basis. Stromberg-Carlson announced that only a few thousand employees would be laid off despite the WPB ban on the manufacture of radio receivers, since 60% of a huge backlog of orders being filled by Stromberg-Carlson is war material.

BOOK OF BROADCASTS

VOLUME II of Invitation to Learning, consisting of discussions of the world's classics broadcast Sunday morning under that title on CBS, will be published, according to Random House Inc., New York, under arrangements completed last week by Leon Levine, assistant CBS director of education.

The 32 programs from Nov. 16, 1941 through May 31, 1942 will make up the 32 chapters of the second volume. Each chapter, as in the first book, will have an introduction by Mark Van Doren, the poet who is the program's chairman.

50 KW. APPLICANTS FOR TULSA, AKRON

TWO MORE applications for 50,000-watt stations have been filed with the FCC, one proposing a new outlet in Tulsa and the other seeking the maximum power for WADC, Akron.

The Tulsa application was filed by Fred Jones Broadcasting Co., headed by Fred Jones, millionaire Oklahoma oilman who seeks the 1030 kc. channel when it is released by KOB, Albuquerque, N. M. KOB holds a construction permit for 50,000 watts on 770 kc.

WADC, now operating with 5,000 watts fulltime on 1350 kc., seeks 50,000 on 1220 kc., with directional antenna. Now assigned to 1220 are CHAB, Moose Jaw, Sask, 1,000 watts fulltime, and WGNY, Newburgh, N. Y., 1,000 watts limited time. WADC proposes that, if it secures 1220 kc., WADC, Canton, 0., now on the adjacent 1250 kc. frequency, should be shifted to 1350 kc.

RCA DIVIDENDS

QUARTERLY dividends on outstanding shares of RCA, announced by David Sarnoff, president, following the regular meeting of the board of directors were 8½% per share on first preferred and $1.25 per share on "B" preferred. Dividends are for the period Jan. 1, March 31, and will be paid April 1, 1942 to stockholders of record following close of business March 6, 1942.
Ridder-Johns Rep Plans

WILLIAM F. JOHNS, general manager of the St. Paul Dispatch and Pioneer Press and president of WTCN, Minneapolis, will assume charge of Ridder-Johns Inc., Chicago, newspaper representatives, effective April 1, under a program calling for expansion of that organization. The appointment was announced last week by B. H. Ridder, publisher of the newspaper. It is proposed to expand Ridder-Johns by establishing offices also on the Pacific Coast, adding more newspaper accounts, and organizing a new department for radio station representation. Mr. Johns will continue as a member of the board of WTCN in which the Ridder interests hold 50% stock ownership.

WGY’s 20th Anniversary

(Continued from page 20)

WGY was also the proving ground for the magnetic pickup, a device which is now applied to the phonograph and to the transcription machines used in radio stations. The piano pickup, a microphone which was attached to the piano sound board for the purpose of overcoming blasting of piano music, has more recently found application in the electrical reproduction of such instruments as banjo and certain types of organs and pianos.

“Early in 1924 General Electric began construction of the South Schenectady transmitter laboratory on a 25-acre plot five miles from the studios. With its completion in 1925, WGY went on the air with a 100,000 watt transmitter and was licensed in August of that year to carry its regular programs on that power, the first station anywhere to be licensed to utilize what was then called ‘superpower.’ Thereafter, WGY was the first to be permitted exclusive broadcasting on 100 and 200 kw.

“Completion of the South Schenectady laboratory stimulated investigations of all kinds of radio transmission, longwave, shortwave and medium shortwaves. One of these was broadcasting on longwave, single-side band transmission for relay purposes. Programs were relayed on 1560 meters to Canton, N. Y. for rebroadcasting by the former St. Lawrence University station, WCAD.

Shortwave Research

“But of particular importance today was the invention of the so-called shortwave field. Work carried on by GE radio engineers and others has made possible the present world radio coverage. Early research by GE engineers, supplemented in recent years by investigations by the Bureau of Standards and the communication companies has made it possible today to predict with extreme accuracy the frequency that will bring best results in long-distance transmission in spite of such variables as daylight and darkness, the distance, the season and the direction.

“Out of those investigations on shortwave transmission have come GE’s world-girdling shortwave stations WGEQ and WGEA at Schenectady and KGEI at San Francisco.

“WGY prides itself in being the first to broadcast radio dramas on a regular weekly schedule. The first day, the WGY was broadcasting Aug. 3, 1922, and in September of that year the drama became an established program featuring local talent. Two days after its first program it carried its first ‘remote’ broadcast, a Washington’s Birthday program by W. W. Trench, new Secretary of GE, from the Union College gymnasium. On Nov. 25, 1923, women were engaged to connect the Yale Bowl at New Haven with WGY’s transmitter for the broadcast of the Yale-Harvard football game.

Plane-Ground Communication

“In October, 1923, WGY broadcast all the World Series baseball games. On May 25, 1925, U. S. Army officers from radio-equipped planes described an informal race down the Hudson, from Albany to New York, of Gar Wood’s speed boat and the Twenty-first Limited on the New York Central. ‘As an aid to contestants in the balloon races at Milwaukee, July 5, 1925, WGY offered weather reports. Maj. Ora Westover carried a radio receiver for the first time in such a race.

“The potentialities of radio as a police aid were strikingly illustrated when WGY was used to help in the recovery of the kidnaped son of Dr. E. F. W. Alexander. The lad was kidnapped May 1, 1925 and recovered unharm ed a few days later at a camp on the St. Lawrence River as a direct result of radio broadcast.

“In November, 1925, in advance of the formation of NBC, WGY organized its own network including stations in Buffalo, Rochester and Syracuse. Feature programs originating in any of the four cities were made available to stations in the other cities of the network.

“In October, 1927, WGY rebroadcast the first program from Sydney, Australia, and on Feb. 21, 1928, the station carried a two-way talk by a British Broadcasting Co. engineer and an American one.

“Meanwhile, Dr. E. F. W. Alexander had been engaged in research on television. On May 10, 1928, the Schenectady station began the transmission of television signals in the late night hours. In August of the same year, television cameras were erected in the Assembly Chamber in Albany to pick up the action of Governor Alfred E. Smith during his address accepting the Democratic Presidential nomination.

First Video Drama

“An important first of the same year was the broadcast of the first television drama, the Queen’s Messenger. Voice signals were carried by WGY and picture signals were rebroadcast shortwave via W2XAF.

“In 1929, WGY, in cooperation with its shortwave outlet, W2XAF, began a series of programs to Admiral Byrd at Little America. These programs included entertainment and the transmission of letters from relatives of the expedition personnel to the Antarctic.

“The following spring when Byrd and his men set out for the Antarctic, stopped at Dunedin, New Zealand, WGY broadcast two-way conversations between the late Adolph Ochs and Arthur H. Sulzberger.
TWAS ROUND-UP TIME backstage for this Hollywood group as they launched the thrice-weekly quarter-hour Red Ryder Feb. 10 on 9 Blue Network West Coast stations, under sponsorship of Langendorf United Bakeries. Group includes (l to r): Warren Johnson, account executive of Ruthrauff & Ryan; Art Bush, executive producer; Fred Harman, artist of the Red Ryder comic strip and writer of the show; Reed Hadley, who portrays Red Ryder; Leo Tyson, network's western program director; Don Clark, director; Tracy Moore, western sales manager.

of the New York Times and members of the expedition at Dunedin. The signals were carried from Dunedin to Wellington, New Zealand, by wire and marine cable; from Wellington to Sydney, Australia, by longwave; and from Sydney shortwave to Schenectady.

"In 1932, WGY broadcast another first. On Patriots Day, April 19, Gov. Joseph Ely of Massachusetts fired a revolutionary sub-sonet and the sound was heard after it had traveled completely round the world from Schenectady to Huizen, Holland, from Huizen to Bandeig, Java, from Java to Sydney, Australia and from Sydney back to Schenectady.

Changeover From Air

"One of the station's most spectacular broadcasts occurred May 19, 1932 when the station's new transmitter was put into service by a whistle blown aboard the dirigible Los Angeles as it cruised over the city. The whistle signal, produced by Chester H. Lang, now a GE vice-president, was carried via a beam of light to a target on top of the building. The whistle tripped a relay and the old transmitter was taken off the air and the new one came on.

"Under General Electric operation WGY since 1922 has been managed by the late Martin Rice, one of the organizers of and first board chairman of NBC; by Chester H. Lang, and now by Robert S. Pearre who is in charge of all of the company's radio activities including longwave, shortwave, FM and television. In association with Mr. Pearre in the administration of the company's radio broadcast program is B. J. Rowan, Kolin Hager, program manager of WGY when the station started, is still in active charge."

HENRY MORGAN, who conducts his own "whimsical" program on WOR, New York, is the subject of a feature article in the Feb. 21 issue of Liberty magazine, written by Edward R. Banks, formerly with the CBS publicity department and now with Look magazine.


GEORGE WASHINGTON HILL Jr., vice-president in charge of advertising for American Tobacco Co. New York, has resigned to join the Air Corps with a commission.

The Other Fellow's VIEWPOINT

Oregon News

EDITOR, BROADCASTING:

Fully appreciating the excellent record Broadcasting Magazine has for accuracy in reporting, I feel you would be interested in correcting a slight inaccuracy in your issue of Feb. 2, page 82.

The item in question is headed "Oregon Station's Form News Board." The story twice states "when stories are to be withheld from the air," and indicates that the service offered is restrictive in nature. That is hardly the truth, and could not help but be misunderstood during the time when broadcast news is under the surveillance of Army, Navy and Office of Censorship officials, and when the efforts of a good many sincere men in the industry are devoted to producing a complete plan of news procedure, with due regard to morale, defense and no "aid or comfort for the enemy."

H. M. SWARTWOOD Jr.
Program Director, KOIN-KALE
Portland, Ore.
Radios for Latins
Wait WPB Action

Rockefeller Group Is Behind Plan for 800,000 Sets

WHETHER the project of the Office of Inter-American Affairs for distribution of 800,000 short-wave receiving sets in Latin America can be carried through, remains to be decided by the War Production Board. Since the Rio de Janeiro Conference last month, added impetus has been given the plan by the State Department with reported White House blessing, but WPB officials have indicated they are not satisfied that supplies are available or that plant facilities can be diverted for the sets.

Following recent meetings with officials of the OIAA, better known as the Rockefeller Committee, representatives of the Radio Manufacturers Assn. and the WPB agreed to submit memoranda on the subject for final approval by Donald Nelson.

Priorities Problem

It is proposed to distribute the 800,000 receivers in various Latin American countries so that more widespread reception of news and other broadcasts from this country's shortwave stations can be enjoyed. The OIAA suggested that the sets be manufactured at no profit, but WPB officials raised the question of priorities.

The manufacturers, it was said, are capable of turning out the equipment, which would range in price from $12 to $75 per unit, pending the full allocation of war orders, for which they have virtually cleared all other production in their factories. Both large and small radio plants are now geared or preparing for the 4 billion dollar Army-Navy procurement program of communications equipment, but any priority for the receivers, it was said, could be handled as a stop-gap until full war production gets under way.

Chief opposition from the WPB has been based on the aluminum and nickel involved, which some officials fear cannot be spared from the receiving equipment needed by the military.

Plants Face Wartime Conversion

(CONTINUED FROM PAGE 10)

necessary hardship on either management or labor. With regard to the labor problem, it was pointed out that larger manufacturers are rapidly converting to war production and no serious labor problems are foreseen. It was admitted, however, that difficulties may arise in the small manufacturer field. Careful consideration of these problems was promised. In all cases, it was said, exigencies of the war effort will preclude all other considerations.

In the receiver manufacturing picture, problems of over-all conversion are expected to be simpler than those of transmitter manufacturers. Larger receiver companies are already converted 80-90% to war work, having a plentiful supply of engineers, tools and facilities with which to take over radio arm orders. Some of the smaller set manufacturers, with virtually no war orders, are expected to feel the conversion more acutely.

Television, FM Too

Production of all civilian radio sets must be suspended by April 22, according to WPB orders, that date being the expiration of the previous order which cuts civilian production 40% below 1941 figures. Although no definite date has been set for conversion, the WPB expects action to be completed within four months and the major portion of the job finished within three months.

Television and frequency modulation receiver manufacturers are necessarily included, it was said, in regulations applied to standard receive manufacturers.

At the WPB it was also stated that orders covering transmitter and tube manufacturing for standard broadcast facilities will include television and FM.

A roundup of the output of larger receiver manufacturers shows that RCA, with 80% Government orders in 1941, is expected to be 100% converted before the time limit expires. RCA's research laboratory already has been turned over entirely to Government work and erection of a new tube plant has been started at Manheim Township, Lancaster, Pa. Manufacturing will be concentrated on special radio and electronic tubes in cooperation with the Navy [Broadcasting, Feb. 2].

Westinghouse is reported 98.6% devoted to military equipment, with the remaining 1.4% of manufacturing being for defense purposes, bringing that company 100% within the demands of the WPB.

General Electric reports 80% war radio production, with conversion to 100% expected within the allotted time.

WPB Doubt

Farnsworth Television & Radio Corp. production is now 70% war work. Its 1941 figure was 30% war work, which indicates rapid conversion of the company.

Crosley Corp., 30% on war work in 1941, has boosted its production to 40%, it is understood.

Other companies such as Majestic Radio & Television Corp. and Philco Co. have made comparable increases in war production, with full conversion anticipated well within the time limit.

Referring to purported plans of the Rockefeller Committee to make up to 800,000 shortwave radio sets to be made available to Latin America, WPB officials expressed doubt that allocations for the materials for the sets will be made. It was stated, however, that this was a policy matter and no definite statement could be made that materials for the sets would or would not be provided.

Nelson Rockefeller, Coordinator of Inter-American Affairs, is reported to be pushing the move to provide Latin Americans with shortwave sets to provide a substantial audience for the shortwave broadcasts of the Rockefeller Committee to Latin America.

The order for the sets, if allocation of materials is provided, would be prorated among all set manufacturers to be filled in the period from April 22 to the full conversion deadline.

New WPB Order

The War Production Board last Wednesday ordered sharp curtailment of orders in the manufacture of all musical instruments. The order, issued by Jesse L. Maury, chief of the Electrical Appliance Branch, is as follows: "All orders for the manufacture of musical instruments, including drums, piano, organ, and string instruments, are hereby cancelled and all such orders are at this date considered suspended."

WOW's New Schedule

STARTING at 6 a.m., Monday, March 2, WOW, New York, will go on a consecutive six-day-a-week schedule, according to Harry D. Henshel, managing director. On six-sevenths time since its recent frequency switch, WOW shared its coming in on WWJ and 750 WOR, New York. Time was broken up between the two outlets those two days so that each station had portions of Sunday and Monday at split intervals. Under the new plan WOW will be heard Mondays through Saturdays, commencing at 6 a.m., and will be off the air all day on Sundays. WOW's policy remains the same. Italian-language broadcasts will be heard during daytime hours. After 6 p.m. features in English will be continued.

Interpreted Musical

BOB EMERY, conductor of the Rainbow House programs on WOR, New York, is presenting a series of Monday evening programs on WTNY, New York FM station owned by WOW. Titled Let's Look at Music, the programs are musical recordings with Mr. Emery giving a running dialogue to interpret the selections as blind music student would give them.
Dies Group Probe Draws House Fire

Rep. Eliot Claims Fantastic Charges Are Being Made


Referring to a letter sent to Rep. Dies by FCC Chairman James Lawrence Fly, in which it was stated that the chairman of the Dies Committee had been frequently and favorably quoted on Axis propaganda broadcasts to this hemisphere, Rep. Eliot branded as "fancastic" the committee's definition of subversiveness as regards its investigations of various individuals.

'Fools Errands'

Mr. Dies had previously intimated there were leaks in the FCC's confidential reports on foreign propaganda broadcasts, claiming these were used by Dies Committee opponents in attempts to block allocation of Funds by the committee [BROADCASTING, Feb. 16]. A resolution is shortly expected in the House for another $100,000 to continue the activities of the committee.

Previously Rep. Dies had inferred that the purported "leak" in FBMS report may have been connected in some way with Dr. Watson. Rep. Eliot reiterated the reply made by Chairman Fly who had pointed out that Dr. Watson had joined the FBMS staff after the study in question had been made.

Rep. Eliot stated that Government investigators were being sent out on "fools errands" by the Dies Committee and termed the committee "gangsterish.

The House has incorporated a provision specifically prohibiting use of any 1943 FCC funds to pay the salary of Dr. Watson in its consideration of the Independent Offices Supply Bill. The bill has had Senate consideration, with committee reports expected soon.

Soil-Off Expands

SOIL-OFF MFG. Co., Glendale (paint cleaner), on Feb. 16 started sponsoring a five-minute thrice-weekly newscast on KOA, Denver, and on March 2 starts a similar program for 13 weeks on KBBG, Great Falls, Mont. Firm, in addition, recently expanded its network program, Bob Gorrell Reporting, on 6 CBS California stations, from once to twice weekly, Tuesday, Thursday, 5:45-6:55 p.m. (PWT). Letter contract was renewed for 52 weeks on Feb. 3. Agency is Buchanan & Co., Los Angeles.

Signal Oil Comments

SIGNAL OIL Co., Los Angeles, through Barton A. Stebbins Adv., that city, on March 5 starts a weekly hour-hour commentary, featuring Upton Close, on a group of NBC Pacific Red stations, Sunday, 3:46-4:45 p.m. (PWT). Firm in addition will continue to sponsor its weekly half-hour Signal Carnival on 11 Pacific Coast stations, Sunday, 7:30-8 p.m. (PWT), with transcribed repeat on 4 California-Nevada stations, 9:30-10 p.m. (PWT).

Ladies' Day at Club

LADIES' DAY was celebrated at the weekly luncheon meeting of the Radio Executives Club of New York Feb. 18 with some 90 members attending the sessions presided over by Linnea Nelson, J. Walter Thompson Co., New York, time-buyer. Out-of-town guests who heard Mrs. Bernard Gimble speak on "Women & the National Defense Program" were Fred Palmer, WCKY; Bill Malo, WDRC; Jack Fields, WPTF; Howard Chernoff, WHS. Corsages from Russell Lefouts of WIBX, Utica, were given the 40 lady guests.

FRANK COULTER
SUCCESS FORMULA: Take a high school radio-supper who has two cousins in the advertising business. Have the two cousins talk him blue-in-the-face about an advertising career. And there is the embryonic idea which has grown into Frank Coulter, supervisor of all spot activity of Young & Rubicam, New York.

To handle the 30 accounts which spend some 12 millions yearly in radio through Y&R, Carlos Franco head of the department has subdivided activities of spot, network and daytime operation. Frank, as supervisor of spot buying, works with a staff of five other buyers, each of whom handles one or more different accounts.

Frank himself is responsible for Johnson & Johnson products and the Swan soap account.

Under his supervision the 269-station schedule for Swan soap was set up, which in just one year on the market has become a leader in the field. And to him, working with Mr. Franco, goes credit for the pioneering of the use of the Keystone Transcription Network of 123 stations for the Burns & Allen Show, adding considerable outside coverage to an already extensive network coverage of stations.

Behind Frank lies 15 years of agency work. Back in 1926 after a short turn in the loan department of a bank and as a salesman for National Biscuit, Frank took his cousin's advice and landed with the traffic department of N. W. Ayer & Sons. Ten years with the production and business departments served as a prelude to his joining the radio department in 1936. There he learned radio and time buying problems, working with the inception of Atlantic Refining spot broadcasts. In July 1940 Frank came to Y&R.

A Pennsylvanian by birth he claims Chester, Pa., as his home town, more so because his wife, the former Helen Shatter, was born there. That is something of a coincidence, Frank says, since he left the town when quite a youngsters and did not meet his wife until many years later.

Master of the Coulter household is young Richard, 3. Daddy plays golf and played a lot of basketball both in school and afterwards. The Coulter is at home to visitors in Bellrose, Long Island.
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

CONTRACTS ARE SIGNED which put what is claimed to be the nation's oldest sponsored sports program on WBEN, Buffalo, on Feb. 19. The sponsor, Kendall Refining Co., Bradford, Pa., has broadcast sports continuously for 12 years. Watching the Wyatt, WBEN sales director; Henry Barber, Landshaft Inc.; Russell Keck, Kendall gasoline sales manager; Chet Daly, WBEN salesman; Jim Wells, WBEN sports director and new conductor of the Kendall nightly sports column.

Lang-Worth's ASCAP

(Continued from page 18)

and trustee for most ASCAP publishers in the recording license field.

Transcription executives last week were reluctant in commenting about what they would do after the temporary clearance at the source deals with ASCAP expire, stating they could make no definite plans until they know the number of their subscribers which will have ASCAP licenses and the number which will not have, and also the number with and without BMI licenses.

If it should develop that an appreciate number of subscribers to any library service have BMI but not ASCAP licenses, or vice versa, it may be necessary to issue separate releases for each group, with possibly a third combination service for stations with licenses from both licensing organizations.

Double Payment

Another unanswered problem arising from the licensing situation is the one of the station having per program licenses from BMI and ASCAP. Receiving a transcription containing both BMI and ASCAP tunes, such a station is faced with a double payment for performance. Yet the transcription companies say that when a name orchestra is engaged to record ten selections these will naturally be chosen among the most popular numbers, which will probably include both ASCAP and BMI tunes. Another problem is that of publishers shifting their affiliation from one licensing agency to the other, so that a composition which is now licensed through BMI and available for broadcasting by BMI licensees may next week or next month be available only to stations licensed by ASCAP, or vice versa.

Clearance at the source on commercial transcriptions, while theoretically settled, still presents a lot of difficulties in operation and will need a lot of smoothing out before it will become a routine procedure. These problems and others were discussed at length in a meeting of representatives of transcription companies and the board of Network Affiliates Inc., at the latter's meeting in New York last week, and while no conclusions were reached it was reported that the session resulted in a better understanding of the situation by both broadcasters and transcriptions.

NBC has announced that a 60-piece band conducted by Dr. Edwin Franke Goldman, a new symphony orchestra under the baton of Rosario Bourdon and a 25-piece string ensemble led by Norman Cloutier will soon begin recording for NBC Theaters, and also that NBC has signed exclusive recording contracts with Allen Roth, Xavier Cugat, Dick Jurgens, Vincent Lopez, Sammy Kay, Lawrence Welk, Dick Leibert and Harry Horlick.

AFRA FUND DISCS ARE SOLD LOCALLY

TO AID the American Theatre Wing war service program, the radio division of ATW, organized under the auspices of AFRA with Helen Menken as chairman, is launching a series of 13 half-hour dramatic programs featuring big name talent, which will be used to promote the sale of a book of historical records, state papers and official speeches about the war.

Titled America Goes to War, the volume will be sold for 50 cents, all profits going to the ATW to be used chiefly in maintaining a canteen in New York City, where soldiers, sailors and marines on leave can find food, smoke and entertainment for a free evening.

Stating that at this time radio's role will be primarily that of fund raising, Miss Menken said that the dramatic programs will be transcribed by World Broadcasting System and distributed to stations for sponsorship by local advertisers. Raymond Green, New York advertising agent, is directing the sale of the program to local sponsors, while Lloyd Rosamond of Air Features is handling the production of the programs. Streets towards the point that the series is expected to pay its own way, she said that the talent on the programs is being paid regular wages. About 30 stations are lined up to broadcast the programs, Miss Menken added.

In addition to the radio drive, 26 department stores throughout the country have agreed to feature the books for a week, to be known as "American Theatre Wing War Service Week." All profits from the sale of the books will be turned over by the stores to ATW, Miss Menken stated.

WHIT Plans to Start

In Early Part of April

EXPECTING to go on the air in the early part of April with the new WHIT, under construction in New Bern, N. C., Louis N. Howard, general manager, last week announced that transmitter and studio construction was already under way. At this time, the transmitter and speech input console; Presto turntables, and a Winchhanger antenna are being installed by the Taylor Construction Co., Greensboro, N. C. Station was granted Nov. 4, 1941, to Coastal Broadcasting Co., Inc., for 250 watts on 1450 kc. Principals are Mr. Howard and his brother, Louis N. Howard, each 22.2% stockholder; their father, Philip Howard, local clothier, 47.6%, and six others holding minor interests. UP news will be used.

HIT PARADE

Here We Come!

"Memory of This Dance"

"A Little Bell Ring"

"They Started Something"

BROADCAST MUSIC, Inc.

500 Fifth Ave. • N. Y. C.
New HOOPER-HOLMES Study of 900 key agency executives and radio advertisers to determine their trade-paper radio news and radio advertising preferences reveals

NOTHING NEW*

The Questions—

1. What trade publication do you consider No. 1 for your authentic radio news?
2. What trade publication do you consider the No. 1 advertising medium for radio stations and networks?
3. What yearbook, annual, do you use for accurate radio information?

In each case
The Answer—

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

NOTHING NEW—because all agency and advertiser studies of radio news and radio advertising trade paper preferences tell the same old story. Write for complete analysis of the Hooper-Holmes Study.
DEFENSE-MINDED WLW is sponsoring its second annual Short Course of Air—a series of programs designed by the Farm Service Department to aid in the enlisted men's preparation for farm life. The series is six days, Tuesday through Saturday, September 16-20. The series will be presented in Cincinnati, Columbus, Toledo, and Detroit.

Agrarian Aids

TO ASSIST Colorado farmers and ranchers in reaching production goals, the state's quota for the country's "Food for Freedom" effort, KZL, Denver, is presenting a series of shows devoted to reports and advice by experts in various fields of agriculture. Bob Harris, farm editor of KLZ, is m.c. and Dewey Harmon, chairman of the Agriculture Adjustment Administration and the Colorado War Board, is in charge of subjects and speakers. * * *

Scholarly Analyst

POLITICAL science scholar turned commentator is the role played by Dr. Nicholas P. Mitchell, Furman U., in Behind the News, on WMRC, New York. Dr. Mitchell is author of three books on international law and former president of the Southern Political Science Assn. * * *

Popular Literature

PROF. JOHN T. PEPPER, CBS literary critic, who conducts the CBS Of Men & Books program, has begun a Saturday night quarterly feature, The Green Pastures, in which he covers the field of American literature on the popular rather than the classical side.

Quizzed by Phone

QUIZ in the kitchen via telephone is the idea of Calling All Kitchens on WJZ, Cedar Rapid, conducted by Howdy Roberts and Benne Alter, Mondays through Fridays at 9:45 a.m. Correct answers to quiz questions bring respondents dollar prizes.

Musical Resume

LISTENER'S DIGEST that offers a musical summary of the entire day's schedule is Echoes and Embers on KXO, San Francisco, daily. Program presents every type of music, as a reminder of the variable entertainment of KXO.

Government Messages

COORDINATION of bulletins of the Army, Navy and other government agencies in the KZA, San Francisco feature, For Your Information, presented daily by Vic Paulsen.

For more information on the programs mentioned, please contact the respective radio stations or the originating organizations.
WSYR NBC BASIC, WAGE JOINS BLUE

FINAL PLANS involving the changing of network affiliation of WSYR and WAGE, Syracuse, were announced last Tuesday by officials of the two stations and representatives of the Blue Network and NBC.

Effective March 1 WSYR, which in the past had been carrying a mixture of programs from the old Red and Blue networks of NBC and more recently NBC programs, becomes a basic member of NBC's Red Network. WAGE is on 570 kc with 5,000 watts fulltime and is owned by the Central New York Broadcasting Corp.

WAGE, which has been carrying MBS programs for the last several months, on that date becomes the Blue affiliate in Syracuse, along with the announcement last week that K费E, St. Joseph, Mo., was joining the Blue bringing the total number of Blue affiliates to 115. After March 1, the evening hour rate of WAGE will be $220.

WMCA Elects Officers

WITH the FCC authorization of the license transfer for the operation of WMCA, New York, from Knickerbocker Broadcasting Co. Inc. to WMCA Inc. the station has announced officers and directors of the new corporate structure, as follows: Earl E. Anderson, president; Donald S. Shaw, vice-president; C. L. (Bob) Prieux, secretary-treasurer, and Harry L. Morgan Jr., assistant secretary-treasurer. The board of directors comprises Edward J. Noble, Earl E. Anderson, Donald Shaw and Mr. Prieux.

CHANGING NETWORKS March 1, executives of WSYR and WAGE, Syracuse, confer with Blue Network and NBC executives on final details which will make WSYR a basic member of NBC's Red network while WAGE joins the Blue as a basic station the same day. Explaining details is John Norton Jr. (upper photo, left), manager of station relations for the Blue, to Col. Harry C. Wilder, president of WSYR (center), and Fred H. Ripley, manager of WSYR, as Sheldon Hickox Jr. (seated), manager of station relations for NBC, looks on. Below, William T. Lane, executive vice-president, and general manager of WAGE, pens the Blue contract in the presence of Mr. Norton and Frank G. Revoir (right), president and controlling stockholder of WAGE.

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Program Honored

IN RECOGNITION of "Salutes to the United Nations", a feature for the past few months of the MBS Double or Nothing program sponsored by White Labs, New York, Fawcett Publications has presented the series with a plaque. Presentation was made on the Feb. 22 broadcast. Agency is Wm. Esty & Co., New York.
New Post at Blue
To Douglas Storer

Directs Commercial Program
Department of Network

DOUGLAS F. STORER, who for six years has served as agent's representative and producer of radio programs for his own company and previously for Rockwell, O'Keefe, has been appointed manager of the newly organized commercial program department of the Blue Network.

Following his graduation from Dartmouth in 1921, Mr. Storer became an account executive for the John Curtiss Adv. Agency, later taking over management of the Radio Blue Net department through which the Man from Cook's program was handled for Thos. Cook & Son.

Idea Clearing House

On leave of absence in 1929, he reorganized and managed WGPB (now WXYZ), Detroit, and WSPD, Toledo, and in 1931, left Curtiss to become director of radio for The Blackman Co., New York, where he remained until 1935 when he entered the talent field.

In announcing Mr. Storer's appointment, Phillips Carlin, vice-president in charge of Blue programs, stated that the commercial program department "will serve as a clearing house for ideas and talent in the creation and development of new programs worthy of commercial sponsorship. In some cases, such programs will be introduced on a sustaining basis with no talent represented."

MBS Omaha Switch

MBS on March 1 will switch affiliates in Omaha, with KBON its outlet at that city in place of KOLK-BKON, which starts operations March 1, is owed by MBS Broadcast Co., and will operate on 1499 kc. with 250 watts.

Advertising Council for War Aid

The council has been in the process of formation since that time, under the direction of a committee headed by Chester J. La Roche, chairman of the board of Young & Rubicam and chairman of the council. Frederic Gamble, managing director of the AAA, is assistant to the chairman; Paul B. West, AAA president, is secretary of the council.

Dr. Miller McClintock, who aided in organizing the Advertising Research Foundation and in coordinating the country's outdoor advertising facilities so they could be used more scientifically by advertisers, has been named managing director. Offices will be established shortly in both New York and Washington.

In addition to the AAA and ANA, groups sponsoring the council include the National Jun., of Broadcasters, American Newspaper Publishers Assn., National (Magazine) Publishers Assn., Outdoor Advertising Assn. of America, and other advertising organizations.

First of the council committees to get under way is the radio committee (BROADCASTING, Feb. 2), which will handle issues of public relations for the Government. The committee members are: Lawton Campbell, Ruthrauff & Ogden; J. A. Carter, Pedlar & Ryan; Kirby Hawkes, Benton & Bowles; John Hymes, Lord & Thomas; Arthur Pryor Jr., BBDO; R. J. Scott, Schwimmer & Scott (Chicago); W. E. Spencer, J. Walter Thompson Co.; F. W. Wile, Young & Rubicam. Haegen Bayles, of Ruthrauff & Ryan, sat in last week's Washington conference and was offered to Lawton Campbell.

Agency Members

Present membership of the Advertising Council, in addition to Messrs. La Roche, Gamble, West and McClintock, includes the following agency men, sanctioned by the AAA: Don Belding, Lord & Thomas, Los Angeles; Leo Burnett, Leo Burnett Co., Chicago; Arthur H. Kudner, Arthur Kudner Inc., New York; James W. Young, J. Walter Thompson Co.

Representatives of advertisers sanctioned by the AAA are:


Oboler's Book of Plays

ARCH OBOLER, director-producer, currently writing and directing the NBC Plays for Americans series, is the author of the 13 radio plays, compiled as a book titled "This Freedom," to be published Feb. 27 by Random House.

SENATE APPROVES 1942 FCC FUNDS

FOLLOWING approval by the House Feb. 9 of a supplemental FCC grant of $587,195, as part of the First Deficiency Appropriation Bill for 1942, the last week the Senate last Saturday approved the joint conference report on the bill which has been sent to the House.

No amendments were proposed in Senate debate regarding the grant which will bring the Commission's total 1942 appropriation to a record-breaking $5,655,924 (BROADCASTING, Feb. 16).

Still pending before the Senate Appropriations Committee, but with early hearings expected, is the $4,991,219 FCC appropriation for fiscal year 1943. This appropriation is receiving more than ordinary interest since the House, in passing the bill Jan. 22, incorporated a provision specifically prohibiting use of any 1943 funds to pay the salary of Dr. Goodwin Watson, chief of the Foreign Broadcast Monitoring Service, now under fire for alleged Communist-front activities.

Join Blue Staff

APPOINTMENTS to the staff of the Blue Network sales promotion were announced last week by E. P. H. James, director of Blue publicity and promotion, including Seth Dennis, formerly in the promotion department of the New York Herald-Tribune and advertising manager of Gold Magazine, to handle Blue sales presentations; John V. Sullivan, formerly on the advertising staff of the New York Post, for WJZ time sales promotion; Joseph Seiffert of AudVision Inc., for audience promotion; and John S. K. Hammond, formerly on the sales staff of Advertising & Selling, and presently with the NBC sales staff and sales manager of KYW, Philadelphia, for the Blue Network sales staff.

NBC Staff Named

COMPLETE personnel of the NBC public service division, under the direction of Thomas D. Risworth, will include Dwight Herrick as assistant to Mr. Risworth, with Miss Judith Waller, director of the Central division, and Jennings Pierce of the Western division. As director, Mr. Risworth will cooperate with the NBC Radio-Recording division in the preparation of educational and public service records for use in schools and colleges, and will serve as liaison for the program department with Dr. James Rowland Angell, public service counselor.

MURPHY PRODUCTS Co., Burlington, Wis. (feud), has renewed Murphy Barnyard Jamboree, half-hour of the National Barn Dance on WLS, Chicago, for the tenth consecutive year. Account was placed through Wade Ad Agency, Chicago.
NEW DIRECTORS AND OFFICERS of the Canadian Assn. of Broadcasters, elected at the annual convention in Montreal Feb. 9-12 (Broadcasting, Feb. 16) are (seated, l to r): Col. Keith Rogers, CFCY, Charlottetown, P. E. I.; George Chandler, CJOR, Vancouver; Harry Sedgwick, CFRB, Toronto; N. C. Gaynor, CJOH, Calgary; Jack Cooke, CKGB, Timmins, Ont. Standing: James Brown, CKVY, Kelowna, B. C.; Joe Sedgwick, CAB legal counsel; Ed Sandell, CKTB, St. Catherines, Ont.; N. Thivierge, CHRC, Quebec. Absent when photo was taken were Directors Harold Carson, CFAC, Calgary, and Phil Lalonde, CKAC, Montreal, and Arthur Evans, secretary-treasurer. The convention discussed war and its effect on radio.

OFFICERS ELECTED BY CAB FOR 1942

TRUSTEES, officers and a policy committee were appointed at the first meeting of the Canadian Assn. of Broadcasters' 1942 board of directors at Toronto Feb. 15. It was decided at the CAB convention to set up a trust fund from the surplus in the CAB's account. Appointed trustees were Maj. Clifford Sifton, of Trans-Canada Communications, Toronto (owning CJRC, Winnipeg; CKCK and CJRM, Regina; Henry Goodenham, CKCL, Toronto; R. M. Brophy, Canadian Marconi Co. Ltd., Montreal (owning CFCF, Montreal).

Harry Sedgwick, CFRB, Toronto, was re-elected chairman of the board, with George Chandler, CJOR, Vancouver, vice-chairman. A policy committee, with the immediate task of revising advertising agency franchises, was appointed to include Harry Sedgwick, CFRB, Toronto; Phil Lalonde, CKAC, Montreal; E. A. H. Taylor, CJOH, Calgary; and Jack Cooke, CKGB, Timmins, Ont.

No date was set for the next board meeting, but members of the board attended a luncheon for Janet Gaynor and Thomas L. Thomas, American Tobacco company appearing on the first broadcast of the Second Victory Loan variety programs carried by 31 Canadian stations that evening.

Navy Steps Up Training

INCREASING need of radio personnel has led the Bureau of Navigation, Navy Department, to step up its training program both at regular Naval radio schools and at eight colleges and universities where more than 5,000 radio maintenance men are to be trained each year. At the Navy's own schools, radio operators are now being turned out at the rate of about 900 a month, which is to be increased to 1,900.

New Business

(Continued from page 8)

the small advertiser's use of radio.

The reports:

"Out of eight spot announcement clients, three doubled the frequency of their announcements; one, a local clothier, in a coastal ship building city quadrupled his announcements. All eight renewed for an additional 13-week period. Of 23 quarter-hour program users, 20 renewed for 13 weeks; one increased from three to five per week; one renewed for 26 weeks and one canceled. Among 15 half-hour feature serial clients, all renewed.

"In Canada, where we have a large clientele, 11 small advertisers out of 15 on the air at the time this survey was conducted renewed for a 13-week period; one increased his half-hour a week show to twice a week, while only three did not renew after the conclusion of their campaigns. The above Canadian showing is quite exceptional in view of the fact that rationing of many products is at present in effect in Canada."

"The conclusions drawn from this survey show very clearly that local advertisers have taken advantage of the increased tempo of the times."

New CHOV Starts Soon

CHOV are call letters assigned to the construction permit for the new 250-watt station at Pembroke, Ont., which is expected to go on the air early in March with RCA equipment throughout, according to E. G. Archibald, manager. The station is owned by the Ottawa Valley Broadcasting Co. and is represented in Canada by Storin & Wright, Toronto, and H. N. Stovin, Montreal.

Movie Award Program

WITH Wendell Wilkie as principal speaker, highlights of the Fourteenth Annual Academy of Motion Picture Arts & Sciences award dinner at the Los Angeles Biltmore Bowl will be broadcast on CBS Pacific Coast stations Feb. 26. Bob Hope is to present the awards. Chet Huntley, of the network's West Coast special events staff, will supervise the half-hour broadcast.

CJOR serves Canada's rich Pacific Coast area—an area where new jobs and new developments mean new prosperity. Reach this new wealth through CJOR.

CJOR

Vancouver—B. C.

Nat. Rep.: J. H. McGillivra (US) H. N. Stovin (Canada)

600 KC 1000 Watts

For a big chunk of it use the

DECATUR station,

WSOY

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

BROADCASTING • Broadcast Advertising

February 23, 1942 • Page 57
Adventurous Gatherers Of News Constantly Shifting Posts

The rapidly moving tide of war during the past weeks has been accompanied by equally rapid movements on the part of the correspondents of American radio, that select band of adventure-broadcasters who, with no thought of personal safety, rush where the news (and usually the battle) is hottest, establish daily rendezvous with the nearest microphone and then get away to a new news spot before it's too late.

Sometimes the getaway is successful; sometimes it isn't. Of the network correspondents in Berlin just before the entry of the United States into the war, for example, Alex Dreier of NBC got out a few days in advance, making his way first to Berne and then to clipper to New York. Howard K. Smith of CBS and Charles Lanius of NBC also escaped to Berne, where they still were last week. John Dickson, Berlin correspondent for MBS, is presumed to be there, as his network has not heard from or of him since Dec. 7.

Missing in Manila

On the other side of the world, in the Philippines, none of the networks has heard from its Manila representative since the fall of that city to the Japanese. The Japanese, who presumably have taken NBC's Bert Silen, Mutual's Royal Arch Gunnison and CBS' Harrison Wilkins and Tom Worthen, Efforts of the Army and the State Department to locate these missing Manila correspondents have been unavailing, the networks report.

No word has been received from Tokyo correspondents, Walter Wills of CBS and Richard Tennial of NBC, who are believed to have been interned. Also in doubt is the fate of Edward Hart Mackay, Shanghai representative of NBC, who has not been in touch with his network since about a week before the city fell to the Japanese.

Agonsky Moving

Cecil Brown, who left Singapore after the British authorities had barred him from the air, is now heard regularly on CBS from Sydney, Australia. His suspension in Singapore was temporary, but no decision to restore him to the air there had been reached prior to his departure.

Noyes Is Replaced By Redman

As Navy Communications Head

Veteran Radio Man Automatically Becomes DCB Member Under Department Shift

Cecil Brown's broadcasts from Sydney describing the lack of preparedness for the Japanese attack by the military authorities in Singapore give a picture of disorder there at wide variance from reports emanating from the beleaguered city and have been widely printed in the American press.

Martin Agonsky, NBC's Near Eastern correspondent, who recently transferred his zone of activities from Turkey and Egypt to the Pacific because of his forecast of the war's progress, was in Batavia last week en route to Australia. William J. Dunn, CBS Far East news chief, who left the network's newsroom in New York, where he had been news editor, just about a year ago to organize CBS coverage in the Orient, was in Batavia when the war broke out but is now in Batavia.

For MBS, Frank Cuhel, former Iowa athlete and more recently a Batavia business man, has been in charge for Eliza P. War, who has left for home. Cuhel has no previous newspaper or radio experience but has the advantage of a complete familiarity with the country and its people.

Mutual also has a new correspondent in Sydney, W. A. O'Carroll, about whom the New York headquarters of MBS could supply no information. John Raleigh, CBS, in Batavia at the outbreak of the war, is now in Sydney for his network, while another CBS correspondent, George Foster, is commuting from Sydney to Melbourne to Darwin and back.

In Honolulu, Webley Edwards, manager of KGMB, serves both CBS and MBS with news from the Hawaiian Islands, while Jim Wahl of KGU represents NBC. CBS also reports that Larry Leseur is still shuttling back and forth between Moscow and Kubysheva, covering the Russian front.

Recent changes in NBC's foreign lineup include the moves of Mary Brock to Ankara and Robert St. John from New York to London. Fred Bate, former chief of the NBC staff in the British capital, is currently taking a vacation in Mexico.
Civil Group Plans Newspaper Study

FCC Inquiry Remains Quiet, No Hearings on Schedule

While the newspaper-ownership inquiry remains in a state of suspended animation, with no further hearings having been scheduled since the brief appearance of Comdr. James G. Stahlman Feb. 12, and with every indication pointing to its actual termination at that time (Broadcasting, Feb. 6), the board of directors of the American Civil Liberties Union announced last Friday it is making a study of radio station ownership by newspapers.

At the FCC it is indicated further hearings may not be necessary, though the record is still open for possible additional or revised exhibits. As soon as the hearing phase is formally closed, the record will be subject to study by the members of the Commission. This is expected to take at least several months. No decision of policy with respect to newspaper ownership is anticipated until late spring or summer, though in the meantime Orders 79 and 79-A continue in force.

Divergent Views

The Civil Liberties Union announced its own study because of the divergent personal views concerning the issue expressed by Morris L. Ernst and Arthur Garfield Hays, both general counsel of the Union, in their testimony at the FCC hearings. Mr. Ernst favored the proposed restrictions on newspaper-ownership whereas Mr. Hays took a position against the proposed rules (Broadcasting, Feb. 2).

"The public policy involved in the ownership of radio stations by newspapers," said the Friday statement by the ACLU board, "is being examined by a committee of the American Civil Liberties Union under the chairmanship of Quin Howe, and its recommendations will be submitted to the board of directors shortly. The Union will examine it solely from the point of view of the effect of ownership on freedom of opinion. The Union has already commended the FCC for its order refusing to grant new licenses to newspapers during its current study."

Sues for J-E-L-L-O

Suit by Don Bestor, orchestra leader, seeking injunction and $50,000 damages, was filed last week in New York Supreme Court against J-E-L-L-O, NBC, General Foods Corp., and Young & Rubicam. Bestor claims to have originated the "jingle" and alleges that the defendants converted the idea to their own use without his consent.

Rowe Is Honored By Radio Veterans

Pan-American Union Director, Bailey Among Recipients

In recognition of the increasing use of wireless communication by the Latin American Republics, the Veterans Assn., at its 17th Anniversary Dinner Cruise at the Hotel Astor, New York, Feb. 21, presented its Marconi Memorial Service Award to the Pan-American Union as the representative of all Central and South American Republics. Presentation of the award plaque was made by William J. Mcgonigle, president of the YWOA, to Leo S. Rowe, director-general of the Union and guest of honor at the dinner.

Presidents Honored

Medallions, replicas of the main theme of the service award, were presented to the presidents of each of the 20 Latin American countries. Ceremonies were broadcast by NBC, which also recorded them for rebroadcast to Central and South America. Dr. Rowe spoke in both Spanish and Portuguese for the transcripts.

Honoring the thousands of radio amateurs now serving the United States, the Marconi Memorial Service Medal was presented to George W. Bailey, president of the American Radio Relay League and the International Amateur Radio Union. Other awards made at the dinner included the presentation of Marconi Memorial scrolls of honor to Robert Leslie Thorp, radio officer of the torpedoed freighter San Gii; Jack Berumen, radio officer of the tanker Malay, which was shelled and torpedoed but managed to reach port under her own power, and Staff Sergeant Larue Lockard, U.S. Army, who, endeavoring in his own time to increase his skill in using the radio, the first to detect the successful launching of Japanese planes to Pearl Harbor on Dec. 7.

Ted McElroy, world's champion radio telegraphist, with a record of 77 words a minute, received a Marconi Memorial Award. Dick Nebel, paralytic victim since the age of three, who last year received the WVOA scroll of honor, was awarded the Marconi Memorial Scholarship, covering the costs of practical radio engineering given by the home study division of the Capitol Radio Engineering Institute.

Major General Dawson Olmstead, Chief Signal Officer of the Army; Dr. Rowe and William A. Ready, president of the National Company, were made honorary members of the WVOA.

CONSOLIDATED DRUG Trade Products, Chicago (proprietary), has started five-week half-hour spot programs featuring the music of WENR, Chicago, 4:30-5 p.m. Monday through Friday. Bensus & Dell, Chicago, is agency.

WHO

ALONE!

for IOWA PLUS!

NEW ORLEANS

50,000 WATTS

The Greatest Selling Power in the South's Greatest City

CBS Affiliate

Call: RE-18

WFBG

ALTOONA, PA.

- NBC RED
- BLUE NETWORK
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.
Actions of the
FEDERAL COMMUNICATIONS COMMISSION
FEB. 14 to FEB. 20 INCLUSIVE

Decisions...
FEBRUARY 17
KEGW, Anchorage, Alaska.-Granted CP in- crease 250 w D & N install new transmitter.
KWQI, Milwaukee, Wis.-Granted CP modifica- tion license change specified hours.
WBSV, Buffalo, N. Y.-Granted authority to- continue operation of a partial load permit.

DESIGNATED FOR HEARING—NEW. Chambersburg Broadcasting Co., Chambers- burg, Pa., CP new station 1450 kc 25w unul.
WNEV, Savannah, Ga.-Amend applic. to increase 1 kw shift in time of 7:30 to 8:30 A.M. to permit new transmitter to request facilities of WJCO when vacated.
WSAW, Savannah, Ga.-Amend applic. to increase 1 kw shift in time of 7:30 to 8:30 A.M. to permit new transmitter to request facilities of WJCO when vacated.

Applicants...
FEBRUARY 16
WKAQ, San Juan, P. R.-CP move transmitter to Ponce.
WCAK, Ponce, P. R.-CP move transmitter, directional D & N, increase 5kw.
WMAL, Washington, D. C.-CP new transmitter, directional D & N, increase 5kw.
WCAK, Savannah, Ga.-Amend applic. to increase 1 kw shift in time of 7:30 to 8:30 A.M. to permit new transmitter to request facilities of WJCO when vacated.

Tentative Calendar...
KKNP, Shannon, La.-License renewal (Feb. 24).
WWK, St. Louis, Mo.-Increase 5kw.
WGST, Atlanta, Ga.-License renewal (Feb. 20).

Fly to Address ACA
FEBRUARY 18

W7SP Plans Start
W7SP, new FM adjunct of KDKA, Pittsburgh, is to go on the air about March 15 with a 14-hour daily schedule, it was announced last week by William H. Wagg, Superintendent of Transmis- sions. Transmitter will be in the same building at Allison Park, Pa., that houses the KDKA equipment. A permanent antenna is to be built atop the 718-foot antenna tower of KDKA. New RCA consoles have already been installed in three studios and another is on order for a fourth. Production director of W7SP is Mrs. Helen Replogle who reports directly to Franklin Tooke, program manager.

New Sponsor for W5SM
COMMERCIAL SERIES of musical education, Meet the Orchestra, has started on W5SM, Milwaukee. "Junior" Journal FM outlet. Sponsored by a local music house with approval and cooperation of Milwaukee schools, the program is set up for classroom consumption and is di- rected to youngsters, 6-12 years old, who receive the program and opt for regular portion of their musical study course. Jack Frost conducts the show heard at 2 p.m. Thursdays.

Texas FM Asked
SEEKING facilities in Houston, the Houston Printing Corp. of KTRH in that city, has filed an application with the FCC for a commercial FM station. Asked is 146.5 mc to cover 10,560 square miles and a population of 722,600. At present there is not one FM sta- tion, licensed or under construction, in the State of Texas or the entire Southwest.

FCC LAW VACANCY FILLED BY Denny
TO FILL the vacancy created by the resignation early this month of Thomas E. Harris as assistant general counsell of the FCC in charge of Operation Administration, on Feb. 9, the FCC on Feb. 18 appointed Charles R. Denny Jr., from the Dept. of Justice where he was ap- pointed chief of the S. C. Division, Mr. Harris on Feb. 9 was appointed assistant general counsel of the OPM in charge of consumer protection.

Mr. Denny, 30-year-old native of Baltimore, who attended Wash- ington public schools, is a 1933 graduate of Amherst and 1936 graduate of Harvard Law School. From 1936 to 1938 he was with the Washington law firm of Covington, Burling, Rublee, Acheson & Schorb.

The Commission also appointed to its law department Nathan Gold- stein, a 1933 Harvard law gradu- ate, to fill the unexpired term of W. A. Young, who left some time ago to become Assistant Attorney General for Illinois by appointment of Governor Adlai E. Stevenson.

Churchill Record
PEAK LISTENING for a Sunday afternoon broadcast—41% of U. S. radio sets—is reported by the CAB (Crosley) for Winston Churchill's address carried Feb. 15 by all major networks. Previously he showed a mark of 44.7% for his address Dec. 26 before a joint session of Congress.

W69PH Rate Card
AFTERNNOON program, sponsored by the Philip- mor Records, Inc., to be heard on W69PH, El Paso, Texas, for one hour, 4 p.m. to 5 p.m. Agency: Vital Productions, Inc., New York.

Network Accounts
All Time Limited Wartime unless indicated

New Business
GENERAL ELECTRIC Co., Sche- nectady (radio and television department), has purchased a 75% interest in St. Louis' Hi-Fo Steeplechase on CFRB, Toronto, and CFCE, Montreal, Fri., 9:30- 10 p.m. Agency: James Fisher Co., Toronto.

Renewal Accounts
HECKER PRODUCTS Corp. New York (Shinola), on March 14 renewed for 52 weeks Lincoln Highway on 76 BBC stations (Sat., 11-11-11). Agency: Benton & Bowles, N. Y.


Network Changes
D. L. CLARK Co., Pittsburgh (Penn. Oil), on Feb. 16, shifted "Read The Week With A Smile" on 58 Blue Network stations, Thurs., from 8:30-9 p.m. to Wed. 8:30-9 p.m. Agency: Albert P. Hill Co., Pittsburgh.

SIGNAL OIL Co., Los Angeles, on March 5 shifted Signal Caravan from 10 NBC stations to 13 ABC stations, Mon., 9:30-10 p.m. (PWT), with transmitted -10 on 5 Arizona stations, Tues., Wed., 9:30-10 p.m.; Thursday on 11 Pacific Coast stations, Wed., Thurs., 9:30-10 p.m. (PWT) 2 weeks, and on 5 ABC stations, Sun., 7:30-8 p.m. (PWT). Agency: Arthur Barkavich, 237 Garvey Road, Los Angeles.

P. BALLANTINE & SONS, Newark (beer), on March 10 shifts Three Ring Time on 59 Blue Network stations from Tue., 8:30-9 p.m. (EWT), with transmitted West Coast, 9:30-10 p.m. (EWT), to Tues., Wed., 8:30-9 p.m. (PWT), with transmitted West Coast repeat, 8:30-9 p.m. (PWT). Agency: J. Walter Thompson Co., N. Y.


COLGATE-PALMOLIVE-PEET Co., Toronto (Cashmere Bouquet), on Feb. 5, 1942, shifted Treasure Hunt from the CBC French network from Tues., 9-10 p.m. to Sat., 9-10 p.m. Agency: Lord & Thomas of Canada, Toronto.

Peabody Awards April 10
GEORGE FOSTER PEABODY awards for the outstanding programs of 1941 will be made April 10 at a dinner to be held at the New York Hotel, with a program to be sponsored by the U. of Georgia Alumni Society of New York. The event will be attended by a board of judges chosen by the Henry W. Grady School of Journalism, of the U. of Georgia, and many entries have already been received [Broadcast- ing, Feb. 18].

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BROADCASTING • Broadcast Advertising
Cooper Razor Test
AS ITS first radio campaign, in New York City. Cooper Razor Corp., Brooklyn, for its specially processed Cooper blades, in early March, made daily spot announcements on WNEW, New York, just before the New York Daily News began running its news summaries, and four quarter-hour programs after the evening news bulletins by the News. Commercialists will feature a special gift offer for service men. Campaign is a test and if successful will be expanded to local, according to The Heffelfinger Agency, recently appointed by Cooper to handle the listing. Plans are also being made to introduce through radio a patented 'Can't-Rust' blade, highlighting conservation of steel.

GE to Tell of Electronics in Wartime
With Frazier Hunt on CBS and FM Net

WITH THE AIM of presenting to station at once the field of electronics and the part that field is taking in the war period, the Radio & Television Division of General Electric Co., Schenectady, on March 3 will sponsor a thrice-weekly news period with Frazier Hunt on 48 CBS stations and seven FM stations.

Mr. Hunt, who has been signed as exclusive G-E commentator, will devote fulltime to the series, to be heard Tuesdays, Thursdays and Saturdays, at 6-6:15 p.m. on 20 Eastern stations, with a rebroadcast for 28 stations to be heard 9:45 p.m. (CWT), 2:15 p.m. (MWT), and 7:45 p.m. (PWT).

Tentative setup for the FM broadcast is for 6:30 p.m. (EWT), with Mr. Hunt repeating his program probably from the studios of "W71NY, New York FM station owned by WOR, New York.

Electronics Tales
This time may be shifted to a later period to allow the news commentator more time between programs. Besides W71NY, the FM stations carrying the series are W6SH, Hartford; W4TA, Schenectady, and four stations represented by the American Network, W4SB, Boston; W5BE, Mt. Washington; W5IR, Rochester, and W5PH, Philadelphia.

In addition to presenting the world news service 'in a new pattern', Mr. Hunt on each broadcast will briefly describe the field of electronics and the part G-E is playing in this "electronic age". According to Dr. W. R. G. Baker, vice-president of the G-E Radio and Television Department, G-E's "peace time progress in electronics is of vast importance in our war production... we can expect the rapid advancement already made in this field during the war will help reconstruct a better world when the victory is won."

Frazier Hunt is well known to radio audiences as a commentator, and first achieved fame as a World War correspondent for the Chicago Tribune. He has interviewed many of the world's great personalities, and has written his own autobiography on his experiences, titled "One American."

In charge of the G-E account is Maxon Inc., New York.

Help Wanted

Operators—Maintenance, repair, construction. For modern 250-watt Southern Station, 5 KW critical zone, experience required, qualifications, draft status, salary expected. Box 188, BROADCASTING.

Studio Engineer—Needed to supervise all control room, recording, network feeds, maintenance, 250 watt MBS station. To report man operator as chief engineer after trial period. New studios, RCA equipment. Draft has been deferred, our staff beginning in March when job is open. State references, experience, salary, draft status. This is permanent position. WGR, Buffalo, N. Y.

Saleman—Experienced, with car, salary and commission—excellent opportunity—steady position—advancement. WEW, McBee—Mississippi's Quality Station.

ANNOUNCER—Experienced, good ad-lib, draft deferred, wanted by largest large metropolitan city station with 10,000 watts. C.P. A. and/or sales experience. Box 189, BROADCASTING.

Wanted at Once—Combination announcer operator. Must be good announcer and have first class license. Draft deferred. State experience and salary expected. Permanent position for right man. WAIM, Anderson, S. C.


Chief Engineer & Assistant—For steady job. Give details of your station, your qualifications, speciality—speciality. WED, Dubuque, Iowa.


For Sale

Complete Equipment—For 250-watt station. Box 189, BROADCASTING.

General Radio Frequency Monitor—S128 and oscillator. Can be modified for FCC approval. Box 181, BROADCASTING.

Wanted to Buy

Complete 5,000 Watt Transmitter—With associated monitors and speech amplification equipment. High voltage fixed capacitors. Switches, enclosures in line, tanned leather, wire, studio speech input equipment. Good complete details. MID-AMERICA BROADCASTING CORPORATION, 234 Stark's Building, Louisville, Kentucky.

Will Pay Cash—For 1 phase monitor for directional error in A-1 condition. Must have FCC approval, 1936 model 15 or 17. Seven twisted-strand wire, tinned preferred. 1000 watt output pair, 600 volt insulated. Copper mesh shielded. Box 170, BROADCASTING.

Amplifier—For RCA Recorder. Must be in good condition. Box 174, BROADCASTING.

Will Buy—Good radio station in smaller community; must be in excellent financial condition. Give complete details. Box 175, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING

J. M. McNEARY
Radio Engineer
National Press Bldg. D1 1205
Washington, D. C.

PAUL F. GODLEY
CONSFULTING RADIO ENGINEERS
MONTCLAIR, N. J.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

CLIFFORD YEWDALE
Empire State Bldg.
NEW YORK CITY

An Accounting Service
Particularly Adapted to Radio

Radio Engineering Consultants
Frequency Monitoring
(Formerly National Wire)
(Suburb, Wash., D. C.)
Main Office: 714 Main St.
Kansas City, Mo.

RAYMOND M. WILTOMTE
Consulting Radio Engineer
Designer of First Directional Antenna
Controlling Interference
Seven Bldg. 8 WASH., D. C. DI 7417

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
Highland Park Village
Dallas, Texas

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

RING & CLARK
Consulting Radio Engineer
WASHINGTON, D. C.
Munsey Bldg. Republic 2347

CLASSIFIED
Advertisements
Help wanted and Situations Wanted, 10c per word. All other classifications, 15c per word. Bold face listing, double, BOLD FACE CAPS, triple, Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

WANTED

Situations Wanted (Cont'd)

WHAT CAN YOU OFFER?—Here's what I have. Fourteen years as Manager, Sales and Programming Director—Excellent background

for electronic stations. Now seeking fulltime work. Box 181, BROADCASTING.

Clever, draft exempt announcer—Can program, write, act, copy, ad-lib. Reliable, no habits. Other qualifications $50.00 per week. Box 171, BROADCASTING.

Engineer—Experienced, telephone first, married, draft deferred, seeking connection with progressive station. Announcing experience in sportscasts, baseball play-by-play. No preference as to location. Box 172, BROADCASTING.

ANNOUNCER—Draft exempt. Six years experience. Now employed by large metropolitan station. Desire change. Also sing. Box 186, BROADCASTING.

STATION EXECUTIVE—Excellent qualifications for managerial position and/or full time phases of program and music production. Able to handle announcing including news and sports. Box 178, BROADCASTING.

For Sale

Complete Equipment—For 250-watt station. Box 188, BROADCASTING.

General Radio Frequency Monitor—SRL8 and oscillator. Can be modified for FCC approval. Box 181, BROADCASTING.

Wanted to Buy

Complete 5,000 Watt Transmitter—With associated monitors and speech amplification equipment. High voltage fixed capacitors. Switches, enclosures in line, tanned leather, wire, studio speech input equipment. Good complete details. MID-AMERICA BROADCASTING CORPORATION, 234 Stark's Building, Louisville, Kentucky.

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Amplifier—For RCA Recorder. Must be in good condition. Box 174, BROADCASTING.

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DCB Technician Draft Action Favorably Received by Board

RECOMMENDATIONS of the Defense Communications Board, which has initiated steps to advise Selective Service authorities of the necessity of procuring draft deferment of experienced technical broadcast employees in essential cases, have met with favorable response from Selective Service Headquarters in Washington.

A general recommendation has been sent to all local boards requesting "utmost" consideration, in all cases involving technical employees, Selective Service officials told Broadcasting last Wednesday.

Not a Blanket Rule

However, it was stated, the recommendation is not to be considered a blanket rule for deferment of radio technical employees. Every case must be considered by the local boards in the light of circumstances surrounding a request for deferment and in view of the Selective Service recommendation.

Action of the DCB was taken following a meeting Feb. 12 at which reports of the Domestic Committee and of the Industry and Labor Advisory Committee relating to technician shortage were considered [Broadcasting, Feb. 16].

Selective Service officials, it is understood, were advised that deferment of broadcast operators should be allowed in individual cases with reasonable time permitted for procurement of replacements. The importance of broadcasting as an essential war operation was cited, it was indicated, in the DCB recommendations sent to Selective Service headquarters.

The DCB, it was said, has made no recommendations for overall or permanent deferments. Availability of experienced technical operators and "reasonable notice" were included in considerations recommended by the DCB.

Sympathetic attention has been given to the problem of induction of station personnel by Brig. Gen. Lewis B. Hershey [Broadcasting, Jan. 19] who has praised the essential war functions of stations in maintenance of morale and disemination of war information.

It was indicated by statements of Selective Service officials that every effort will be made to prevent hindrance of stations' performance in the war effort. It was further said that in view of a "good case" station managers should carry requests for deferment to appeal boards, and, if necessary, to Washington.

with the exception of those stations owned and operated by Hearst Radio.

Hearth Is President

Spot Sales, Mr. Watson explained, is a cooperative radio station representative organization, so set up that the majority of the stock is held by some of the stations represented, while "individuals active in the actual operation of the company" will hold minority stock interest. At present WSAI, Cincinnati, and WOL, Washington, are the majority stockholders, but additional stations may become stockholder stations in the future.

James D. Shouse, vice-president and general manager of the broadcasting division of Crosley Corp., owner of WLW and WSAI, Cincinnati, has been elected president of Spot Sales Inc. Mr. Watson is executive vice-president and general manager, William B. Dolph, general manager of WOL, Washington, vice-president and treasurer; E. M. (Peggy) Stone, secretary. Directors include Messrs. Shouse, Watson and Dolph; Robert Dunville, assistant to Mr. Shouse; Madeline Ensign, WOL program director.

TIRE REGULATIONS FOR RADIO ISSUED UNDER new tire rationing regulations issued Feb. 19 by the Office of Price Administration covering the Commercial fireworks, the tires may be made available for station's trucks and for passenger cars used by station executives, engineers, technicians and other personnel to which the local radio boards after March 2.

In order to obtain the necessary certificate from the local rationing board, applicants must establish certain criteria including the use of the tires which are set forth in Chapter V of the regulations which reads as follows:

LIHE 12. Following vehicles shall be eligible for tires or tubes to the extent authorized by the general regulations of the Office of Price Administration:

(a) Passenger car used principally to provide service or to one or more of the following transportation services: (1) Transportation of executives, engineers, technicians or workers to and from, or within, such of their homes as are essential to the war effort: power generation or transmission facilities, transportation or communication services or facilities, cultural, extractive, industrial, military or governmental facilities; (2) Trucks used for any important purpose not included in List A.

Loew's Record Plans

WITH sanction of Nicholas M. Schenck, president of Loew's Inc., a new recording company is being organized as subsidiary of Metro-Goldwyn-Mayer Studios [Broadcasting, Feb. 2]. David Dorsey, vice-president and treasurer of Loew's Inc., is working out the financial structure with initial outlay reported to be $500,000. Studios and pressing plants will be established in New York and Culver City, Cal. Actual opera- tion is expected to be far enough along that a promotional campaign will be launched. It is understood Tommy Dorsey, now with M-G-M, and Jack Cum- mings, MGM producer, will each have a 20% stock interest and participate in the venture. Hilton Freese is to be in charge of band contacts and new talent. Dorsey will also make a series of 30 recordings at a reported salary of $2,500 for each, plus royalties.

Air Transport Series

AIR TRANSPORT ASSN. of America, Chicago, during the week Feb. 15-22 tested a campaign of one-minute transcribed announcements and 15-second chain breaks on 45 stations to inform listeners that airplanes were not crowded with Government officials. The stations were spotted in 37 cities, all of which serve as terminal points for the airlines. Only 18 stations carried announcements used in the week's campaign were on WOR, New York. Agency is Erwin, Wasey & Co., New York.

Morton Honored

ALFRED H. MORTON, formerly NBC vice-president in charge of television, now president of the National Distributing Corp., was greeted at the office of honor at a testimonial dinner given by the personnel of NBC's television department. Mr. Morton received a desk set presented by O. B. Hanson, NBC vice-president and chief engineer.
“I MARRIED You, Didn't I?”

When She sobs and says He doesn't love her, He can always trot out that classic rejoinder—that ne plus ultra in stoppers: “I married you, didn't I?”

If we ever begin to wonder whether advertisers like us, we intend to curb our doubts with a somewhat similar reply:

“They're using KMBC, aren't they?”

Goodness knows they are. National spot advertisers are still buying more time* and spending more money for time* on KMBC than any other Kansas City station.

And, incidentally, current KMBC advertisers in three out of four cases are renewal accounts.

Certainly they're using KMBC... not just once, but continuously. Greater love than that hath no advertiser.

*Sworn statement, Robt. S. Conlan & Associates, independent market research analysts.

KMBC
OF KANSAS CITY
Free & Peters, Inc. CBS Basic Network
Times greater
AUDIENCE ACCEPTANCE
THAN ITS NEAREST COMPETITOR!
that's...
WBEN
THE NBC RED
Station in Buffalo
5000 WATTS
Day and Night
930 Kilocycles
in center of dial
*HOOPER STATION LISTENING INDEX, 8 a.m. to 10:30 p.m., December 1941 and January 1942
Represented by EDWARD PETRY & CO., Inc.
"The Preference of the Audience is the choice of the Advertiser"