You know, Tom—I heard an agencyman say the other day that he has found material from the WOR Continuing Study of Radio Listening of particular value to his agency and its accounts in times such as these.

Nothing surprising about that, Tim. You see, The WOR Continuing Study tells you what your program is, or is not, doing in terms of people. It tells you who the people are; how many there are, and where they are.

for instance

Do you know that one New York afternoon news period—now available for sale—is listened to in 45,000 more homes than any other news broadcast on the air during that period of the day? WOR can tell you who these people are, whether they're the people you should be reaching, and why. Our address is 1440 Broadway, in New York.

WOR—does more because it's got more
They Sell

FOOD

Sales Jumped 100% to 500%
within one week on "FEATURE
FOODS" Advertised Products

See what happened in a neighborhood
grocery at 63rd Street and Kedzie Avenue,
*Chicago*, when the store was mentioned
during four broadcasts of the WLS "Feature
Foods" Program.

<table>
<thead>
<tr>
<th>Products Advertised on &quot;Feature Foods&quot;</th>
<th>Sold Week of Promotion</th>
<th>Sold Week of Previous</th>
<th>Sales Jumped</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruit Juice</td>
<td>16 cases</td>
<td>33 cases</td>
<td>106%</td>
</tr>
<tr>
<td>Wax Paper</td>
<td>13 cases</td>
<td>38 cases</td>
<td>115%</td>
</tr>
<tr>
<td>Salad Oil</td>
<td>2 1/2 cases</td>
<td>11 1/2 cases</td>
<td>360%</td>
</tr>
<tr>
<td>Soap</td>
<td>2 1/2 cases</td>
<td>15 cases</td>
<td>500%</td>
</tr>
</tbody>
</table>

This is a single case history, but there are
similar examples every week-end. These store
promotions are only one phase of Martha
Crane's and Helen Joyce's "Feature Foods"
program on WLS. There are also the club
meetings . . . and the special merchandising
services. But most important of all "Feature
Foods" is a radio program, produced and
presented with all the care of the most elabor-
ate network shows. That's why it's listened to . . .
and why "Feature Foods" sells goods.

HELEN JOYCE has been a friend of WLS
listeners for 9 years . . . now helps present
"Feature Foods."

MARTHA CRANE, co-
conductor of "Feature Foods," has been with
WLS for 13 successful, selling years.

Helen Joyce and Martha Crane
WLS 890 Kilocycles
50,000 Watts
Blue Network

The PRAIRIE FARMER STATION

Burrison D. Butler
President

Glenn Snyder
Manager

Charming, Illinois

Represented by
John Blair & Company

Management affiliated with KOY, Phoenix, and the Arizona Network—KOY Phoenix • KTUC Tucson • KSUN Bisbee-Douglas
CONNECTICUT TOPS THE 48 STATES, With Almost Double The Effective Buying Income Of The U. S. Average. And the richest part* of the country's richest state can be covered completely and economically—by using WDRC in Hartford. Act now—write Wm. Malo, Commercial Manager, for availabilities.

* Hartford alone has an Effective Buying Income of $5,206 per family.

Figures given are estimates by Sales Management for 12 months ending May 30, 1942.

CONNECTICUT $4,763 PER FAMILY
SECOND STATE $3,843 PER FAMILY
U. S. AVERAGE $2,830 PER FAMILY

WDRC
CONNECTICUT'S PIONEER BROADCASTER
BASIC CBS
HARTFORD
STEAK and POTATOES

Basic items of a square meal. Nebraska farmers supply the nation with carloads of steaks and thousands of tons of potatoes. At a very satisfactory emolument, too. Record, in fact.

VEGETABLES, BREAD & BUTTER

Commonly termed by hungry he-men as "the trimmings". Are supplied to America's larder by Nebraska farmers, for an amazingly generous stipend.

MILK and APPLE PIE

A king's dessert to top any meal. Dairy products, flour, grain, and apples are all abundant in Nebraska. They're distributed throughout the nation, with farmers receiving handsome reimbursements.

MONEY

Sometimes called "emolument", "stipend", or "reimbursement". (Also "jack", "dough", and "kale"). A medium of exchange, of which Nebraska farmers now have almost too much. They want to exchange their money, for the products you want to sell. Tell them what you have. Reach them through their station, KFAB. You need KFAB, to do a complete selling job in the farm areas throughout Nebraska and neighboring states!

STEAK and POTATOES

Basic items of a square meal. Nebraska farmers supply the nation with carloads of steaks and thousands of tons of potatoes. At a very satisfactory emolument, too. Record, in fact.

KFAB

LINCOLN, NEBR.

FOR CITY LISTENERS

COIL

OMAHA

DAN SEARLE, GENERAL MANAGER

ED PETRY & CO., INC., NAT'L REPR.

DATE

March 9, 1942

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We Pay Respects

Hix Cartoon

You're in GOOD COMPANY when you use WOL

WASHINGTON, D. C.

MORE THAN 40 NATIONAL ADVERTISERS NOW GETTING RESULTS OVER WOL—THERE MUST BE A REASON!

Get the Facts from WOL—Washington, D. C.—Affiliated with MUTUAL BROADCASTING SYSTEM

* * * * * SPOT SALES, INC.—Cooperative Sales Representatives * * * * *
"Take us to London and Berlin"

They visited with Churchill at 10 Downing Street. They looked into Hitler's gaudy chancellery. They were in the East End when the Stukas came over, and along the Wilhelmstrasse when the R. A. F. roared back in reprisal.

Yes, Clevelanders who went to Public Music Hall on that recent memorable evening heard a vivid description of wartime London and Berlin as WGAR presented Edward R. Murrow and William L. Shirer, radio's famed foreign reporters, speaking jointly for the first time from the same lecture platform. WGAR sponsored this event for the benefit of the local Civilian Defense Fund. Citizens supported it generously and enthusiastically. For, like Americans everywhere, Clevelanders are depending more than ever before on their radio stations to tell them when, where and how they can do their part.
The American battlefront stretches all the way around the world. To succeed in this kind of war a nation must have fast and accurate communications. The science of sound on which modern communications are built is at the very heart of the world-wide struggle.

"Good communications are vital to an army, a navy or an air force—to direct men and ships and planes; to synchronize tank columns with infantry and plane support; to keep the fighting fronts in the eye of the command. Planes are located and artillery directed by sound. In a hundred different ways the science of sound fits into modern war. It is communication which makes possible the effective human management of the far-flung and three-dimensional battle-line of this world struggle.

"The men of Bell Telephone Laboratories have long been working on the science of sound for peace. For some time now they have been concentrating with fierce intensity on their science—for war. Their knowledge and developments will help us win.

"Of the many contributions made by Bell scientific men, one example that we can mention is the new microphone that fits snugly around a flyer's throat and enables him to talk without a mouthpiece. Both his hands are left free. This throat microphone is not affected by the roar of motors and the clatter of machine guns which might drown out a spoken message on which the outcome of a combat may depend.

"This device, worked out by Bell Laboratories and produced by Western Electric, is just one of many jobs undertaken by the Bell System in co-operation with government agencies.

"And all through the land, where the battle for production must be won, we have a nation-wide telephone system operated by experienced and loyal Americans. They are on top of their job. They will see to it that our country gets the best telephone service in the world."

This is a quotation from The Telephone Hour, a regular program heard each Monday night over the N. B. C. Red Network. For many years, the Bell Telephone Laboratories and the radio industry have been working together toward a common goal—to improve the quality of broadcast sound as it reaches the homes of the nation.
But is it boxoffice?

How do you measure box office? By the amount of money spent in making a picture, or by the amount of money the picture grosses? Should a radio network's power be measured by the number of watts sending out an advertiser's message or by the number of radio homes the message reaches? On the Pacific Coast it is difficult to reach all the radio homes because many of the important markets are surrounded by high mountains. It is so difficult, in fact, that only one network covers the coast completely. Only Don Lee has a local station in every one of the 33 important Pacific Coast markets. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station. This is controlled power—power where it counts. If your advertising message is important enough to bring to all the radio families on the Pacific Coast, use the only network that can do the job—Don Lee.

THOMAS S. LEE, PRESIDENT
LEWIS ALLEN WEISS, VICE PRESIDENT, GENERAL MANAGER

DON LEE

MUTUAL DON LEE BROADCASTING SYSTEM • 5515 MELROSE AVENUE, HOLLYWOOD, CALIFORNIA
SEARCH far, search near, you'll never find a more interesting and versatile person in broadcasting than Colonel B. J. Palmer, President of Central Broadcasting Company. . . . One of radio's earliest pioneers, he is virtually father of the conception that radio is a public service as well as a private business. And carrying out that idea, he has contributed no small part to the indispensable place that radio holds in America, today.

Easy as it seems in theory, pioneering in a new industry is not a simple task. We know—that in 1932 we pioneered the business of radio-station representation. In those days, time-buyers had no adequate sources of information, no adequate help in clearing time, none of the exclusive services now so easily available from station representatives. All details were usually handled direct with each station.

Today, all that is changed, of course, and more and more representatives are following in the trail we blazed. But in a dozen ways we are still pioneering. Perhaps that's why so many leading advertisers and agencies prefer to deal with Free & Peters . . . pioneers in this business of radio-station representation.

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

CHICAGO: 110 N. Michigan
Franklin 6373
NEW YORK: 25 Park Ave.
Plaza 5-1381
SAN FRANCISCO: 131 Sutter
Sutter 4333
HOLLYWOOD: 1312 N. Gordon
Gladstone 3949
ATLANTA: 322 Palmer Bldg.
Main 5607

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BROADCASTING • Broadcast Advertising
Court Stay Defers Net Contract Upsets

Delay to Fall Seen; Trust Suits in Abeyance

WIDESPREAD industry concern over network-affiliate contractual relations, at fever heat only a week ago, has abated considerably, with little likelihood of any substantial change for several months by virtue of the joint action of the two networks, NBC and CBS, today bringing the regulations at least until May 1. Pending a review by the Supreme Court of the United States of the FCC's jurisdiction over network affiliate contractual relations.

Perhaps Until Autumn

Should the highest tribunal fail to hear the case by the week of April 21—prior to its summer recess—then the way is left open for a further stay until the fall term. The New York tribunal specifically provided that the senior judge for the Second Judicial Circuit, Associate Justice Robert Jackson, could authorize such a further stay.

Confusion and disarray in network contractual relations, and possibly considerable shifting in affiliates, were foreseen until the statutory court granted the major networks relief over the opposition of the FCC and of MBS—the latter an intervenor in the proceedings. The court had heard arguments on the stay Feb. 27, only six days after its ruling that it had no jurisdiction to invalidate the validity of the monopoly regulations [Broadcasting, March 2].

With procurement of the stay, to pave the way for the Supreme Court appeal, networks and stations were assured of continuance of the status quo as far as current contractual relations are concerned until the Supreme Court decides on the question of its jurisdiction. The appeal to the highest tribunal is not on certiorari, which the court could accept or reject, but is a matter of right since it is from a statutory three-judge tribunal, with specific provisions made in the statute covering such litigation.

Net Speed Action

NBC, CBS and the Blue Network were jubilant over the court's action granting the stay and allowing the appeal. MBS, on the other hand, had protested any further delay, having informed the court that continuance of present contractual conditions would cause it "irreparable injury." Authorization of the stay in effect means that existing relations of all networks with their affiliates can continue, including time option provisions. CBS, which would have been hardest hit by the banning of exclusive time options, promptly advised its affiliates that the stay was the "most constructive news to date" in its fight against the regulations.

Meanwhile, NBC and CBS last Wednesday served the Solicitor General of the United States as well as FCC General Counsel Tedford Taylor with their notices of appeal to the Supreme Court. Every effort was being made, it was said, to expedite the hearing on the jurisdictional phase prior to the summer recess.

In the normal course, the record in the proceedings will be certified from the statutory three-judge court and briefs filed prior to argument.

The Anti-Trust Suits

On another front, signs were plentiful that there would be no great haste in the trial of Government anti-trust suits against RCA-NBC and CBS, filed Dec. 31 in Chicago and attacking practically the same practices covered in the chain-monopoly regulations of the FCC. The Federal District Court in Chicago has granted postponements until March 27 for the filing of motions, preparatory to the answers to the bills of complaint, and if the cases have been consolidated under one judge—John P. Barnes—as against individual judges previously designated.

The preliminary motions unquestionably will be the more significant of the proceedings. It already has been contended informally that most of the issues raised in the anti-trust suits are moot, since the practices complained of previously extend no longer exist. Moreover, since several of the issues such as time options, exclusivity, and dual network operation are in a measure covered in the pending litigation, it obviously is deduced that the net...

(Continued on page 50)

War, Seasonal Factors Hit Networks

Cancellations Partially Offset by Addition of New Series

WARTIME rationing of tin for canned foods resulted in cancellation of three CBS programs last week, two sponsored by Campbell Soup Co., Camden, and one sponsored by General Foods Corp., New York. The latter advertiser, however, partially offset the loss by announcing that a new CBS series would be started in the time vacated by one of the Campbell Soup programs.

Discontinuance of a number of other network programs, announced during the week, were in part due to the conclusion of winter seasonal campaigns and in part to revision of advertising plans, normal occurrences in advertising and not to be blamed on the war.

Still Optimistic

The general feeling among the buyers and sellers of time continued to be optimistic, on the basis that the major users of national network time are manufacturers of products consumed in great quantities by the general public, whose needs must be served in time of war as well as in peacetime, and that the present shortages are chiefly in packaging materials for which substitutes will be found.

The two programs which Campbell is discontinuing as of April 3 are The Max I Married, advertising canned pork and beans as well as soups, and Fletcher Wiley's talks. Both are handled by Ward Wheelock Co., Philadelphia.

In the time vacated by the Wiley program, General Foods will start We Love & Learn, daytime serial which the company has used on transcriptions in various markets for various products under the title As the Twig Is Bent. On a CBS network of 90 stations, the program will start April 8 as a Monday-through-Friday afternoon quarter hour, advertising Grape Nuts, Young & Rubicam is agency.

Curtailment of canning tin will also cause a shift in the commercials on the Lanny Ross program of songs, it is understood. Sponsored by Campbell Soup Co. for sponsorless American spaghetti on CBS, it is believed the program will soon promote the sale of a short list of the company's concentrated heavy stock soups, least affected by the tin rationing orders. Canning restrictions on coffee caused General Foods to stop its Kate Hopkins broadcasts on CBS for Maxwell House Coffee after April 3. Program was placed through Banton & Bowles, New York, which also handles the We, the Abbots program on NBC, sponsored by Best Foods Inc., New York, for Helmian's Mayonnaise and Nucoa, which is also discontinuing as of April 3.

P&G Changes

Procter & Gamble Co., Cincinnati, one of the largest users of daytime serials, is discontinuing The O'Neill and The Story of Mary Martin, both on CBS, as of March 27. The latter program is also broadcast on NBC and on WCTM in New York, will drop six Pacific Coast stations and all NBC stations from that network. Compton Adv. Inc., New York, handles The O'Neill for Ivory Soap; Benton & Bowles, New York, places Mary Martin for Ivory Snow.

These cancellations are believed to be part of one of the P&G periodic revisions of its advertising. The company has recently increased its activities in evening radio, last week starting Junior Miss,
No Special Tax on Advertising
In Revenue Plan of Treasury

Many Radio-Advertised Products Are Affected;
Corporation Imposts Are Before Committee

THOUGH not striking at radio or advertising specifically, and suggesting no specific impost either by way of a special tax on broadcast revenues or a franchise tax on radio, the Revenue Law of this week made by Secretary of the Treasury Henry Morgenthau, Jr. to the House Ways & Means Committee includes several specific recommendations for levies on products manufactured by some of radio's biggest advertisers.

The hearings resume this week with Randolph Paul, Mr. Morgenthau's advisor, scheduled to testify and to be followed by representatives of the various industries affected. Later the committee will frame its own bill which can be long-discussed taxes on advertising, including radio, may be revived.

Included in the excise proposals by the House are new and higher levies on gasoline and oil, carbonated soft drinks, candies and chewing gum, cigarettes, tobacco, wines and beer, transportation, communications and life insurance.

Beers, which figure large in local and spot advertising face levies of $4 per barrel, an increase of 2½ cents. The excise schedule on wines, ranging from 1½ cents additional per half-pint to 35 cents per gallon on wines with an alcoholic content of more than 21%,

Communications, including telephone toll service, telegaph, cable and leased wires, will be asked to increase from 10% to 15% interest on the basis of rates, and these included in the excise bill. Local telephone bills and coin-operated telephones may have to contribute $33,300,000 in addition to present taxes.

No Network Wire Tax
No new tax on radio network wires was foreseen, inasmuch as the Treasury in its proposals did not suggest that it would deviate from the present 10% and 15% on leased wires. Radio lines were exempted in the last bill. Present Treasury proposals call for an increase from 10% to 15% on "leased wires" but on an increased basis, the amount of new taxes assessed, $5,000,000 in addition to present amount.

Based on percentage gain in tax, gasoline and lubricating oils would be called upon for the greatest contribution in the proposed schedule. In this line, old 1937 rates were 100% and lubricating oils 121%.

Candies and chewing gum, on which there is no present tax, will be asked to pay 15% of the manufacturers' sale price. Under a new rate schedule of taxes, are expected to yield $13,100,000 in additional revenues. Cigarettes, now paying a Federal tax of $3.25 per thousand, may come under a new schedule which will tax 10c brands at $3.50 per thousand and 15c brands at $4 per thousand.

Under the same plan, corporations would be required to withhold 10% of all interest and dividend payments. Radio, along with all other business, will feel the pinch of higher corporation taxes. These will be closed down to the larger corporations, with an increase of from 6% to 16% in surtaxes on corporations with net incomes of less than $25,000, and increases from 6% to 15% on corporations with net incomes of over $25,000. Some relief is provided in the proposals for 10% tax credits on corporations having a deduction by Mr. Paul for net income less than the average surtax net income for the base years 1936-39.

As to Advertising
Advertising came in for only momentary discussion at the hearing Monday and no specific conclusions were brought to light. Following a discussion by Mr. Paul on a proposal by the Treasury to return "additional taxes" above "marginal rates" to corporations after the war, Rep. Robertson (D., Ky.) asked advertising corporations launched by corporations for increased business would come under the heading of "new and additional equipment or otherwise" as included by the Treasury in the base for return of additional taxes. Mr. Paul replied that advertising had not been considered but gave no indication that it would not be.

Paramount on 75

Anne Director Joins Sterling
ANN J. WU, representative has been named to handle timebuying and radio advertising activities for Sterling Insurance Co., New York. Miss Wu is best known among the largest and oldest users of national spot radio in the insurance field. She will replace Miss Thelma Reis, former program manager for the public schedule. Miss Director was formerly in charge of advertising for WGBH, Thompson Co. on the Pacific Coast and later was with Raymond Spector Co., New York. Neal Agency, Chicago, has the Sterling account.
A DOZEN TOP NBC executives will go on tour next week, starting a swing around the country for a series of "radio war clinics" to which every NBC affiliate has been invited.

Arranged by William S. Hedges, vice-president in charge of stations, in cooperation with the members of the network's station planning and advisory committee, the clinics will be held as two-day sessions in each geographical section of the country, so no broadcaster may be put to undue expense of either time or money in attending.

Plans for the Year

With the effects, known and probable, of the war on broadcasting as the basic topic, the network spokesmen will outline their plans for 1942, dealing with programming, sales, sales promotion, publicity and public relations.

The problems of giving the Government agencies the best and most efficient cooperation, and of maintaining a balanced program schedule while doing so; of finding new business to replace that lost because of war priorities; of changes in the relationship of network to stations, etc., will be discussed, with the network speakers explaining how they are attempting to solve them and the stations invited to give their ideas on each subject. Each meeting will conclude with an open forum for questions from stations.

First meeting will be held in New York, at the Waldorf-Astoria, March 16-17, with Paul W. Morency, WTIC, Hartford, committee chairman representing District 1, presiding. NBC stations in District 2 will meet March 18-19 at the Netherland - Plaza, Cincinnati, where James D. House, WLW, that city, representative of that district, will act as chairman.

Harry P. Dahl, Nashville, committee member from District 4, will preside over the meeting for that district, to be held at the Biltmore Hotel, Atlanta, March 20-21. The second week's sessions will start with one for District 5, scheduled for the Baker Hotel, Dallas, Texas, March 23-24, with O. L. Taylor, KGNC, Amarillo, representative of that district on the committee, in the chair.

The next meeting will be held at the Drake Hotel, Chicago, March 26-27, presided over by Stanley Hubbard, KSTP, St. Paul, committee member for District 3. The tour will wind up in San Francisco, at the St. Francis Hotel, March 31-April 1, with a combined meeting of Red affiliates located in Districts 6 and 7. Ed Yocum, KGHL, Billings, representing District 6, and Arden X. Fisher, KGW, Portland, from District 7, will act as co-chairmen for this meeting.

Special Problems

Frank E. Mullen, NBC vice-president and general manager, and Frank M. Russell, Washington vice-president of the network, will lead the discussion of "Radio's First War" at the meetings in New York and Chicago, with Mr. Hedges conducting this session at the other meetings.

The sessions on programming in New York, Cincinnati and Chicago will be conducted by C. L. Menzer, program manager, with William Burke Miller, eastern program manager, taking over in Atlanta and Sidney N. Strots, western division vice-president, handling the programming sessions in the West.

Dr. James Rowland Angell, NBC counselor for public service programs, will attend the meetings in the East and Midwest to discuss the problems in this field created by the war and the need for educating the listening public in their part in the nation's war effort. Thomas D. Rishworth, director of public service programs, will lead this discussion at the Dallas session. Jennings Pierce, station relations manager for NBC's western division and also in charge of West Coast public service programs, will conduct the San Francisco session.

Roy C. Wilmot, vice-president in charge of sales; Ken R. Dyke, director of promotion, and Charles B. Brown, sales promotion manager, will have charge of the part of each meeting devoted to those topics, discussing the problems of both, and using the stations in the interest of Post Toasties. Campaign is an experiment and may or may not be continued or expanded, according to Benton & Bowles, New York, agency for Post Toasties.

The-record talk of conditions abroad, based on their personal experiences. Both of these correspondents are home on leave.

In announcing the series of "radio war clinics," Mr. Hedges said that the chief purpose of the meetings is to achieve a better understanding of the problems which the war has brought to radio, and that both speaker and listener have a better understanding by the network's work for the problems confronting the individual stations and by the network's relations with the listeners who make up the nation.

Procter & Gamble Opens Shirley Temple Program

PROCTER & GAMBLE Co., Cincinnati, and S. S. Drift, on March 4 started Junior Miss on CBS, Wednesday at 9:30 a.m. (EST). Featuring Shirley Temple, child actress, series is based on the Sally Benson New Yorker magazine stories of radio adaptations by Doris Gilbert. Hugh Brundage is principal announcer. Straight commercials are being split at equal intervals with regional cut-ins. Matt Holiner, West Coast manager of Benton & Bowles, agency serving the account, produced the opening broadcast.

In Hollywood for the initial broadcast of the Junior Miss, head of the agency's New York radio department; James E. Rogers Jr., agency vice-president in charge of the account, Bert Prager, New York talent director of Benton & Bowles, and Ed Wolff, head of Ed Wolff Associates.

Conoco's Spot Drive

CONTINENTAL OIL Co., Ponca City, Okla., will use 175 stations in a nationwide spot radio campaign for the Conoco-Motor Oil. Dramatized one-minute announcements, cut by NBC Recordings Department, will be used on a varying schedule, running up to as many as 104 times a week. Campaign will start in April, with lay-off in May, and resume in July for the summer, according to Tracy-Locke-Dawson, New York, the agency.

Rose to Tracy-Locke

WILLIAM ROSE, formerly director of continuity of Associated Music, Portland program service, has joined Tracy-Locke-Dawson, New York, as radio director, succeeding Milton Burgh who was inducted into the Army last week. Starting in radio in 1929 with KDKA, Pittsburgh, as writer, producer and finally production manager, Mr. Rose was radio director of Walker & Downing, Pittsburgh, prior to joining AMP.

AMP Adds Catalog

ASSOCIATED MUSIC Publishers announce that the musical catalog of Pre Art Publications, including works for string orchestra, wind ensemble, instruments, children and process music, has been added to the copyrights which may now be broadcast exclusively under the AMP license.
OFF Conferences To Guide Issuance Of Time Priorities

Will Advise Broadcasters What Is to Be Stressed

FOLLOWING this week’s final conferences of agency, network and station committees with public relations executives of the various Government agencies charged with war activities [BROADCASTING, March 2], the Office of Facts & Figures, which arranged and directed the parleys and which is charged with acting as the clearing house for all Government broadcasts, expects to issue its so-called “priorities” covering Government announcements and transcriptions.

Exactly how the priorities system will work—and it is hoped to have the full directions in the hands of all key radio executives by early April—was explained by Archibald MacLeish, OFF chief, in his address to the talk to the industry Feb. 23. This talk was ordered to be off-the-record but its basic theme had previously been made public to the trade.

What to Stress

Those responsible in the radio programs will be advised from week to week what phase of the war effort to stress, so that radio will not be cluttered with repetitious and unimportant non-war announcements. OFF will not tell the broadcasters and their sponsors what to put on the air; rather it will simply tell them what to stress each week. There will be no “orders” from Washington, but simply a set of themes to serve as guidesposts to what Washington wants stressed at a particular period.

These themes to the work committee is already at work on charts which will be used periodically to show what network sponsored and sustaining shows are carrying particular themes which will be asked to fit their local war program schedules into such charts. Meanwhile, the OFF has already sent to all stations a set of “basic information themes” to be studied in preparation for the priorities lists to be issued later.

This week’s sessions of the radio advertising industry commit- tees with OFF will bring them together with Shannon Allen, radio director, Dept. of Interior; Pat Weaver, Office of the Coordinator of Inter-Agency Activities (Rockefeller Committee); Clinton Mosher, Maritime Commission. This is to be the last of the series of four weekly meetings, called in Washington on Tuesdays and Fridays, as a foretaste of the issuance of the priorities list. The meetings are conducted by William B. Lewis, OFF radio director, and Douglas Meservey, his assistant.

FOR THE future, the more of the closed-circuit talks with broadcast executives and their staffs will be

More ‘Closed Circuits’

More “closed-circuit” and off-the-record talks to the broadcasters, giving background material to assist program builders and commer- cial executives in their understandings of Government war news, will probably be scheduled in the near future. War Navy and WFB officials will speak via network lines but not for broadcast. Thus far the broadcasters have been invited to two such talks—one by Byron Price, Director of Censorship, and the other by Archibald MacLeish, Director of the OFF.

LONGINES Programs

LONGINES - WITTNAUER Watch Co. launches a nation-wide spring campaign this spring with World’s Most Honored Music, half-hour transcription service by NBC Radio. The programs will be heard on more than 150 stations. The programs will consist of classical music played by New York Philharmonic Symphony music- sian, under the direction of Misael Piastra. Agency is Arthur Rosenberg Co., New York.

STANDARD BRANDS, New York, has appointed Arthur Kuthner, New York, for its Flying Circus for bakers and bakery products. Advertising plans are not yet made.

Dixon Pencil Test

JOSEPH DIXON CRUCIBLE Co., Jersey City, is using one-minute transcription test tie-in features on WNJ, Chicago, and five times weekly on WOR, New York, in a test radio campaign using Deroga pencils. Copy in jingle format, written and spoken by Phil Cook, CBS’s Morning Almanac name is transcribed by Modern- hoff Studios, New York. Campaign may be expanded in the future, ac- cording to Federal Art Board, New York, in charge of the account.

OFF Appoints Morris As Agency, Net Liaison

SEYMOUR MORRIS, account ex- ecutive of Compton Adv., New York, handling P&G accounts, on March 10 will join the Office of Facts & Figures in Washington as advertising agency and network liaison executive under the direction of Don Francisco, who now holds the title of director of the Radio Division and who is dividing his time between Washington and New York.

OFF appoints Thompson as liaison executive for the corporation’s Washington offices. He will work with industry committees set up by OFF and by the broadcasting council [BROADCAST- CASTING, Feb. 26].

Mr. Lewis left Washington by plane last Friday to consult with the Hollywood Victory Council, set up to coordinate West Coast advertising activities in the war effort, and was due to return to Washington this Tuesday.

OFF Foreign Language Division Forms Radio Section for Program Exchanges

TO SERVE as a clearing house for foreign-language broadcasts, the Office of Facts & Figures has estab- lished a radio section in its Foreign Language Division, with Lee Falk as chief of radio. Mr. Falk joined OFF several weeks ago as chief of foreign section of Knight & Co., St. Louis agency, of which he was radio director.

Preliminary to setting up an exchange-of-program-ideas service, Mr. Falk by arrangement with John Shepard 3d, chairman of the Broadcasters Victory Council, last week appointed a special advisory council of managers of stations prominent in the foreign-language field. Members are Joseph Lang, WHOM, Jersey City; W. H. Rea- man, WRL, Woodside, Long Island; C. Merwyn Dobyns, KGER, Long Beach, Cal.; Gene T. Dyer, WAFF-WGHS, Chicago; Arthur Simon, WPNF, Philadelphia; James E. Harper, WDAR, Detroit.

Script Exchange

The radio section functions apart from the OFF Radio Divi- sion headed by William B. Lewis but will work in close collaboration.

Mr. Falk has been attending the weekly radio conferences called by Mr. Lewis with committees of agencies, stations and networks and is gearing his activities with theirs.

The advisory council will serve as a sort of “committee of corre- spondence”, with no formal meeting scheduled until an initial meeting in the immediate future, according to Mr. Falk. Stations carrying foreign-language programs are asked to contact with Mr. Falk on their problems.

Eventually a script exchange is planned, and already the section has been consulted on a new program, tentatively titled Uncle Sam Speaks, which is scheduled to be launched over WOV, New York, and piped to the stations of the Bulova group. It is being produced by Maurice Drelcher, who is a web producer, and is to run six times a week, consisting of questions and answers about the Government agencies and the war. Activities three times weekly, England three times weekly, and twice a week and a once weekly feature titled Inside Italy.

This show will start in Italian, and later be reproduced in German. Like others of the same character, it will be made available through OFF in script form in English, Italian and German and will be re- leased to stations requesting it. No bans will be imposed on sponsor- ship.

Rockefeller Office Radio Is Revamped

New Functions Are Assumed By Francisco, Aylesworth

REVAMPING of the radio setup of the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) has been completed and reassignments of duties announced. New assignments will be under the direction of Don Francisco, who now holds the title of director of the Radio Division and who is dividing his time between Washington and New York.

Mr. Francisco, former president of Lord & Thomas, holds a position under Nelson Rockefeller parallel to that of John Hay Whitney, former director of the Motion Picture Division, and Francis A. Jamison, director of the Press Division. The former Communications Commissioner, who had been expected to hold the position longer, M. H. Aylesworth, former president, who was radio director under Mr. Francisco in the old setup, becomes a special assistant to Mr. Francisco continuing to serve as a $1 a year man.

Associate director of the Radio Division is John W. G. Ogilvie, formerly in Spain, Argentina and Chile for OFF, and has recently handled ITT’s broadcasting station in Puerto Rico.

Staff Being Assembled

The staff is still being mustered and assignments in New York and Washington have not been completed. Among staffmen already functioning in the Radio Division are Pat Weaver, former advertising manager of American Tobacco Co. and former Young & Rubicam radio chief in New York and Hollywood; Russell Pierce, former vice- president of J. Walter Thompson Co. now in Argentina and Chile; John Clarey, foreign export advertising manager of Bristol-Myers Co.; Guy Hickok, formerly chief of the NBC International Division and Longines, will continue with Lord & Thomas in New York and CBS in Washington; John White, formerly with KEX- KGW, Portland, and more recently producer of the Bob Hope and Hedda Hopper programs; Jerome Henry, former assistant to Frank Mullen, NBC executive vice-president when Mr. Mullen directed the Farm & Home Hour.

MBS Rises 112%

MBS billings for February totaled $938,185, an increase of 112.1% over the $442,157 billed in the same month of 1941. Two-month cumula- tive total for 1942 is $1,962,987, up 107.2% from the 1941 billing of $947,388 for the same period.

MIDNIGHT repeat broadcasts of Bristol-Myers’ Eddie Cantor program, which was previously discontinued, begin March 4 because of frequent shut- downs of West Coast stations. These editions will carry the regular 9 p.m. (EWT) program, which will then be heard on the Coast at 6 p.m. on the NBC Network.
Cleveland Session May Break Record

PREDICTION that the 1942 NAB convention in Cleveland May 11-14 will break all attendance records was made by broadcasters of Cleveland and nearby Ohio cities this past Thursday with J. Harold Ryan, WSFD, Toledo, 7th NAB district, and C. E. Arney Jr., assistant to the NAB president, to discuss preliminary plans for the meeting.

Cleveland Hotel and convention bureau representatives met with the station groups, who reported that convention plans for the convention are now well in hand and will shortly be announced. In addition to Mr. Ryan and Mr. Arney, the following were present at the Cleveland meeting:

John Peters, Harry Camp, Charles Newcomb, Eugene Carr, Carl George, WGR; Vernon H. Pribil, Howard Barton, Hal Metzler, WTAM; H. K. Carpenter, K. K. Hackathorn, Robert Greenberg, R. W. Richardson, WHK-WCLE; E. Y. Shreve, WAKW-Cleveland; G. P. F. ACLU, M. F. Allison, WLF; Hal Hinkle, WHBC; R. T. Mason, WMB; Robert F. Strykler, manager, St. Louis; Hotel; Allen Lowe, president, Hotel Carter; V. C. Murphy, manager, Hotel Hollen; Mrs. J. H. Wadsworth, manager, Hotel Cleveland; Edward C. Brennan, manager, Cleveland Convention Bureau.

8th District Votes Confidence in NAB

Fetter Reelected Director; Support Is Voted BMI

AFTER reelecting John E. Fetter as district director of the NAB, the 8th District, meeting in Kalamazoo March 4, passed a resolution favoring "one strong and thoroughly united trade association" and affirmed its "confidence and trust in the NAB".

The resolution further pledged all stations to lend their loyalty and support "to the end that the American System of Broadcasting may continue to flourish".

Mr. Fetter, owner and manager of WKZO, Kalamazoo, is also a member of the Broadcasters Victory Council, composed of representatives of the various trade groups in the industry.

Support Voted BMI

The Kalamazoo meeting passed resolutions supporting BMI and accepting as "fair and reasonable and necessary for the safety and protection of the public at large" the wartime restrictions imposed on radio by the Office of Censorship.

Another resolution asked the Treasury Department to cooperate with the NAB in the preparation of sales material for radio stations similar in nature to that prepared for other media. It was pointed out that the Treasury Defense Savings Campaign has prepared for other media material useful in selling defense bonds and stamps, and it was suggested that similar material be also made available to radio inasmuch as the NAB board has adopted a policy of gratis announcements of pro

NBC’s Shortwave Post Dropped for Economy

NBC has dropped its service to newspapers and news agencies of minimal value from the network’s shortwave listening posts as an economy measure. NBC officials explained that since the newspaper service rendered by NBC was no longer unique or necessary and has therefore been discontinued. Future of the listening post is uncertain. NBC is continuing their operation for the present, but may decide to drop or curtail this activity at any time, it was learned.

CBS reports that no change is contemplated either in the operation of its listening post or in the service of this copy to the press, which is continuing as before.

A Resemblance Purely Coincidental

This PROVES that radio's got religion, even in its promotion. But more significant, these ad layouts appeared in the same issue of Broadcasting (March 2). If it had happened as much as one week apart, writes Warwick Anderson, Dee-Anderson, Advertising Agency, Louis ville, handling the WHO account (left), everybody concerned would be howling at everybody else concerned, on the question of plagiarism. The "WHO in America," by Lowell Jackson, Chicago manager of the Katz Agency Inc., station representatives, commented on the accidental duplication, "Someone is going to be confused if the Lord gets his signals twisted and the Iowa farmer turns up in Flint!"

Mc. Gillin

Leniency in Cancellation of Contracts Is Urged at NAB 10th District Meeting

A RESOLUTION urging broadcasters to adopt a liberal interpretation of contracts to lessen penalties on cancellations for stations whose sponsors' lack of critical materials, was adopted by the 10th NAB District Convention in Omaha March 2 and recommended for action by the next meeting of the NAB board of directors. The 10th District unani mously relected Joe M. Maland, general manager of WOW, Omaha, as its director.

The resolution originated in the meeting of the NAB Sales Managers Division held the preceding day under the chairmanship of Sam Bennett, KMBC, Kansas City. It reads as follows:

"Whereas, various advertisers are forced to terminate radio schedules because of lack of critical materials or circumstances caused by the war effort.

"Resolved, that radio broadcasters adopt a liberal interpretation of contracts to lessen the penalties for such cancellations. The broadcaster reserves the right to revise advertising rates at any time upon 13 weeks notice in writing and contract is accepted subject to above reservation. The advertiser may cancel without short-rate charge on the date on which the new rate may become effective.”

The committee which framed the resolution consisted of Joe Maland, WHO, Des Moines; Don Davis, WHB, Kansas City; Merle Jones, KMOX, St. Louis. Addressing the Sunday Sales Managers Division meeting, H. Preston Peters, partner in the rep resentative firm of Free & Peters, discussed British advertising under wartime conditions and the parallels that can be drawn in viewing the future of American commercial radio while this country is at war.

He estimated that both England and the United States will soon have the same percentage of products devoted to wartime manufacture, which this year will reach 60%.

He pointed out that British advertising has been severely restricted due to the fact that all the large dailies now are limited to four pages.

Prepare for Changes

Mr. Peters warned the broadcasters to prepare for possible changes in operating expenses and to provide for limited rate protection to all advertisers, pointing out that magazines and newspapers have already formally adopted policies of rate protection to their advertisers varying from 60 to 90 days.

He suggested that all broadcasting stations should consider a 13-week clause in all contracts. Under this plan, advertisers would receive rate protection for 13 weeks only after the announcement of the rate change. As soon as the change is announced, they would have the right to continue at the new rate or to cancel immediately without being penalized by a short-rate charge.

"Spot broadcasting," he said, "is now in as good a position as any advertising medium. Local advertising may be quite vulnerable be

National Refining Spots

WEAN, WICC Join MBS

WEAN, Providence, and WICC, Bridgeport, will become fulltime MBS affiliates on June 13, the network has announced. Stations currently are affiliated with the Blue Network as well as with MBS because of wartime conditions, and the networks share this position to some extent.”

Also featuring the Sales Managers Division was John J. Karol, CBS market research counsel, who discussed the means being taken by the networks to meet the changing advertising demands of the country at war. Mr. Karol observed that network broadcasting provides the most economical means of introducing new products and of continuing brand acceptance of products having difficulty due to lack of materials. He cited specific examples of organizations using network radio, including companies that are now using in efficiently using products now in their hands and to inform the public of new products evolved from wartime conditions and research.
MRS. ROOSEVELT donates manuscripts and recordings of her Sunday night Blue Network broadcasts, sponsored by Pan-American Coffee Bureau, to the Library of Congress as part of the Library's plan to file away documentary broadcasts. Here she is shown presenting a record and manuscript to Dr. Luther H. Evans, chief librarian and director of the Library's reference division. Eurico Pentoedo, financial attaché of the Pan-American Embassy (center) is chairman of Pan-American Coffee Bureau.

DEALER INTERVIEWS
Recognizing the historical importance of the series, the Library of Congress accepted the scripts and recordings of the Over Our Coffee Cups programs from Eurico Pentoedo, chairman of the Pan-American Coffee Bureau. Mrs. Roosevelt, Archibald MacLeish and other notable personalities were present at the ceremonies, held last month.

Many stations have adopted the policy of interviewing the local dealer on spot and sustaining programs. Current news interest was given a special broadcast in which James Coleman, coffee buyer and tester for the David C. Evans Coffee Co., described the role of coffee in Pan-American affairs over KXOK, St. Louis. Lois Thompson, home economist of KROME, Tulsa, interviewed Lewis Ware, district representative of Folger's Coffee Co., on the ways to prepare coffee in large quantities—a topic of special interest to those voluntary organizations which have set up mobile kitchens for home defense and emergency use.

Stan Conrad, director of Listen Ladies, a WMFR, High Point, N.C., feature, did a fine merchandising job when he exploited the PABC slogan, "How to Get More Out of Life With Coffee" by interviewing George Rankin, district manager of the Great Atlantic & Pacific Tea Co., on that subject.

One of the big events of the social season was the Coffee Ball at the Waldorf-Astoria, New York. The Blue Network covered the festivities for this country while ABC's International Division short-wave the program to Latin America.

Co-sponsored by the Pan-American Coffee Bureau and the Goddard Neighborhood Center and masterfully mc'd, by Ben Grauer, the ball was attended by representatives of the leading coffee producing countries, civic and fashion leaders and outstanding entertainers.

QUESTS ON TOUR
Honour guests were the Coffee Queens who came to the United States from each of the seven Pan-American Coffee Bureau countries. While here they were entertained at the White House by Mrs. Roosevelt; newsreel; interviewed over the Blue Network by Helen Hiett, NBC commentator; locally over stations in Washington, New York and other cities they visited, and shortwave to their homelands.

When coffee's importance in the nation's Good Neighbor policy became evident, NBC's Alma Kitchell interviewed Roberto Aguilar, managing director of the Coffee Bureau, and other important personalities in the Bureau were asked to go on the air.

In the song writing field, NBC, Broadcast Music Inc., and Radio Song Hits Magazine joined forces with the Bureau to launch a "Coffee Song Contest" for the best lyrics interpreting the PABC slogan.

Judging the entries were such well-known radio figures as Dinah Shore, Benny Goodman, Tommy Tucker, Sammy Kaye, Shep Fields, James and Vincent Lopez. BMI was represented by its president, Mortcif E. Tompkins; RCA Victor Records by Leonard Joy; Columbia Records by Emanuel Sacks.

Tune Reviewed
Radio stations will also participate in the Pan-American Coffee Bureau's revival of the Irving Berlin hit, "Let's Have Another Cup of Coffee." Sammy Kaye and Glenn Miller have new arrangements for Victor, and Xavier Cugat will do the same for Columbia.

Bob Conover and Columbia plan an extensive campaign for the song through record retailers and distributors, music fans and "juke box" operators. Contemplated in this merchandising drive are a series of "Coffee Matinees" in New York City's Paramount and other theatres being toured by Kaye, Miller and Cugat. At the same time, the tune will be heavily plugged by local roasters and restaurants.

Through these varied activities, the broadcasting stations not only have a stronger position of leadership in the communities they serve, but have also made a splendid contribution to Pan-American relations and unity.

YUBAN COFFEE SPOTS
Paton Corp., New York, will promote Yuban coffee in the New York area on NBC network, but for the moment will be pointed to n e c y, Schwimmer & Scott, Chicago, with a heavy schedule of 15-second transcribed announcements placed on WHN, WMCA and WNEW. Announcements will carry the seven-word message that it's a "get the Yuban coffee," and will be heard 16 times a day seven days a week on the three stations starting in April 6. Contracts are for 36 weeks.

RECORDING FOR WHEATIES
John M. Sherman, technical director of WCCO, Minneapolis, has been assigned for two weeks to tour the Florida major league baseball training camps to transcribe a series of Wheaties testimonials by big league ball players in connection with the General Mills spot campaign. He was retained by Knox-Reeves, Minneapolis agency for General Mills radio account, to handle the recordings. William Slo- cum and Brad Robinson of the agency are also touring the camps.

ATLANTIC BASEBALL
Atlantic Refining Co., Philadelphia, again is drafting plans for sportsball during the baseball season, using play-by-play accounts of games in its Seaboard marketing area. Atlantic's agent is N. W. Ayer & Son, Philadelphia.

WARTIME PRICES and Trade Board, Ottawa, used a large list of Canadian stations for a five-time spot announcement in connection with its regulations. Account was placed through the Department of Public Printing and Stationery, Ottawa.

Nation Has Another Cup of Coffee
Pan-American Bureau Heavily Promotes Blue Series

By Michael A. Raymond
Account Executive
Buchanan & Co.

The COFFEE industry has become increasingly radio sales-minded as a result of the extensive merchandising programs conducted by stations in different sections of the country in cooperation with the Pan-American Coffee Bureau.

An association of Central and South American coffee-growing countries, the Bureau has launched a widespread campaign to make the American people more coffee conscious and it has found that radio is ready to do an outstanding job as a sales and merchandising medium.

Dealer Stunts
Many of the stations have not been content with merely publicizing the Coffee Bureau's Sunday night Blue Network program; they have gone a step farther and have begun to merchandise their programs—and coffee, with the result that they have not only gained their listeners' confidence in increased, but local dealers tying into the campaign through their own commercial programs.

On the other hand, the Pan-American Coffee Bureau in its promotion work has created activities that produced program material, both locally and network.

As a part of their campaign the stations—both independent and those affiliated with the Blue Network—have used screen announcements, direct mail, special events broadcasts, spot announcements and other forms of merchandising media. The Bureau's office has cooperated with the stations in their efforts by developing important coffee news and promotion stories that have found their legitimate place in radio.

The Blue Network, which carries Mrs. Franklin D. Roosevelt's Over Our Coffee Cups programs, estimates it reaches a potential listening audience of 69,534,000 persons and credits a good portion of this coverage to the merchandising programs carried on by the network affiliate stations which have exploited Mrs. Roosevelt's importance in national defense.

WDFD, Flint, and KSO, Des Moines, respectively invaded the motion picture house to sell their coffee program to potential listeners. WDFD used screen announcements five times daily and KSO estimates that it reached about 46,000 persons through motion picture flashes on the Mrs. Roosevelt series.

Other stations made use of direct mail addressed to coffee dealers, selling them on the advisability of tying in with the Mrs. Roosevelt program. WSM, Nashville, sent out 1,123 letters to dealers in its area. KXYZ, Houston, used 974 direct mail pieces; other stations have sent out as many as 500 pieces of merchandising material.

In Terre Haute, WBOU used outdoor advertising by erecting miniature billboards on the busiest intersections of the city to advertise the program.

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Drawing made easy!

This ravishing lady was sketched on a tablecloth by J. T. Whackberry, eminent advertiser.

Authority on women, J.T.—Thinks about them in conferences. Dreams about them!

A bit of Casanova in the old boy? On the contrary, J.T.’s interest is coldly scientific. To him, woman symbolizes the Consumer.

As an advertiser, his chief aim in life is changing Consumers into his Customers. In this field of applied art—well, J.T. really knows how to draw! He just gets on the phone and looks up the Westinghouse station in his markets. His current findings are these:

<table>
<thead>
<tr>
<th>MARKET</th>
<th>STATION</th>
<th>PRIMARY AREA</th>
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<tbody>
<tr>
<td>MID-WEST</td>
<td>WOWO</td>
<td>- 556,800 Radio Families</td>
</tr>
<tr>
<td>NEW ENGLAND</td>
<td>WBZ</td>
<td>- 1,503,000 Radio Families</td>
</tr>
<tr>
<td>PHILADELPHIA</td>
<td>KYW</td>
<td>- 1,289,000 Radio Families</td>
</tr>
<tr>
<td>PITTSBURGH</td>
<td>KDKA</td>
<td>- 1,259,000 Radio Families</td>
</tr>
</tbody>
</table>

Using these stations as his instruments, J. T. has achieved some genuine masterpieces of drawing. So have many other Westinghouse advertisers. You, too, can draw!
Engineering Looks to Wartime Demands

Technical Maintenance Now a Problem
As Operating Restrictions Grow

The recent Broadcast Engineering Conference at Ohio State University, conducted with the cooperation of NAB and IRE, was undoubtedly the most important in radio history in view of the wartime problems of operation and maintenance to which it was practically entirely devoted. Because of its importance, Broadcasting asked Mr. Smoby, one of the conference’s moving spirits, to summarize its technical discussions for managers and operators of radio broadcasting stations in language that even they can understand. He does so in this article, adding many pertinent personal observations and suggestions. Another article on transmitter operation and maintenance under emergency conditions will shortly be published.

By LYNNE C. SMoby
Director of Engineering
National Association of Broadcasters

EFFECTIVE technical maintenance of our broadcasting system has been a simple matter in the past compared with the difficulties that lie immediately before us. A person could not have listened to the serious discussions of our technical problems at the recent Broadcast Engineering Conference Feb. 23-27 in Columbus without being fully impressed with this fact. There has been much talk concerning the importance of radio broadcasting to our national welfare during wartime. In light of what actually has happened to broadcasting in England and in light of numerous statements made by various public officials in this country, the importance of broadcasting can now most certainly be taken for granted. That we broadcasters can depend merely on this fact for our future existence is entirely erroneous.

The Job Ahead

We cannot depend upon this viewpoint to carry us through this difficult period any more than we can expect an Army to take an objective merely because it has been given an order to do so. Maintaining an efficient system is the war work assigned to us. We cannot expect that our task will be made easy by others doing our thinking and work for us, and by others handing us the materials we require on a silver platter. Everyone else is busy trying to accomplish the war work assigned and we must do everything possible to help ourselves.

The competent attitude of some who believe that the Government merely has to issue a few regulations in order to maintain a system the air must be abandoned. The prospect for the future under this attitude is that our hitherto efficient broadcasting system will degenerate into haphazard operations, with many stations being forced off the air. After witnessing the serious discussions of the engineers at the conference, there can be little doubt that the broadcast station engineers fully realize the seriousness of our situation.

Officials Helpful

Over the past year-and-a-half the writer, and many broadcast engineers, have had intimate contact with the engineers and officials of the FCC and the DCB. It has come to be realized that the officials concerned with our technical operation of radio are willing to cooperate to the fullest extent in aiding us to maintain a reasonable technical reliability of service. Three matters of importance have occurred recently to illustrate this.

The industry requested, through official FCC and DCB channels, that operators other than first class radiotelephone men be permitted to operate broadcast stations. The FCC and DCB acted to approve this suggestion. We received a circular of 22,000 technicians to draw from whereas we previously were limited to 11,000. This in itself will provide few replacements; however, other factors coupled with this to be mentioned later should operate to aid us.

The industry requested of the Selective Service System the deferment of essential technicians who could not be replaced, until such time as replacements could be obtained from the Technician Training Program sponsored by the NAB. The DCB cooperated in obtaining action by the Selective Service System. The system has indicated that it will very shortly tell its local draft boards to give consideration to requests for such deferments.

Priority System

Several priority procedures have been tried out in the past. For one reason or another, the men who have not functioned very well. The DCB has made a considerable study of this problem. Through initiative taken by the DCB a new Communication Section has been set up in WPB under the direction of Leighton H. Peebles. The Communication Section of WPB and a priorities advisory section of DCB will work hand in glove to each other. The DCB will render advice and assistance to WPB in considering priority requests from communication companies. This will be done with as little delay as possible. It is hoped shortly and it is expected that it will expedite the handling of priority requests from broadcast stations.

These three items illustrate that the FCC and DCB officials are taking steps to aid us in maintaining operation.

Conversations with numerous engineers at the conference indicated that there are a number of station executives who still do not realize the seriousness of our situation. Station managers and executives could well spend more time with their engineers in assisting to solve the rapidly pyramiding difficulties that face us. Many of our future problems and difficulties revolve principally around loss of personnel, priorities, protection of property against sabotage, fire and theft, and what is to happen with high frequency broadcasting and television. These various problems will be dealt with in light of the information gleaned from the various sessions during the Broadcast Engineering Conference.

Problem of Personnel

The broadcasting industry has already lost approximately 1,000 technicians. We normally employ in the order of 5,000. In a survey made last summer, it was shown that 76% of our technicians were either in the draft ages from 21 to 35 or there were lost by the Selective Service. In the present draft ages from 20 to 44, this percentage would have been higher. These figures indicate that if you want to conserve the best of you personnel, don’t dilly-dally. The Army physical requirements. Because of this fact, our technically trained people who are allowed to serve in the military service will be of great help in the civilian corps.

So far as the technicians are concerned, each station should make a careful study of its personnel to ascertain which highly trained technicians can be released for military service.

Replacement Problem

This whole discussion, of course, brings up the question of replacements. The NAB Technician Training Program will produce a by-product that can be used by manufacturing industries, communications companies and broadcasting.

With an additional month’s study by a reasonable percentage of the students who have successfully completed the training course can pass the radio operator’s license. It is the opinion of the writer that the success of the training program will automatically produce enough replacements for the broadcast stations.

Many stations have technicians employed at their studio who do not have licenses. These men should be encouraged to take the radio operator’s license. The necessary knowledge may be obtained by enrolling in a class for such instruction or by passing specialized correspondence course of one of our radio schools.

The technicians at a station who have licenses most certainly will be willing to help tutor these men. Stations can also hire apprentices and have them learn while they are on the job. This brings up the problem of union rules at some stations. Conversations with union officials indicate that they are willing, at such time as it is necessary, to allow the employment of apprentices.

There is no question that the quality of our technical staffs will deteriorate as we replace our old experienced men. Before more men are taken out of the air we must consider the formulation of written instruction books on how to operate the station. Such books would be a great help at the conference by Charles Singer, transmitter engineer of WOR. Mr. Singer said they have lost most of their transmitter technicians. With the aid of instruction books,
Executives of National Brewing Company discussing 1942 plans. Those participating left to right are: D. Stuart Webb, D. Stuart Webb Advertising Services; Leslie H. Peard, Jr., Sales Manager Station WBAL; Arthur H. Deute, President; Pat Roach, General Sales Manager; George Gellman, Advertising Manager and W. V. Roys, Secretary.

"Now listen, you fellows", President Deute is saying,

"We all know National Bohemian Beer is going over in a big way in this territory. It has fine distribution and we're selling all we can brew.

"While I wasn't so keen about radio advertising at one time I am convinced that WBAL, with its 50,000 Watts, is proving to be a fine 'Invisible Salesman' - one which has had much to do with the outstanding success of National Bohemian in this territory.

"You can put me down as saying I'm for WBAL - and as you know we're using them every day."

NBC Red
The Network most people listen to most.

Represented nationally by Edward Petry & Co., Inc.
Standby Practices Tactily Approved
Supreme Court Opinion Holds It Is Known to Congress

TACIT approval of the practice of the American Federation of Musicians requiring "standby" orchestras for radio and other performances, was given by the Supreme Court of the United States in its decision March 2 upholding the right of the International Brotherhood of Teamsters, Chauffeurs, Stablers & Helpers under existing law to require use of its members on trucks entering the New York area. The opinion, delivered by Associate Justice James F. Byrnes, came by a 6-to-1 vote of the court, with Chief Justice Harlan Stone dissenting.

The issue covered in the litigation was that of purported "forced employment" by labor unions. This same practice has been condemned by the Department of Justice in other industries, and specific mention has been made of stand-bys required in radio, both for studio and transcription production.

SYMBOLICAL MURAL by Robert Kunlin hard was made of the new home of WSPD, Toledo. All studios embrace new theory of dispersion (lower photo), result of researches by Dr. C. P. Boner of the U of Texas. The dispersion theory eliminates dead sound and affords almost perfect acoustical conditions. This is Studio C, one of five in the WSPD building.

WSPD Occupies Modernized Plant
New Dispersion Sound System Installed in Studios

NEW STUDIOS of WSPD, Toledo, utilizing the dispersion acoustics theory developed by Dr. C. P. Boner of the U of Texas and also installed by WFAA, Dallas, have been occupied by the station's staff. The new headquarters are in WSPD's own building in downtown Toledo.

The dispersion system, installed in all five studios, is designed to eliminate dead sound and to facilitate sound engineering. It is in keeping with the conventional method of having studio surfaces that blur de-energyize sound waves.

Curved Surfaces

The new dispersion provides for hard surfaces which break up delayed sound waves by directing them from surface to surface thereby rendering ineffective any tendency to create relative effects into the studio. Special reflector surfaces are built, curved to locate the stiffener in them so that all frequencies involved in speech and music are accommodated. The new studio technique is regarded as particularly desirable for FM stations.

In keeping with Toledo's position as one of the world's glass centers, glass fixtures have been installed wherever possible. Corridors and studios are laid in with glass tile and lined with vitrolite with a blue border. In the circular reception lounge a large mural has been painted by Robert Kunlin, noted midwestern artist. Studio layouts and designs were prepared by the WSPD personnel.

Lack of Synchronized Time a Handicap In Moscow, Asserts Radio Reporter

A GRAPHIC description of broadcast from Moscow during an air raid is given by Erskine Caldwell in his new book, All Out on the Road to Smolensk [Duell, Sloan & Pearce, New York: $2.50]. Pointing out that in some countries, especially Germany, transmitters go off the air during raids as they serve as directional beacons for raiders, he continues:

"In Moscow, however, the radio transmitters were never shut down, possibly because the Russians believed it was more important to transmit their programs, but more likely because they had absolutely no fear of anything the Germans could drop from the sky.

Bomb Behind

"At 1 o'clock my chauffeur and I started out on a dash across the city... racing to get to the radio studio to get my script censored in time for broadcast to America. The radio censor was a painstaking Russian who never let anything disturb his routine. He had to have scripts on his desk 3 hours before broadcast time, or otherwise he would not read them.

"Even before getting the script to the radio censor, I had to receive the Foreign Office censor's stamp, or the radio censor would not even accept it. Since these two offices were in different parts of the city, and since bomb-torn streets had to be detoured, it was no easy task to arrive on time.

"Along the way to the studio a bomb fell directly behind us in the street, the concussion hurling the machine around at right angles. We only avoided a head-on smash-up into an apartment-house wall at the last possible instant when my chauffeur sent us skidding sideways into the bomb crater. We backed out of that while a People's Army demolition squad was running towards us to see if we were still alive, and continued on our way... and got to the studio on time.

"Like a Padded Cell"

"The studio was operating as smoothly as it ever had. The only difference was that the microphones, mixing boxes, and program personnel had moved down to a basement which had been fitted up like a padded cell in an insane asylum. The walls, floors and ceilings were lined with thick mattresses. The basement shook when demolition bombs burst nearby, but the sound was muffled and practically inaudible.

"While I was reading my radio-censor and Foreign Office-censor-approved script a heavy demolition bomb fell in the street a few yards away. I doubt if anyone in the United States listening to one of these broadcasts ever suspected that all hell was breaking loose around the radio station. It was a Class A-1 bomb target..."

"Getting broadcasts to CBS in New York... was a day-and-night (Continued on page 42)"
Hartford "Mile O'Dimes" campaign brings nation's highest per capita response

The $34,387.70 contributed by Hartford people for the benefit of the National Foundation for Infantile Paralysis is sufficient to make a pile of dimes 1,192 feet high, or exactly 637 feet higher than the marble shaft of the Washington Monument. But the real significance in this response is that it represents the highest per capita contribution of any city participating in the "Mile O' Dimes" Campaign. Of even greater significance, perhaps, the sum amassed in Hartford exceeded the amounts raised in every other city in the country with the exception of Chicago.

WTIC is proud to have shared with the Hartford Courant in sponsoring this important work. To national advertisers, this notable achievement is dramatic confirmation of the responsiveness of WTIC listeners to Southern New England's favorite station. It emphasizes a point that is consistently brought home by repeated independent surveys of buying power... the exceptionally high ratio of spendable income in the WTIC area.
Quality vs. Quantity in Defense Drive

TREASURY SHIFTS FROM SATURATION OF AIR TO SALES COPY

Editor's Note—Is the Treasury Dept. overdoing its Defense Savings campaign via the radio? There has been frequent criticism to that effect, criticism which is frankly recognized by Vincent F. Callahan, an experienced former radio station manager. In this article, written at his request, Mr. Callahan appraises the criticism, admits that the saturation point has been reached so far as reminder copy is concerned, tells what broadcasters and sponsors can do now and, incidentally, puts in some fine words for the selling job radio has done.

By VINCENT F. CALLAHAN
Chief of Radio & Press Sections
TREASURY DEPARTMENT

WHEN the radio campaign to promote the sale of Defense Bonds and Stamps commenced in late April of 1941, the Treasury Department embarked on a field of work that was destined to become the greatest radio promotional campaign in the history of the nation.

The response of radio stations, networks and commercial sponsors to our appeal for talent in the great task of reaching millions of Americans with the messages of National Defense and Defense Savings was tremendously enthusiastic.

Since last April, Defense Savings has come a long way—and the effectiveness of radio as a sales medium again has been amply demonstrated.

Frequent Reminders

When the Defense Savings Program first commenced, and during the months before America became involved all-out in the war, hundreds of thousands of short, punchy announcements about Defense Bonds and Stamps were broadcast over the airwaves of the country. We felt strongly back in those days that in order to insure the success of our program and to acquaint every American citizen with the facts about Defense Savings, frequent reminders were essential in promoting the sale of the Treasury Department's securities.

As a result, we urged radio stations, the networks and the commercial sponsors to broadcast Defense Savings announcements just as often as they possibly could. Everybody rolled up their sleeves and shot those announcements over the airwaves like a machine gun fire.

It was wonderful.

When we asked radio stations to give us five announcements a day, we got many times more. Month after month, the total number of announcements climbed until, now, we have just about reached the saturation point—for reminder copy.

We feel that to continue using 168,000 reminder announcements a month would be like whipping a dead horse. Radio listeners have almost become inured to the constant, short reminders. It is my feeling, too, that radio stations, commercial sponsors and networks will be hurting themselves by continuing turn on round the short定时 of announcements. We all know that radio time is money. And radio listeners make radio time valuable. Too much reminder copy cuts into both markets.

The early educational days of Defense Bond and Stamps promotion are now over. Every potential buyer, every American citizen is familiar with the facts of our program. To radio must go a large share of the credit for so thoroughly acquainting our people with this splendid way of being able to help their Government meet the needs of this war.

New Methods Suggested

Here may be the answer to how radio can keep on doing its great job for Defense Savings and help instead of hurting its own interest?

There has been some shift, on the part of the individual stations, the networks and sponsors, to broader promotional methods than the short announcements. In place of the brief sales messages, many network programs have undertaken the task of weaving into their scripts or basing whole radio plays on the Treasury Department's message of Defense Savings Bonds and Stamps.

Dramatic programs, for instance, have been able to employ our sales copy in their scripts in a most effective manner, impressing on their listeners—through "life" stories—the extreme importance of the service they render to their country and to themselves by their purchases of Defense Bonds and Stamps. Many musical programs have worked the song "Any Bonds Today" into their programs, substituting this type of promotion for the repetitious sales messages being too often reiterated.

Special Programs

Another important promotional method has been the localization of our material by individual stations in many sections of the country. Special spots are being broadcast regularly by scores of radio stations. These broadcasts are built around Defense Savings. Prizes of Bonds and Stamps are awarded in various local competitions designed to heighten enthusiasm in those localities. Local people, well-known and otherwise, appear on many of these programs and state why they are buying Bonds and Stamps, many stations injecting special entertainment twists which are designed to appeal to their particular audiences.

We cannot stress too much the importance of these types of promotion as compared to the frequent repetition of brief announcements urging the purchase of the Treasury's Bonds and Stamps. The impact of the listeners and the personnel of radio stations has been devoted in numerous cases to special broadcasts which entertain and amuse as well as stress the necessity for Defense Bonds and Stamps. I know that their efforts have been productive of excellent results for Defense Savings, the station and the sponsor.

'Selling' Copy

What it all adds up to is that the number of Defense Savings announcements on broadcast is becoming less and less important. The day of reminder copy is over. What is important is that the millions of radio listeners hear and like the material in those "sell" them on the idea of buying Bonds and Stamps, regularly.

I would have liked to drop in on every radio station and sponsor every great job and talk all this over. But, of course, this is impossible. However, I'm doing the next best thing. Thanks to the editors of Broadcasting, I know I'll be reaching everybody in radio with one man's opinion.

BOND SERIES ON 682

OF THE NATION'S 870 stations, 682 will carry the new Treasury Star Parade series released by the Treasury Dept. to promote Defense Bonds and Stamps, according to Vincent F. Callahan, radio and press chief of the defense savings staff. The new series consists of 15-minute units programs each week featuring three or four stars as well as the music of an orchestra and chorus. This week's series will star Walter Huston as m.c., Frederic Franklin, Mildred Anna, John Gilbert and Enya Gonzalez. Larry Elliot will announce the entire series.

TREASURY SURVEY

THE TREASURY has issued card forms to all radio stations in the country asking them to send in information regarding the total amount of money invested in Defense Bonds and Stamps for which each station has been definitely responsible. The questionnaires are for sales in December, January and February resulting from (1) direct sales over the air; (2) prize awards on programs; (3) purchases by station's employees; (4) other sources.

TREASURY DISCS IN POLISH

M. S. SZYMIOZAK, member of the board of directors of the Polish Broadcasting Service, a noted Polish affairs in this country has completed 100 minutes of radio programs in Polish for the Treasury's Defense Savings Staff. The transmissions will be distributed over all Polish radio programs, according to Charles J. Gilchrist, chief of the Section. Copies of the talk in both Polish and English will be sent to all station managers receiving the records.
IRVING ROCKLIN & ASSOCIATES, new Chicago agency, is scheduled to open March 2 with offices at 155 N. Clark. Telephone is Rau- doky 2259. Irving Rocklin, formerly radio director of Morris & Davidson, Chicago, is president of the agency, which will specialize in radio advertising. Among the present accounts are Union Life Insurance Co., Chicago, and National Tire Conservators, Chicago.

ROBERT KAHN, president of Robert Kahn & Assoc., recently married Bernice Stone, secretary of the company.

HAI BERGER, Hollywood freelance producer-actor, has joined Barton A. Stebbins, Inc., as producer of the weekly NBC News Caramel. He replaces Herb Polesie, resigned.

CURTIS C. LEWALD, formerly with D. P. Brother & Co., Detroit advertising agency, is now assistant to the president of Advertising Federation of America.

HILLMAN-SHANE-BREYER, Los Angeles agency, has moved the Garfield Bldg., 408 W. Eighth St. Telephone is Vandyke 3111.

JO BROOKS, copy chief of Glaser-Galley & Co., Los Angeles, resigns in mid-March to marry Jules Lee Fox, of the Army Air Corps, in Spokane, William Diage, for 14 months with the Marine Corps, has returned to the agency as account executive Betty Felix, new to advertising, has joined the production department.

JACK JOHNSTONE, for ten years copywriter at Lord & Thomas, New York, has been given a special assignment after a two-year vacation.

GEORGE BUTTERLY, president of J. W. Penning, New York, has been named to join S. Duane Lyon, New York, as vice-president. No successor has yet been named.

J. P. O'CONNOR, assistant secretary and treasurer of Charles Daniel Frey Co., Chicago, has assumed timebuying duties of the agency, A. H. Black, formerly timebuyer, has joined the radio production staff of Blackett-Sample-Hammert, Chicago.

JANE FORD, producer-writer of Russell M. Seeds Co., Chicago, on March 27 was married to Norman W. Rice, Army radio operator attached to Scott Field, Ill.

E. A. W. SCHULenburg, media director of the Gardner Adv. Co., St. Louis, has been elected secretary of the company by the board of directors. He has been with the company 37 years.

PETER ARTZT, director of creative work of Wills & Geller, New York, has been named a vice-president.

WHERE BUT L'EYR SYRACUSE

Can You Get a Basic NBC Red Station covering Central New York?

Ad Council Expands

HAVING opened its New York offices at 60 E. 42d St., the newly formed Advertising Council, set up by the advertising industry to coordinate advertising's contribution to the war effort [BROADCASTING, Feb. 21], has also established a Washington office at 1111 Vermont Ave. N.W. Dr. Miller McClintock, appointed managing director of the Council, will divide his time between the New York and Washington offices.

Judges Are Announced

FOR ANNUAL AD AWARD

JUDGES were announced last week by Mabel F. Flanley, vice-president of the Advertising Federation of America, for the 1942 Josephine Snapp award, presented annually to the woman in the United States who has made the outstanding contribution to advertising.

The five judges named are: Elon G. Borton, director of advertising for the LaSalle Extension U; Professor A. H. Maynard, department of business organization, College of Commerce and Administration of Ohio State U; James Webb Young, executive with J. Walter Thompson Co.; Mrs. Erma Per- hams Proetz, vice-president of the Gardner Advertising Agency; and Miss Helen Holby, director of the club contact department of the Advertising Federation of America.

Application blanks for entrants may be obtained from Miss Georgina C. Rawson, chairman of the Josephine Snapp Award, Women's Advertising Club of Chicago, 301 N. Michigan Ave., Chicago.

Spot Sales Offices

SPOT SALES Inc., station representative firm recently formed by Loren Watson [BROADCASTING, Feb. 21], moved its New York headquarters to 20 E. 57 St. last week, taking over the offices formerly occupied by International Radio Sales, Hearst-owned representatives organization, whose station list has been transferred to Spot Sales. Phone number is Eldorado 5-5040. Hearst Radio Inc., which has shared offices with IRS, will move to new quarters within a couple of weeks, according to Maj. E. N. Storer, general manager.

Herrmann Honored

BERNARD HERRMANN, CBS New York staff conductor was awarded a gold plaque and highest honor of the Academy of Motion Picture Arts & Sciences for the best scoring of a dramatic picture in 1941* at the organization's 14th annual banquet held Feb. 26. He is the first radio musician to be so honored. Mary Astor, film actress and m.c. of the weekly CBS Hollywood Showcase, was awarded the Academy statuette of "Oscar," highest honor given, for a supporting role.

Okla. Net Names RAC

OKLAHOMA NETWORK, comprising seven stations keyed from KTOK, Oklahoma City, all on the Blue Network, has appointed Radio Advertising Corp. as national representative, according to Robert D. Enoch, managing director.
Air University Covering Pan American Countries Is Undertaken by NBC

FIRST STEP in the creation of a "permanent, cooperative NBC Inter-American University of the Air" in which the broadcasters affiliated with the NBC Pan-American network together with the educational institutions in all 22 nations of the Americas will participate" was announced last week by Dr. James Rowland Angell, NBC public service counselor, in forming a national history committee. With Cesar Sanderson, NBC historical commentator, the committee numbers seven members, all leading authorities on Pan-American history.

Assisting Dr. Angell is Sterling Fisher, former CBS director of education, who recently joined NBC [BROADCASTING, Feb. 2]. Elaborating on the new NBC public service activity, Mr. Fisher stated that "a counsel of eminent leaders in education and the arts, including Washington representatives of each of the American nations, will be formed into an Inter-American committee to organize and carry on the institution. Eventually, the creation of individual national committees in each of the participating countries will be encouraged."

The broadcasts will be heard first on NBC, offered to the CBC, and made available in Spanish and Portuguese script form without charge to Latin American nations for rebroadcast at their own convenience by the 124 stations of the NBC Pan-American network.

Blackout Cancellation

BRISTOL-MYERS Co., New York, because of the war situation on the West Coast where blackouts are apt to interrupt all evening programs, is discontinuing the repeat broadcasts for two of its programs on March 11. Programs, both on NBC Sunday nights are "Smilin' Joe," 9:30-10 p.m., and "Mr. District Attorney," 9:30-10 p.m. The two shows will be heard on the Coast during their original broadcast at 7:30 and 8:30 p.m. (PWT), respectively.

Agency is Young & Rubicam, New York.

WROL, WAPO Available

On Both NBC and Blue

WROL, Knoxville, and WAPO, Chattanooga, on April 1, will become members of the NBC South Central Group, but will continue to be available to Blue Network advertisers as Southern supplementary on a 28-day recapture basis in favor of an NBC advertiser. Blue advertisers ordering the combination prior to April 1 will be protected for 52 weeks provided they use the two stations without lapse.

WROL-WAPO will be listed hereafter as the Knoxville-Laurel-Hattiesburg-Jackson-Pensacola, Mobile, WSFA, Montgomery, with NBC clients wishing the South Central Group required to buy at least two of these five listings. There will be no change in the evening hour rate for either WROL or WAPO.

WHAMland's PARTY LINE HAS 437,775 SUBSCRIBERS

WHAM carries your request to "request a listing." In addition, that your audience is within easy reach of a telephone.

WHAM puts your message on a party line that reaches over counties of busy trading centers.

WHAM gives you Rochester where it is a rare home that doesn't have a telephone.

WHAM gives you Monroe County with its 63,000 residence telephones. In addition, WHAM gives you 42 other counties—total of 437,775 telephone subscribers.

WHAM, with its 50,000 watt clear channel signal, its audience-winning programs, its twenty-four hour a day dependability, its network, is an average of homes of this rich territory.

National Representatives:

GEORGE H. HOLLINGBERG CO.


"The Stromberg-Carlson Station"

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WJPA MAKES DEBUT IN WASHINGTON, PA.

ANNOUNCING its affiliation with the recently-formed Tri-State Network, the WJPA, Washington, Pa., went on the air on Feb. 28. Other members of the regional hookup are WSTV, Steubenville, O., and WJKW, Wheeling, W. Va.

WJPA's staff is headed by John J. Laux, of WSTV, who will manage both stations from Steubenville. Commercial manager is John J. Cross, formerly of WDAN, Danville, Va., and the Tri-City Network, while salesmen are Harold Finkle and Charles DuVall.

Stanley Schulte, formerly of WNAC, WLAW, WPRO and KNX, has been named program director, and the WJPA announcing staff includes Tom Bigler, from WAZL, Hazleton, Pa.; Sil Mann, from WWSW, Pittsburgh; William Babcock, from WKST, New Castle, Pa.; Joseph M. Troesch, chief engineer WSTV, and also assumed a similar post with WJPA. His staff includes Frank R. Kruze, from WBBW, Welch, W. Va., and WSTV; Joseph Struoelo, from WTVV; William Chenevert, from WKST.

A construction permit for WJPA was granted last Aug. 22 to the Washington Broadcasting Co. for 250 watts fulltime on 1450. The license is an organization of 46 stockholders of which principals in the ownership of WSTV hold a 38.5% interest [BROADCASTING, Aug. 25].

Studios are located in the George Washington Hotel and the transmitter is a half-mile northeast of the city. Equipment includes a Western Electric transmitter, 350-foot Blaw-Knox radiator, Gates inputs, press-to-turntable and WE microphones. Permanent lines will be maintained with other Tri-State stations.

Pure Food Co. Tests

PURE FOOD CO., Mamaroneck, N. Y. on March 2 started a test campaign for Herbs-Ox bouillon cubes on three New York stations: twice-weekly participations on WABC; three-quarter-hours weekly on WNEW: thrice-weekly participations on WOR. Agency is J. M. Mathes Inc., New York.

When Carroll Newton got out of Colgate U. in 1930, his father called him to his office on Wall St. and gave him a little fatherly advice: "Whatever you do," said he, "stay away from Wall St." Armed with this sage advice, Carroll went forth. Making his way from Wall St. he had the rest of the depression-ridden world in which to seek his fortune.

A hidden ambition to get into advertising led him to the offices of BBDO in New York, where a friend had a passing acquaintance with one of the executives. The executive passed him right down the line. But before he got to the last stop, he was offered a job with the mechanical production department. Carroll has been a one-agency man ever since the beginning of his career.

Passing progressively through a period in the accounting department in the BBDO Buffalo office back to the research department in New York, to a stretch at copy writing to assistant account manager of the Brown & Williamson Tobacco account, Carroll reached his present position as head of the time buying staff.

Working on the B&W account, he gained a knowledge of radio and television relations. When B&W went into the medium in a big way about five or more years ago, he aided in setting up spot and network schedules, helped service the account and aided in local promotions.

Therefore, when he was made time buyer in June 1941, Carroll was on entirely familiar grounds. Today his accounts number some of the big names of radio: Lever Bros. (Vivians, Silver Dollar); Neki Corp.; Du Pont General Electric; United Fruit; Penick & Ford; Readers Digest; Schaefer Beer; Armstrong Corp.; Houston Auto Corp.

Born in Searsdale, N. Y., where he received his primary education, Carroll is married (Marie Louise Houston, June 1939), plays tennis and swims in the summer, is a ski fan in the winter.

IN PHILADELPHIA

INFLUENCE OF INTERESTS

SELL THROUGH WFIL
Knodie Joins Army, Neel Heads NBC Capital News

WILLIAM NEEL, member of the NBC press department since 1935, has been appointed news manager of WRC-WNIT, by Kenneth R. Berkeley, manager of the NBC and Blue Network stations in Washington. Thomas E. Knodie, who has been called into the Army from reserve status as second lieutenant of infantry.

Mr. Neel has been attached to the NBC Washington Office since Jan. 1, 1941. He entered news work in 1926 while attending Columbia U as night editor for the North American Newspaper Alliance. He then worked for the New York Post as a sports writer, for La Nacion of Buenos Aires as New York filing cabinet editor, and for the New York World-Telegram as night sports editor and swingman.

Knodie leaves NBC after 4½ years’ service. He came to the newscast room in Washington from United Press.

Murrow to Return

EDWARD R. MURROW, CBS European chief of staff, will return to London shortly. It is expected to the exact date depending on how soon Clipper passenger service can be secured. CBS officials refused to hazard a guess as to the date, saying it all depends on the priority situation regarding transportation. Bob Trout will carry on in London until Murrow’s return to that city.

FDR, Wallace to Talk

IN CONNECTION with the National Farm service, President Franklin D. Roosevelt, Vice-President Henry Wallace and Secretary of Agriculture Claude Wickard will address the farmers of America and the nation at large March 9 on the four major networks, 9:45-10 p.m.

Howard Smith Marries

CBS has learned via cable that its former Berlin correspondent, Howard K. Smith, has married Miss Beneville Trinberg, Danish girl, and former correspondent in Berlin for a Copenhagen newspaper. Smith cabled that Nazi officials at first refused to grant Miss Trinberg permission to cross Germany until Queen Alexandrine of Denmark interceded in her behalf and obtained for her a 48-hour permit to get out of Germany.

Guestorial

(Continued from page 38)

ents that have been received for his birthday, which is yet several days away. (There is still time for you, too, to send me a present.) Based on the same idea is thanking the many who have been so very kind as to send cards and flowers to the beggars wife who has been confined to the hospital. (Nobody knew she was even in the hospital, and what part has it to do with the program, anyway?)

Recently we heard an announcer thank a listener for the very nice present she made for FDR, Wallace and Blue. He thinks it was appreciated, but not necessary. However, if anyone else wants to send a present—actually mentioning it—the name is spelled J-O-N-E-S; the address such and such.

The network has been doing it for some time now, so the announcers along the line are getting the idea that if Big-Time Joe can get away with it, he has a right to try the same thing. As an oldtimer, it reminds us of the days when the station was glad to have somebody come in and do a program, free, and then allowed them to see what could be promoted as payment. Christmas, for example, means open season for these radio beggars.

It seems to me that the announcers themselves, as well as management, forget that these boys are invited guests into their listeners’ homes. Any well-mannered child won’t even ask for candy on his host’s living room table. Today, the boys who are paid in most cases sufficiently, start a promotion for anything you can suggest, including hunting dogs, furniture, deep sea fishing trips on listeners’ yachts while on a guest appearance. One announcer we heard actually said he would be in such a town on a certain date, and he’d love to go fishing if he received an invitation.

As we said at the start, maybe its just a personal gripe, but we don’t like it. It seems these boys would help themselves if they would use some of this promotion prowess to obtain a sponsor and then show a talent fee on the income tax return. If one of these other beggars came into our home and started some of the stuff they are getting away with over the air, we’d pitch them out the front door, and maybe that’s not such a bad idea!

Ted Church Instructing

BBC Newscasting Staff

WELLS (Ted) CHURCH who recently arrived in England as American advisor to the British Broadcasting Corp. [Broadcasting, Nov. 17, 1941] explained his function in an interview published in a London paper as follows: “My job is to wrap up the BBC programs in an American package and see that they register,” According to the story, Church must revamp the BBC North American Service, which had previously been ineffectual. As part of the job he is training announcers to put news over with the punch familiar to the American public.

Before taking this job Church had been radio director of the Republican National Committee for three years and had been with CBS and NBC.

Colonial Dames Adding

COLONIAL DAMES Inc., Los Angeles (Campus makeup), expanding its West Coast schedule, on March 2 started using 12 spot announcements weekly on KRSC, Seattle, and five-weekly participation in the quarter-hour Radio Parade on KOMO, that city. Firm, in addition, on March 9 adds 2 spot announcements, per week on KJH, Hollywood. Contracts are for 13 weeks. Agency is Glasser-Galley & Co., Los Angeles.

BY WATCHING the clock, the news department at WENY, Elmira, N. Y., saves paper. In the periods between newscasts and throughout the night, newsmen are adjusted to single space saving half the usual run of newswire.

\[Image\]
Progress at KODK

CONSTRUCTION on the new KODK, Kodiak, Alaska, authorized Feb. 18 by the FCC with the personal approval of Secretary of the Navy Frank Knox, will begin immediately, according to Edwin A. Kraft, Seattle advertising executive and owner of KINY, Juneau, Alaska, who was recipient of the construction permit \[BROADCASTING,\ Feb. 29\] Station, with 250 watts on 1230 kc., will serve as a means of communications from the site of one of Alaska's major military bases to isolated points along the Alaska Peninsula and as far west as Dutch Harbor in the Aleutian Islands.

GE Transfers Green

W. H. GREEN, assigned since June, 1941, to industrial control advertising and sales promotion, has been transferred to the General Electric radio and television department. His duties encompass planning in conjunction with the publicity department, advertising and sales promotion for radio transmitting and carrier current equipment and transmitting, industrial and special purpose tubes. A native of Cedar Rapids, la., and a graduate of Iowa College, Mr. Green joined GE in 1937.

Report from Moscow

(Continued from page 18)

DOROTHY GREGORY, 18-year-old radio actress of CBS Chicago, died Feb. 27 of leukemia in Chicago. She had been in the cast of "Scattergood Baines and Stepmother."

TO HERALD THE START of its 15 programs and 30 announcements weekly on WNEW, New York, Roma Wine Co., New York, assembled its sales staff at a special meeting to hear talks by (1 to 7) Al Sommerfeld, WNEW sales promotion director; Clifford Glick, WNEW salesman; Lorenzo Cilia, vice-president and eastern general manager of Roma Wine. The speakers compared notes on sales figures.

headache. To begin with, there was no two-way conversation between the studio in Moscow and the control room in New York, and making my broadcasts synchronize with broadcasts from London, Berlin, Rome, Manila and elsewhere was accomplished more often by luck and intuition than by science and common sense.

Clock Problem

"When broadcasts are coming into the central control station from all parts of the world by shortwave, they have to be timed to a split-second if there is going to be any semblance of continuity, or otherwise two or more correspondents will be talking at the same time. "Clocks in the Moscow studio were generally from two to three minutes faster or slower than the New York studio clocks, and since the former were regulated by Moscow standards and not by Green- wich Meridian Time, there was never any assurance that my broadcasts would be usable in America."

"Paul White, CBS news director in New York, got into the habit of cabling me daily to do something about timing, sometimes suggesting that I wind my watch once in a while. The closest I ever came to synchronizing my broadcasts with those from London, Berlin and elsewhere was when I began talking a half-minute late and stopped a half-minute early. Electric clocks in the Moscow studio were not operated on local time, and all my broadcasts were timed by the only timepiece available—a Soviet model of an American 98-cent alarm clock. It is a wonder that any of the broadcasts of my wife and I made twice daily for three months from Moscow were ever heard in America."

VATICAN SCHEDULES TO U.S. DOUBLED

REGULAR broadcast of two programs weekly, 9:30 p.m. (EWT), Sundays and Thursdays will be heard from the Vatican Station, HVJ, Rome, it was announced recently. Since last July, only one thousand broadcast from HVJ has been sent to the United States.

Primary purpose of the Vatican broadcasts, it was said, will be for exchange of information regarding prisoners of war, internes and other persons far removed from home.

Replying to recent reports, said to be current in Latin-America, that the Vatican attempted to interfere in political relations at the recent Inter-American conference at Rio De Janeiro, Archbishop Amleto Giovanni Cicognani, Apostolic Delegate to the United States, asserted that foreign radio stations are employing the name of the Holy See in propaganda campaigns in Latin America and that the Vatican cannot assume responsibility for programs of this kind.

Pickups Ride Static

THE MAGNETIC storm that disrupted transatlantic radio circuits during the weekend of Feb. 28-March 1 introduced a high level of static background to the pickups from foreign correspondents broadcast by CBS and NBC, but the only losses reported were the Sunday evening pickups from Sydney, which simply could not get through. The disturbances, attributed to a large sunspot, abated rapidly.

TIESTI BEATING, Detroit (Altes Latty Beer), Detroit, as of April 1. Radio and other media to be used.


RICHARD HNUSTI, New York (cosmetics), to Kenyon & Eckhardt, New York, effective April 1.


STREITMAN BISKIT Co., Cincinnati, to Harry M. Miller Inc., that city.


PRINCE Matchabelli Perfumery, New York, to Montgomery Ward.


ARGUMENT IS HEARD BY SUPREME COURT ON STAY POWERS OF APPELLATE TRIBUNAL

DETERMINATION of the power of the U.S. Court of Appeals for the District of Columbia to stay decisions of the FCC in broadcast cases was argued before the Supreme Court of the United States last Tuesday, at the behest of the lower tribunal. It marked the first time the lower court, by certificate, had asked the Supreme Court to instruct it as to the scope of its jurisdiction in broadcast litigation.

The case, pending for some two years, involved the initial appeal of WCPO, Cincinnati, from the FCC decision, without notice or hearing, granting WCOL, Columbus, full time with 250 watts on 1200 kc—the frequency occupied by the Scripps-Howard station in Cincinnati. WCPO had contended that the grant to the Columbus station materially reduced its coverage by virtue of electrical interference and that the FCC had erred in failing to afford it a hearing.

Precedent Involved

The case was certified to the Supreme Court last year after the appellate tribunal had divided 3-3, on its power to issue stay orders, thus in effect sustaining a previous 2-1 decision of a section of that court holding it did not have the power to stay FCC rulings.

Several precedents in radio jurisprudence have been involved in the proceedings, particularly as the court previously had regularly issued stay orders in radio cases, without objection from the FCC. Paul M. Segal, chief counsel for WCPO, told the highest tribunal in last Tuesday's argument that the lower court's action terminated uniform practice on issuance of stay orders which had been followed for 14 years. He argued that the question involved is a basic one of administrative law. While the Commission already had effected the change in WCOL's assignment more than a year ago, he said that testimony in the case had been procured in ex-parte proceedings.

Arguing the case for the Government, Thomas E. Harris, former assistant general counsel of the FCC now with the Office of Price Administration, contended that the FCC alone has the power to determine public interest, convenience and necessity in broadcast assignments. Issuance of stay orders by the courts, he contended, would constitute an interference with normal regulatory processes.

Examination from the bench, however, questioned this contention. Both Chief Justice Harlan F. Stone and Associate Justice Robert H. Jackson inquired whether the appellate provisions of the Communications Act in fact would not become a nullity if the right to stay the actions of the administrative agency were not implicit in the court's power.

Further continuations by Government counsel that the question certified by the lower court was too broad, in that it did take into account other sub-paragraphs of Section 402 (b), dealing with issuance of stays, were likewise subjected to questioning from the bench. Mr. Segal argued that the court had full discretion in limiting the certified question to the facts of the case.

The court took the case under advisement. While no indication was given as to when a ruling might be expected, court observers said that at least two months probably would elapse.

The Shell Oil Co. reports that the supply of X-100 Motor Oil anticipated for a year was sold in five months. Dealer reaction was "most gratifying". And so in planning future campaigns, Shell wrote, "because of the good job you have done for us, we are certain of WHK".

CLEVELAND, OHIO

Represented by

PAUL H. RAYMER COMPANY

BROADCASTING - Broadcast Advertising

March 9, 1942 - Page 43
Lieut. Chase Killed
LIEUT. DONALD C. CLISE, radio technician and former mem-
ber of the engineering staff of WTMJ, Milwaukee, for ten years,
was killed Feb. 19, when his Army plane crashed and burned in
the artillery range near Taylor's Mountain, two miles west of Fort
Dix, N. J. Lieut. Chase was a member of the 128th Observation
Squadron. He joined the outfit at Fort Dix in January where his
assignment involved radio work. From last October until he left
for Fort Dix in January, he had spent time off from WTMJ as in-
structor at Gen. William Mitchell field, Milwaukee. Surviving are his
parents, his wife and three children.

Gen. Stoner's New Post
BRIG. GEN. FRANK E. STONER last Wednesday was named chief
of the Army Communications Branch in the office of Maj. Gen.
Dawson Olmstead, Chief Signal Officer and head of the CCB.
Gen. Stoner, who attained that rank last week, succeeds Col. Ottis K.
Sather who headed the branch since the beginning of the year and
prior to that was in charge of the Army Operations Branch.

Grand Rapids FM Grant
MICHIGAN'S sixth commercial FM station was granted when the
FCC last Tuesday inadvertently and with no intention of disas-
ter permitted a construction permit for high-frequency facilities in Grand Rapids to King-
Trendle Broadcasting Corp. CF is for the station with a service area of
5,600 square miles. Permittee is also licensee of WOOD-WASH, in that
city, as well as WXYZ, its key station of the Michigan Network.

W71NY Feeds Gaspipe
ARRANGEMENTS have been made for the first regular relay of
programs broadcast by WOR's FM station, W71NY, New York, over
the Columbia GASPIPE network. According to Charles S. Faske, former
manager of W71NY, programs will be picked up beginning March 9, in-
termittently, from 8:15 a.m. to 5 p.m. Programs will reach dormitories
through equalized special wires. Commercial and sustaining broadcast
will reach more than 2,600 men and women students attending Barn-
ard College.

Quota Stamps
FIVE DOLLAR defense stamps were accorded each member of WJHL, Johnson City,
Tenn., each month that the station broadcasts its sales
quota. Plan originally was to offset the increased cost of
living and according to the station, the department is currently "offsetting".
Time-Buying is a "Family" Matter
You can sell the complete advertiser-family through promotion in Printers' Ink

Do all the people who influence advertising decisions—the presidents, board chairmen, sales, advertising and agency executives...do they all have a true picture of your market at all times? How they appraise your station collectively is reflected in the business you carry.

Our war economy is changing market conditions so rapidly, executives are compelled to make advertising decisions on the spur of the moment. Keep your true market story before your most important prospects through promotion in PRINTERS' INK. Be faithfully represented when executives assemble to make decisions.

Advertisers buy like families. As your station supplies sponsors with a direct route to the people who influence family buying, so PRINTERS' INK offers you quick, low-cost contacts with the many executives who contribute to advertising decisions.

Every firm harbors almost as many opinions about time-buying as there are executives. And, when all the opinions, ideas and facts are chipped into the hopper, out will come one decision. It will say: "Your station is on the list," or, "Sorry—next time, maybe."

PRINTERS' INK can help you win over the advertiser-family. It is welcomed among alert advertisers as the only publication edited to help all industries sell their products and services. It is the only publication truly balanced in its editorial appeal to advertising, management, sales and agency executives. The large circulation of PRINTERS' INK allows you to distribute your market facts across the breadth of business and deep into the executive chambers where time-buying decisions are made.

Help your representatives build more business for your station by putting PRINTERS' INK to work for you now.

A CASE IN POINT

PRODUCT: Drugs.
APPROPRIATION: $250,000-$500,000.
QUESTION: What officials are factors in determining the media you use?
ANSWER: There is considerable discussion among all of our executives as a family group concerning our advertising. Every one of us is vitally interested in its success and takes a keen interest in discussing plans. However, the decisions regarding media are very largely in the hands of our advertising agency, our president and our advertising manager. The sales managers freely express their likes and dislikes and discuss media from the standpoint of the respective sales territories.

PRINTERS' INK
The Weekly Magazine of Advertising, Management and Sales
185 MADISON AVENUE • NEW YORK, N. Y.
green men have been able to come into WOR and in a short time be able to perform their duties satisfactorily.

Each station should maintain a catalog of its spare parts showing where each part can be used in the equipment and it is just as important to keep a catalog of all components in the equipment showing which spare parts can be substituted for each particular component.

Wages and Hours

The following discussion on wages and hours reflects only the personal observations and opinions of the writer, it is thought that it may be the basis for discussions leading to the payment of radio technicians on a war footing.

A regular 40-hour week for technicians is pretty universal in broadcasting stations. The radio men with General MacArthur are extremely lucky if they get 40 hours a week for their personal comfort and rest. He, like all of our other military leaders in the front lines, demands the best of his technical staffs on a war footing.

A regular 40-hour week for technicians is pretty universal in broadcasting stations. The radio men with General MacArthur are extremely lucky if they get 40 hours a week for their personal comfort and rest. He, like all of our other military leaders in the front lines, demands the best of his technical staffs on a war footing.

CHARMERS at the dials of WSBM, New Orleans, are Ida Matranga, 26 (left), and Betty Nichols, 17, who have taken over the control room jobs relinquished by two operators called to the colors. They've never had a bit of trouble, in fact, they are doing a better job than the former operators, but at the control rooms are a lot neater, too, since the young ladies took over, and suggests their example as one way of meeting operator shortages.

The doth and does not need to take time to go out for a meal. A man, of course, cannot efficiently "ride gain" this much time per week. However, around most studios the hours are not always at these stations do not "ride gain" for long stretches at a time. The suggestions allow a reasonable expansion of hours per week while at the same time they give consideration and additional hours. Precautions are taken to prevent stations from working men unreasonable hours. The provision for double time over 48 hours in a given week is a curtailing influence.

Material and Conservation

In addition to working longer hours the engineers and technicians who remain in the broadcast station must aid in teaching radio to others. In some cases they can do the actual instructing; in others they can cooperate with regular educators. To train the large mass of radio men required, the educational institutions will need to use instructors, such as physics men, who are not needed in the art of radio but know the art of teaching. The broadcast station engineers can be of great help to this class of instructors.

Broadcast stations can aid this program by lending test equipment to the schools for the laboratory period. The engineers will be particularly helpful in advising the instructors to make the proper setups for the experiments.

The future outlook, from the personnel angle, is that we are in for a very rough time. We all must work longer and harder and there must be the utmost of cooperation between all parties concerned.

The Government has recognized our importance by granting us the defense rating of most important for war and maintenance equipment. This is a recognition in principle and does not in itself net us much equipment. It has been stressed many times before that the Army and Navy can use all of the radio equipment that can possibly be produced and that new manufacturing facilities are being provided to supply the huge demands.

We still obtain some material on a priority basis; however, we are rapidly approaching the point where materials of many kinds must be allocated to us if we are to continue in the business of maintaining our broadcast system practically in effect now so far as some types of vacuum tubes are concerned. Certain types of vacuum tubes are allocated out of the supply that nominally would have gone to our armed forces. We require approximately 300 tons of material for maintaining our broadcast system during a year, according to figures compiled by the NAB for the year 1940. This figure was arrived at during a meeting attended by manufacturers of approximately 90% of all broadcast equipment. In the opinion of many, an efficient broadcasting system has a value to the country commensurate with diverting this much material to its use. An army in the field fights better if it knows that the people back home are behind of it.

MR. Skifter urged that attention be given to this matter in order to raise the efficiency as high as possible and thereby reduce the plate dissipation and save on tubes. It was also recommended that the output stage of the transmitter be carefully checked. Many other ideas were advanced for conservation of vacuum tubes and equipment.

As to regard to other equipment, the members of the conference were advised to examine each component of the transmitter to determine if it was operating in the most satisfactory manner. It was pointed out that RF fires are often started because the equipment is not kept meticulously clean. A fire given the opportunity may be controlled by deactivation of equipment.

Equipment Survey

Mr. Skifter suggested that all stations should be surveyed for local FM stations, including equipment which has been considered obsolete in the past, be carefully surveyed to ascertain its possible use.

It is believed that if the broadcast stations show they have put forth every effort to use all equipment economically, that the priority authorities will grant sufficient material to maintain a reasonably reliable broadcasting service.

Proper maintenance of equipment will help prolong the life of the equipment. The maintenance schedule should be carefully planned and be carefully surveyed. The schedule should be outlined in the station's instructions book so that new men can readily learn how to properly maintain the equipment.

We should not lose sight of the fact that the needs of the armed forces come first and these may be so stringent as to further curtail materials available for broadcasting stations. This may mean curtailing of hours per day on the air and it may even mean in some cases the cessation of operation by some station.

Television and FM

The authorities have yet to make known the future of television. At the conference E. K. Jett, chief engineer of the FCC, upon being queried, stated that the future of television was being given very careful study.

It seems to the writer that there can be little, if any, development of high-frequency broadcasting in view of the "freeze order" covering the 48-60 meter band until late in the fall of 1940. There is a great demand for technicians and the great demand of the armed forces for communication equipment. Receivers for the general public may be manufactured after about three months from now. This order supposedly applies to FM as well as television.

As the public cannot obtain receiver sets now at a small sum of money, it would seem rather pointless to use material and man power in expanding and maintaining the transmitting facilities. It is not outside the realm of possibility that these services will be ordered to close down entirely. This would save some repair and replacement material and it would also release a
"You rob the early morning of its grey chill":

"Dear WABC", writes Mrs. William W. Miner, of Madi- son, Connecticut, "May I, for one, offer my thanks and praise for your all-night program, which helps to rob the early morning of its grey chill. I arise at 5:00 A.M. to start my defense workers off with a good breakfast and good cheer. Normally a late riser, at first it was a real effort, and your fine music gives me a real lift. The boys who have long night drives from here to United Aircraft, say: 'I tune in WABC and before I realize it I'm fine and feel rested by the swell music.' You are contributing nobly to the cause for which we all are so glad to give that which we can. Thank you and keep up the good cheer."

The "nighttime market" is one of the greatest problems—and opportunities!—for advertisers in an America at war. Because today, thousands of men and women must work, and then relax, while the rest of America sleeps. To meet that problem—to continue to provide advertising's most penetrating access to all significant, buying markets—WABC now broadcasts without interruption, 24 hours daily, 7 days a week!

WABC's 1:00 to 6:00 A.M. programs are building large all-night audiences swiftly. Yet sponsorship rates during these hours are unusually low. Call WABC, or a Radio Sales office, for audience data and costs.

WABC 50,000 WATTS • NEW YORK

24-HOUR SERVICE TO THE WORLD'S LARGEST MARKET.

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: Chicago, St. Louis, Charlotte, San Francisco, Los Angeles.
number of engineers and technicians for the war effort. The television engineer and the television technician is a highly skilled man in electronics. These men are in great demand for our war effort.

If a general shutdown of these services is ordered, it may be that certain stations will remain on the air because of a particular service that they are rendering. We have at least one FM station functioning in our radio broadcast silencing system. Television is being used in New York City for instructing civilian defense personnel in the proper performance of their duties. Undoubtedly television is more effective for this than is sound broadcasting.

It is probable that if the air raid wardens were to meet in classes for the instruction it would be more effective still. The argument is raised that they will not come to meetings; however, they will meet at somebody’s house to watch the demonstration and lecture on television. The first load of incendiaries dropped over New York City or any other American city should quickly make regular classes feasible as it did in England.

Protection of Property
In view of the fact that the insurance company can probably no longer buy us a new transmitter plant, it is extremely important that we take adequate steps to protect against sabotage, fire and theft. Anyone of these factors can deprive us of part or all of our transmitting facilities to the point where the broadcasting company may need to cease operation for days or even for the duration of the war.

To the writer’s knowledge we have not yet had a case of sabotage at a broadcast station in this country. We should not allow ourselves to be lulled into an attitude of complacency by this fact. We are definitely subject to sabotage and should take all possible precautions. There are two types of sabotage. The first is where the property is damaged and the second is where the usual programs of the station are sabotaged and the saboteurs broadcast material to their own advantage.

The Federal Bureau of Investigation has issued a bulletin entitled Suggestions for Protection of Industrial Facilities. Copies of this pamphlet were distributed by NAB to all broadcast stations through the courtesy of J. Edgar Hoover, director of the Bureau.

The suggestions contained in this pamphlet, while not written specifically for broadcasting stations, should be studied carefully and the property of each station should be scrutinized in order to see how best to protect the property from damage. Of more serious consequence to our welfare is the possibility of subversive elements taking over the transmitting plant by force or by broadcasting erroneous material.

Each station should give consideration to a method for informing the local police or armed forces of the trespassing upon the property by a potential saboteur. A study of each transmitter should be made to ascertain how it can be disabled so that subversive elements cannot use the transmitter.

In this connection it should be pointed out that severe measures may be taken to force the operator to restore operation. It has been suggested that the transmitter be thrown onto a dummy antenna thus preventing radiation and at the same time leaving the transmitter apparently operating normally to an observer in the transmitter plant. If the studio operator monitors continuously off the air, then he can give the alarm to the safety officials. The industry may receive further direction from the DCB on this point.

Fire and Theft
Fires that have done extensive damage to broadcasting equipment have been rare. However, we have had numerous small fires. We may have become rather lax in taking proper precautions against fire due to the fact that replacements were readily procurable, according to a statement by J. D’Agostino at the conference. A fire may do extensive damage, and difficulties in securing repair parts may preclude the station from continuing operation for days or even for duration of the war.

It has been suggested that a fire expert inspect the transmitter and make suggestions for improvement in the safety precautions already taken. It probably will be difficult to obtain additional fire fighting equipment in some cases. However, an expert in the art of preventing fires can often suggest common sense precautions that require little or no additional material. It cannot be stressed too strongly that a fire at this time may put a broadcasting company out of business for the duration of the war. All fire fighting equipment should be inspected periodically to see that it is in operating condition. A guard on the property at all times cannot only watch out for sabotage, but he can also detect fires before they assume serious proportions.

Certain precautions are ordinarily taken against theft. The loss of certain parts of a transmitter through theft could easily force a station to remain off the air for a matter of days and extensive theft may put a station on the
MAKE IT LAST

Cohan Urges CBS Engineers
To Save Everything
BECAUSE of the “freeze order” on many of the supplies and equipment necessary to domestic broadcasting for the duration, E. K. Cohan, CBS director of engineering, has sent out a defense memo titled “Make It Last” to all CBS technicians.

“To maintain our operations at the highest technical efficiency,” the memo reads, “we may have been too busy in the past to salvage any material that was not just perfect. That practice has to go by the board. As far as it is compatible with efficient broadcasting, we must
save—and use—any part that has some utility left in it. . . .

“Now is the time to start exercising the ingenuity that characterized early-day broadcasting. If an equipment problem comes up, don’t look for the answer in the stock supply. We must find the answer by ingenious use of available materials and whether it can be made in your workshop.”

as a profession after it had been their hobby. To newcomers in the profession, the work has been so fascinating that the inquisitive enthusiasm of the older men in the profession has caught on readily. The broadcast engineers and technicians of the country are ready and willing to do their part. The temper of the conference indicated that the engineers and technicians will not be found wanting.

FM IS EFFEMINATE IN the control room of W4TM, New York, high-frequency station of the Muzak Corp., as Marjorie E. Allen rides the gain. Miss Allen’s versatility as a transmitter technician is proven by her three FCC licenses, which include tickets for commercial broadcasting and second class radio telephone, and a certified award from the ARRL for proficiency in taking code. She is also teaching a bi-weekly class for women interested in radio operation.

Mexicans Organize
A MEXICAN association of broadcasters was formed recently with Emilio Azarraga, owner of XEW and XEQ, Mexico City, as president. Known as the Cumara Nacional de la Radiofusión, the organization will act as a clearing house for the Mexican radio industry. Lic Jose Luis Fernandez, official attorney of Cadena Radiodifusora Mexicana, will serve as secretary.

TEACHING BY RADIO RAPIDLY EXPANDING
EDUCATIONAL radio, on the whole, is one of the most rapidly expanding and promising frontiers of education, and the Office of Education has been and can be of major importance in aiding educators to develop this new scientific aid to education.

This claim is made in the 1941 annual report of the Federal Security Agency which states that despite the closing of the agency’s educational radio project, financed by WPA funds, the long-range Educational Radio Service Exchange services to schools, colleges, radio stations and citizen groups has continued.

The report states more than 1,600 groups were given service during 1941, an increase of 33% over the previous year. A new supplement has been added to the script exchange catalog containing 233 scripts.

A survey conducted by the FSA discloses that 2,700 schools with a total enrollment of 2,000,000 have installed playback equipment. Results of this survey, the report stated, have led to a further development of the agency’s educational transcription exchange service. College and university courses in radio were found to have doubled with the number of institutions offering courses rising to 68.

The report adds that five colleges received FM licenses from the FCC last year and that facts gathered by the FSA enabled colleges to establish facilities for FM outlets.
Makin' Any Headway Against Inroad (Ky.)?

We have a hunch that you're not much concerned with making sales headway in Inroad (Ky.). Especially since 54% of Kentucky's retail sales come from the Louisville Trading Area—where 1,351,200 people have 33% more money to spend than the rest of the State combined! . . . For an easy, inexpensive invasion of the Louisville Area, all you need is WAVE—the station that gives you complete coverage at lowest cost! May we send you the whole story?

FIRST station in Indiana in 1924 and still the
FIRST STATION in Indiana in 1942

WFBM... THE HOOSIER STATION. INDIANAPOLIS
REPRESENTED BY THE KATZ AGENCY

BROADCASTING • Broadcast Advertising
FOODS FOR VICTORY COVERED IN GUIDE

AN OFFICIAL "food guide" explaining what foods to eat for health and victory was released March 2 by the Federal Security Administration in Washington and is available upon request. The guide, which is supplemented by red, white and blue posters that will soon be placed throughout the country, is part of a campaign designed to make America "nutrition-conscious," and FSA has launched the slogan "U.S. Needs Us Strong - Eat Nutritional Food."

The nutrition campaign, according to FSA Administrator Paul V. McNutt, has the cooperation of the food industry, state and local nutrition committees, and related groups.

The symbolized slogan, together with the official food guide, Mr. McNutt explained, will be given wide distribution not only directly through Government channels, but also through reproduction by industries interested in making this contribution to the nation's war-time program.

"Industries, as well as individuals," he said, "have been asking 'What can we do to help? Because available many such inquiries we have received, this office has set up a policy which will enable interested industries to help in making the nutrition story known. These nutrition posters may be reproduced by obtaining permission from this office. This kind of cooperation should help to spread the facts about nutrition."

SOLDIERS GET THEIR WIRE

RTSA Program Expedites Delivery of Telegrams

TELEGRAMS, many of them urgent, were pouring into San Antonio from the Army and Navy departments with incomplete addresses that sometimes stymied for six weeks or more the attempts of the telegraph companies to deliver them. In many cases the Government records were so incomplete that addresses merely read, "see directory." Sensing the acuteness of the situation, General Johnson, general manager of KTSO, San Antonio, hit upon a plan to expedite delivery. He consulted with Col. DeWare, public relations director for the Third Army, offering the services of KTSO. Col. DeWare enthusiastically accepted the plan.

Daily at Noon

Now each day at noon, KTSO gives announcements of telegrams waiting at the telegraph offices, with names of individuals but no street addresses. Results have been amazing, with records showing that since inception of the new system not one telegram had been lost or delayed longer than necessary.

Commendation came from the telegraph companies, local Army officials and even from Washington. J. Harold Ryan, assistant director of censorship, wrote: "This is a splendid service that you have been giving the public and one for which you are to be greatly commended. We note that the percentage of success is very high, as usually proves to be the case when radio is used. We believe other stations would be glad to have this sort of a thing called to their attention, and suggest that you write an account of this service to Broadcast Magazine if you have not already done so, explaining your handling of the program for the benefit of all broadcasters."

Sub for Skelton

BROWN & WILLIAMSON Tobacco Company, Louisville (Raleighs cigarettes), effective June 16 for 13 weeks will utilize a program built around Tommy Dorsey and orchestra as summer replacement for the current weekly half-hour NBC Red Skelton and Co. The comedian returns in fall being under long-term contract to Russell M. Seeds Co., Chicago agency servicing the account. It is understood that Dorsey will continue next season under sponsorship of the tobacco firm, advertising another product. Dorsey's contract voids all negotiations for the band leader to take over in that capacity on the weekly NBC Time to Smile, sponsored by Bristol-Myers Co. (Sal Hepatica, Ipana).

WELI Air Editorials

Mark New Haven Battle

WAGING a battle for the local Defense Council, WELI, New Haven, is conducting Editorials of the Air thrice weekly to acquaint the public with alleged reluctance of local newspapers to publish defense programs and to give information on the part-radio must play in war emergencies. John Day Jackson, publisher of the New Haven Register and Journal-Courier, New Haven's only newspapers, is object of WELI's editorials aired by Carey Cronan, news editor.

The station reports that Mr. Jackson has refused to give the Defense Council aid in its radio setup. It is also reported that the Jackson newspapers have never published a local radio program. The editorials go behind the scenes in the controversy and stress the financial cost to listeners because the defense programs are not publicized by the newspapers. The station further points out that all other newspapers in the State are carrying defense programs listings.

Detroit Radio Column

FIRST radio column to make its appearance in Detroit in more than five years was carried in the March 1 Sunday edition of the Detroit Free Press inserted under a reciprocal arrangement between WJR and the newspaper. A line at the bottom noted that it was a WJR promotion. The contents followed closely the usual style of a gossip column, carrying bits concerning WJR, CKLW and WXZT as well as WJR personalities. WJR and the paper swap spots for space.
DOING THE REAL
FOR THE ADVER
IN THE GREA
CINCINNATI MA
Strategy of Truth

KEEP A WEATHER EYE on the Office of Facts & Figures, whether you're a sponsor, an agency or a broadcaster. Its role in the Washington war scene is becoming increasingly important day by day, particularly insofar as radio is concerned. We have the assurances of its chief, the poetic but none-the-less realistic Archibald MacLeish, that it isn't going to be a Ministry of Propaganda in any sense.

But there's no use caviaring or kidding ourselves about the word propaganda, a word which Mr. MacLeish himself said during the University of Chicago Round Table the other day “can't be laundered, can't be washed.” We're using propaganda on the radio, and the Government is using propaganda on the radio, and we must continue to use it as a weapon of war.

It was to keep the radio propaganda effort in proper channels, freed from the confusion of the ideas of each and every public relations officer of the Government departments and bureaus, that OFF's radio division was set up, headed by William B. Lewis, to be the fountain head of the radio war information effort. It will direct and advise on what to concentrate upon and when; it will not issue orders but it will serve as a check upon the outright demands being made by some of these holding office, high and low.

Mr. MacLeish's idea and Mr. Lewis' is that they can funnel to the broadcasting fraternity what Washington wants them to stress at a given moment as determined by the higher strategy; that is the purpose of their proposed system of “information priorities” shortly to be issued, as reported in this issue and last. But they are not going to force you to broadcast anything, and non-governmental broadcasters will continue to be the individual broadcaster's own domain.

Our observation of the OFF radio division thus far, after watching its work with eagerly cooperating agency, network and station committees, is that it has its feet on the ground despite the great pressures being exerted upon it. Mr. MacLeish, who obviously has the President's confidence and who is rapidly winning the confidence of the many Government leaders with whom he is working, isn't just a starry-eyed dreamer. His record with Time and Fortune, where he served not only as a writer but as an administrator of many special editions, revealed he has a fine executive as well as editorial sense. He has surrounded himself with highly capable assistants, who swear by him because he is so receptive to other people's ideas. More than that, he has the power to execute those ideas.

It remains to be seen just how well OFF will fulfill the radio end of its mission, but it certainly deserves every cooperation from the broadcasters. Its basic motive, so far as radio is concerned, is to make the democratic way both as to the institution of broadcasting and as to what goes out over the wavelengths. Call its methods propaganda if you like, but Mr. MacLeish doesn't regard himself as a Dr. Goebels. He wants to direct radio's war thinking but he doesn't want to control it. He believes, as he has publicly stated, that a strategy of truth will inevitably defeat the totalitarian type of strategy of terror.

Worth Freezing

EVERYTHING and everyone must be subordinated to the war effort. Hence the new “freeze order” adopted by the WPB and FCC will, if rigidly administered in the face of pressures and the wide discretionary powers it still leaves with the Commission, curb perfectly normal ambitions to squeeze into or improve positions in the broadcast spectrum. But this is war, and it is just as well that the established broadcasters should concentrate all their energies now upon service to Uncle Sam and his fighting forces—service which can only be maintained if they can keep their program and business structures intact.

While on the subject of freeze orders, we'd like to see frozen at least for the duration:
(1) the whole network-monopoly dispute, about to be placed in the lap of the Supreme Court;
(2) the Department of Justice's anti-trust proceedings against the networks, which Thurman Arnold could hold up just as easily as he has dropped certain suits at WPB's request because they might impede war production;
(3) the newspaper-ownership issue, now in the hands of what ought to be a disillusioned Commission majority;
(4) the multiple ownership issue, which might, if pressed to its goal, force station shifts and sales at a time when individual station owners can probably find buyers no more easily than has the Blue Network.

Leaving aside the merits, these were pre-war reform efforts aiming at more comprehensive change, revealed he has a fine executive as well as editorial sense. He has surrounded himself with highly capable assistants, who swear by him because he is so receptive to other people's ideas. More than that, he has the power to execute those ideas.

It remains to be seen just how well OFF will fulfill the radio end of its mission, but it certainly deserves every cooperation from the broadcasters. Its basic motive, so far as radio is concerned, is to make the democratic way both as to the institution of broadcasting and as to what goes out over the wavelengths. Call its methods propaganda if you like, but Mr. MacLeish doesn't regard himself as a Dr. Goebels. He wants to direct radio's war thinking but he doesn't want to control it. He believes, as he has publicly stated, that a strategy of truth will inevitably defeat the totalitarian type of strategy of terror.
SOME DAY you'll hear about Alabama cotton grown in Iowa!

The modern Burbank who achieves this agricultural triumph will be Luther Lyons Hill, formerly of Montgomery, Ala., now of Des Moines, where he directs the destinies of the Iowa Broadcasting Company, Des Moines, formerly the Register-Tribune organization.

Though Luther mustered out of the Army as a captain in 1923, and passed 45 last birthday, he nevertheless has a hankering for troop duty. Of late, he's been buzzing around Washington, and it wouldn't surprise his friends to see him outfitted in Army brass any day.

His father, Dr. Luther Leonidas Hill, of Montgomery, one of the nation's distinguished surgeons, performed the first successful suture of the heart in this country. So great was Dr. Hill's devotion to Joseph Lister, noted London surgeon with whom he studied, that he named his elder son for him. Lister Hill, 47, was to have been a doctor, too, but he turned to the law and politics. Today Senator Lister Hill (D. Ala.) is majority whip.

Born Dec. 9, 1896, in Montgomery, he attended Stark's University School in Montgomery following grammar school. He graduated at 19 from U of Alabama in 1918, and won his Phi Beta Kappa key. His fraternity was Delta Kappa Epsilon.

Deciding on an Army career, Luther attended Columbia for one year awaiting entry to West Point, becoming a plebe in June, 1917. World War I had come the preceding April. The course was geared up for the war tempo and he was graduated on Nov. 1, 1918. Receiving orders to join the 19th Machine Gun Battalion, of the Seventh Division, in France, Second Lieut. Hill was given two-weeks furlough before embarkation. The Armistice came Nov. 11, and along with it orders to return to West Point for further instruction.

In June, 1919, Lieut. Hill got overseas, with the Army of Occupation in France, Belgium and Germany.

In 1920, as a first lieutenant, young Hill was assigned to Fort Benning, Ga., the next three years he served at Fort Sheridan, Ill., and at Fort Des Moines. After the latter tour he decided to head for the tall corn country. He met the charming Mary Hippe in Des Moines, and in 1921, he became Mrs. Hill. He also met the Cowles' family—Gardner Sr., Gardner Jr., daddy of the Cowles' radio enterprises, who directs the R-T, Look Magazine, and is president of the Cowles stations; and John, who operates the Minneapolis Star-Journal.

After nine months working in Des Moines an opportunity opened with an old-line investment house. Starting as a clerk, he became secretary-treasurer in 1928 of Polk, Carley & Co. Two years later, he became president of McMurray-Hill Co., his own investment company. In 1932, when Gardner Cowles Sr. became director of the Reconstruction Finance Corp. in Washington, he asked Mr. Hill to join him as financial advisor in the capital loan division. In November, 1932, after the senior Cowles had returned to Iowa, Luther decided to follow. He rejoined McMurray-Hill but on June 1, 1935, was asked to take an executive position with the Cowles organization. By Jan. 1, 1936 he was vice-president and general manager of IBC, then operating KSO and KRNT, Des Moines, and WMT, Cedar Rapids. When Gardner Jr. personally acquired WNAX, Yankton, in 1938, its executive direction also was assigned Mr. Hill, who continued to headquarter in Des Moines.

Though Luther is loath to talk

LAUTUS I. LIPSEY Jr., formerly with Associated Press in this country and abroad, and previously with the news division of United Press Service, has been named assistant coordinator of international broadcasting of the Donovan Committee, acting in the place of Stanley Richardson, now joined temporarily the Office of Censorship in Washington.

HELEN KING, formerly in promotion consulting practice in New York, recently joined the promotion department of the new advertising manager of WEBR, Buffalo.

WILLIAM HILLIOT, program manager of the Blue Network prior to his departure from NBC, has joined the radio division of the office of the Controller of later-American Affairs to handle programs.

ROBERT WILLIAM SARNOFF, son of David Sarnoff, president of RCA, is engaged to Eunice O'Briens of New York. He is with the Office of the Press, Chicago.

H. I. TALBERT, manager of the Elizabethton studios of WJHL, Johnson City, Tenn., is the father of a baby girl born Feb. 17.

GEORGE HUFFMAN has left the sales staff of WHIO, Dayton, Ohio, to join the Douglas Aircraft Co. with an overseas assignment.

GORDON BUTLER, formerly general manager of Edwin Strong, New York, has joined Universal Recording Co., New York.

WILLIAM FRANKLIN has joined the commercial staff of WJTN, Jamestown, N. Y., to replace William Eckert, who will join the Army Air Corps.

FRANK J. BATTEN, formerly advertising manager of the Levitt Co., New York, the firm's biggest account holder, has joined WEFA, Manchester, N. H., as sales manager.

CHEF WHEELER, manager of KWV, Albany, Ore., has been appointed to the Oregon Defense Nutrition Committee.

EMORY LAWRENCE, formerly assistant merchandising and sales manager of Westinghouse Supply Co., Baltimore, in charge of all the firm's western sales, has been appointed to the new merchandising staff of WPBR, Baltimore.

EDWARD J. LORON has resigned as manager of WIOF, Key West, Fla., effective March 17, to become general manager of WLOF, Orlando, Fla.

ELLIOTT ROOSEVELT, Army Air Corps captain, has been transferred to Hammer Field, Frankfort, Ky., as assistant director of sales, and subsequently to St. Louis, as advertising manager of Schieffelin & Co.

OWEN HAWKINS has been promoted to local sales manager of WIBN, Utica, N. Y., replacing Leon C. Plaut.

MILTON KRASNER, president of the Emkay Assoc., North Arlington, N. J., has enlisted in the Army Air Corps.

OSCAR KATZ, supervisor of statistical records of the CBS research department, has left to do radio research work with the Bureau of Intelligence of the OPP.

Trammell Improves

NILES TRAMMELL, NBC president, was able to spend some time each day out of bed last week at the National Broadcasting Co. in New York, where he is recovering from an appendectomy. If his progress continues as it is, he will be able to leave the hospital within the next two weeks, when he will go south, probably to Florida, to complete his convalescence.

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MERRITT COLEMAN, formerly with Columbia Artist Bureau and Music Corp. of America, has replaced Harry Glasser as staff assistant in the CBS program operations department. Glasser joins the Firing Command of the Army Air Corps as a second lieutenant.

EDWARD WITANOWSKI, Polish announcer of WQMC, Jersey City, has joined the Army.

LEON CIECIUCH, head of the Polish department of WHOM, Jersey City, will be honored March 10 at a dinner at the Hotel McAlpine, New York, in celebration of his 15th anniversary in radio, given by his broadcasting associates.

GEORGE PUTNAM, news announcer of KYW, Philadelphia, is the father of a boy born Feb. 27. Mrs. Putnam is Ruth Carbani, radio singer.

ROB HIESTAND, KPI-KECA, Los Angeles, producer, is the father of a boy born Feb. 20.

CHARLES ANDERSON, KPI-KECA, Los Angeles, announcer, has reported for active duty in the Army at Denver.

Paul Knight has been named program manager of WPTI, Philadelphia television station in Philadelphia, succeeding Ted Herr, who resigned March 1 with, "For the past four years your announcer has been to you. The Ford program left the air because the plant is entirely devoted to war needs.

BEHIND the MIKE

DONALD G. CASWELL, formerly advertising manager of the Public Service Co. of New Hampshire, has joined WPEA, Manchester, as production manager.

ROB HIESTAND, KPI-KECA, Los Angeles, producer, is the father of a boy born Feb. 20.

CHARLES ANDERSON, KPI-KECA, Los Angeles, announcer, has reported for active duty in the Army at Denver.

Ron's Big Moment

After working anonymously for four years as an announcer on the CBS Ford Sunday Evening Hour, Ron Gamble has been brought in. March 1 and 2, the Ford program left the air because the plant is entirely devoted to war needs.

PHIL RYDER has been promoted to head of the guest relations department of KPO, San Francisco, succeeding William Emery, who resigned to join the engineering department of the De Young Museum.

ERNIE SMITH, sports caster of KVA, San Francisco, has been appointed coordinator of the physical fitness division of the Office of Civilian Defense.

LEW TANION, promotion manager at WEEC, Duluth, will join the Army March 10. De Alton White, former radio manager, has been accepted by the Naval Reserve Air Corps.

JOHN K. CHEAPEL, news analyst for KBON, Oakland, Calif., has been named the first honorary member of the Old Oak Fifty-Fifty Club, local wire group.

BEN GAGE, Hollywood announcer on the NBC Bob Hope Show, has been inducted into the Army. Lou Crosby takes over his announcing duties on that program.

JOHN DEHNER, former of KBON, Oakland, Calif., has been named the first honorary member of the Old Oak Fifty-Fifty Club, local wire group.

HOMER CARNELL, formerly of the Hollywood staff of Tom Findlay Inc., has joined the announcing department there as news editor. He has taken over duties of Matt Barr, who was transferred to CBS division and traded news. Barr succeeds Ben Byers who resigned to join the RAF.

HARBORELL TO ERMAN, formerly of WSLB, Ogden, N. Y., and Frank Muscati, have joined the announcing staff of KOAC, Alamosa, Mont. Bob Walker has resigned as KGVO news editor.

CARL GREYSON, announcer of KSB, Salt Lake City, is the father of a baby born Feb. 27.

JACK STARR, formerly of KMBT, Kansas City, has joined the announcing staff of KWK, St. Louis.

WILLIAM MURPHY, assistant director in the CBS production department, has been named to active service as an ensign in the Public Relations Office, Third Naval District, U. S. Coast Guard Reserve.

MRS. MARY FRANCES CRAM, child study expert, has been appointed assistant in the CBS education department. Among the programs she will supervise are Children Also Are People, Spotlight on Asa, Living History and others.


TONY KRABER, actor, musician, linguist, has joined the program staff of CBS television station, WCBW.

DAVID HARPER and James Teale, from the U of Alaska, have joined the announcing staff of KFAR, Fairbanks, Alaska. Lincoln Miller has resigned as program director of KFAR to join KSFO, San Francisco.

BRADLEY HOLLINGER, formerly with Columbia, has joined the announcing staff of WOAC, Savannah, Ga.

DON WARD, new to radio, has joined the announcing staff of WGG, Chicago.

GORDON MOUNTS, formerly with WBN, Columbus, Ohio, has joined the announcing staff of WKST, New Castle, Pa.
INFLUENCES: An audience participating show which offers singing lessons on the air was inaugurated on WFLP, Philadelphia, under sponsorship of Strawbridge & Clothier, local department store. Started March 2, and scheduled for 26 weeks, the half-hour program is conducted by Dr. Clyde Dengler, vocal teacher and choral director.

With emphasis on the fact that “two to sing,” the series offers actual instruction in the vocal art. Lessons are given by the professional singers. The studio audience is called upon for both solo and ensemble work. Starting in the WFLP studios, the program will move March 23 to the store’s dining room. Ticket distribution is handled through the store.

Strawbridge & Clothier, with this series, becomes the second department store in the city to go in for regular programs. Lit Brothers have been using radio extensively with regular program series for 18 months.

Vocational Aid

WITH VOCATIONAL guidance as its theme, KXOK, St. Louis, is airing a new program series, The World at Work, each Wednesday. In cooperation with Washington U instructors, successful men in the field participate.

INDEPENDENT STATION

CARRIES A LARGER VOLUME OF NATIONAL ADVERTISING THAN ANY OTHER STATION OF ITS POWER.

250 WATTS... 24 HOURS A DAY

BROADCASTING • Broadcast Advertising
A GREAT COMBINATION

590 Kc. WITH 5000 WATTS

Means
MORE POWER...GREATER COVERAGE

America's production centers . . . Planes, more planes . . . War Materials! "A Great Combination" . . . destined to keep America Free!

Frequency and Power are "A Great Combination" in Radios! You need 'em both to get a sales message home to the maximum audience. Soon WAGA—the pace setting station of the South—will be operating on 590 kilocycles with 5,000 watts power. "A Topflight Combination" for reaching more people in the South's greatest wholesale market at low per capita cost!

WAGA FIRST ON THE DIAL IN ATLANTA

"THE BLUE RIBBON STATION OF THE SOUTH"

NBC Blue . . . Blair Represents Us Nationally

WAGA FIRST ON THE DIAL IN GEORGIA

Ask John Blair

BROADCASTING • Broadcast Advertising

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Dolan, CBS assisted Tollinger handling production. Keating Corps bases, to mothers, wives, broadcast.

CLEM McCARTHY, 5:15 - 6:30 added in following category. "Par Soap" sponsoring Par by a port for his broadcast. Almost parallel were the findings of C. E. Hooper Inc., which reported that nearly 80% of the nation's 81,818,000 listeners were tuned to the chief executive's radio talk. However, Hooper claims on the basis of their surveys that his average listening audience for Feb. 23, totaling 61,265,000, was somewhat lower than the 62,100,000 for the Dec. 9 war message, thus making it his second most popular broadcast.

Fibber Tops Weekdays

The CAB has also issued its report for February listing Fibber McGee & Molly as the most popular weekday evening program with a rating of 42.8 followed closely by Charlie McCarthy (39.4) and Jack Benny (36.9). The 42.8 rating is an all time high in that category.

In the daytime serial class, Kate Smith attained a 10.1 rating for February, the first time this winter that such a program has passed the 10 mark. Closely following were Woman in White (9.5) and Ma Perkins (9.4).

Par Soap on Coast

PAR SOAP Co., Oakland, Cal. (household soap), through Long Adv. Service, San Francisco, on March 4 started a two-weekly quarter-hour dramatized commentary program, "It Happened in the Service," on 13 NBC-Red Pacific and Mountain group stations (KJF KFI KGW KPO KGLH KID KGO KRM KPF KSEI KKL KRY KLW) with KHQ added on March 25, Wednesday, 5:15-5:30 p.m. (PWT). Dedicated to mothers, wives, sweethearts and sisters of men in service, and featuring Hank McCune as commentator, the program includes news from Army, Navy and Marine Corps bases, dramatized stories of heroism, interviews with Larry Keating is narrator, and Ted Tollinger handling production. As promotion McCune has started a U.S. Service Sweethearts Club. Membership is dependent upon a guarantee by feminine listeners to write at least once weekly to a man in service.

McCarthy Loaned

CLEM McCARTHY, sports commentator under exclusive contract to NBC, has been loaned to CBS to describe the Kentucky Derby which network will cover May 3 under the sponsorship of Gillette Safety Razors Co., Boston. McCarthy will be assisted by Ted Husing and Jimmy Olson. CBS sportscaster.

Louise Hill Howe

PRODUCER - actress-commentator that just about sums up her varied radio duties, but not quite. Louise Hill Howe is also instructor of radio speech at the University of Utah. Besides conducting her daily Radio Backstage commentary over KSL, Salt Lake City, directing a weekly half-hour radio drama series, conducting a woman's fashion show and instructing five speech classes weekly, she finds time to raise her family, a boy and a girl.

And all this daily hustle, bustle and work has been going on for 10 years—ever since she first came up to the KSL studios with the Willies Stock Co. and stayed to put on a series of "one-woman" theatre programs and shortly after to organize the KSL Players. She has directed the Players in over 600 original radio plays and has helped two network actors and one well-known network producer with his preliminary radio training.

Always in a hurry, Miss Howe thrives on excitement. Even her vacations are filled with work she loves. Last summer she spent her vacation teaching dramatics at Banff, Canada. She may go back again this summer.

CHS news analyst Linton Wells has signed a contract with Random House Inc., publishers, to write a book on the outstanding heroes of World War II. Release to Fall is the tentative title.

Radio-Hockey Group

AMERICAN Hockey Broadcasters Assn., comprising 32 persons with a direct interest in hockey broadcasts in the Midwest, has been founded with Cy Casper of KMOX, St. Louis, as president. Other officers include Tom Bailey, WOW, Omaha, first vice-president; Tom Casper, KGGO, Fort Worth, second vice-president; Bill Durney, WIL, St. Louis, treasurer; Frank Eschen, KSD, St. Louis, secretary. Membership also includes public address announcers and one press agent from each of the eight clubs in the American Hockey Assn.

WMCA Signs Steel

JOHANNES STEEL, news analyst heard nightly on WMCA, New York, under sponsorship of Monarch Wine Co., and Simon Ackerman Clothes, New York, has signed a two-year exclusive contract with WMCA. Formerly foreign editor of the New York Post, Mr. Steel has been heard on WMCA since 1937, last year from London as a special war correspondent for Liberty Magazine. Author and lecturer, Mr. Steel is now working on a book to be published by McGraw-Hill on the foreign war correspondent and the present war.

Who is this fellow? He's a Tri-City craftsman—the biggest current news in the entire Midwest! Like many thousands of his Tri-City neighbors he's "pitching in" on the largest ordnance contract yet released from the Chicago district headquarters! Building Army tanks—24 hours a day, 7 days a week—is the new job of these thousands of Tri-Citizens. Why do so many of them have such a love for their work? For "Inside Pull" with these well-paid people. Why not check on availability TODAY? Write WHBF.


WHBF

Basic Mutual Network Outlet BASIC NETWORK 500 WATT Voice of the Tri-Cities March 9, 1942 • Page 35
Industrial Advertisers

In Midwest Plan Session

WITH Undersecretary of Commerce Wayne Chadfield Taylor as featured speaker, the Midwest
Conference of the National Industrial Advertisers Assn. will be held in the Hotel
Sherman, Chicago, next Friday, March 13. The all-day
conference is being held under the direction of the Chicago
IAA with the cooperation of chapters in St. Louis, Milwaukee,
Indianapolis, St. Paul and Minneapolis.

The program will follow the theme, "Industrial Advertising for Victory and Prosperity," and will
deal with what is being done and what can be done by manufacturers
desiring to increase their advertising and sales program
to speed the war effort, particularly with respect to the conversion
of industry to war production.

Keynote speaker will be W. Donald Murphy, of Reincke-Ellis
Young & Finn, president of NIAA. J. M. McKibbin, Westminster-
house advertising and sales promotion consultant, will deliver an illus-
trated case study of how the industrial
division of his company is conducting its promotion and sales
activities under wartime conditions,
including the development of substitute products and finding new
markets for them. Walter Buchen,
head of Buchen & Co., Chicago
gency, will discuss "The Long Range Vocational in Current
Advertising."

Sorrells Tells ANA Not to Give Facts to the Enemy

STATING that "it is not the desire of the Office of Censorship to
diminish the effectiveness of advertising" which "can help speed
the industrial effort," John H. Sorrells,
chairman of the Office of the
has given specific answers to a series of 24 questions concerning
wartime advertising procedure, submitted by the Assn. of National
Advertisers.

Answers reveal that in general there are no specific requirements
from the Office of Censorship, although the above responses should
be guided by the principle of not disclosing information that the
enemy could use in a military
way. Names and addresses of
obscure types of advertising
should be omitted.

Responsibility Shared

Prefacing his answers to the ANA questions, Mr. Sorrells out-
lines the general situation as follows:

"I would like to say in this connection that it is not the desire of the Office of Censorship to diminish
the effectiveness of advertising. Rather, it has been a tremendous factor in promoting the American
war effort is one which
should be told properly by every
media at hand. American industry will benefit by anything which helps to reinforce that effort.

"Manufacturers of material and equipment used by our military forces should guard against spe-
cific disadvantages which could arise either in copy or illustrations. They should not reveal specific
details concerning the nature or the type of material or equipment they are producing. They should not reveal
production progress in specific figures. They should not reveal their stocks and surpluses of raw
materials. They should not describe new designs or new processes or even new experiments with new designs and processes.

"However, advertising copy can stress the skill and the inventiveness of the engineer, of the chemist
and the designer, in general terms. Advertising can describe the extent of such activities, without
specific disclosures of plant locations, or the nature of production or of the performance of their
production, etc."
Apropos

BLUSHES and business were mingled in the same deal when O. L. Smith, salesman of WNOX, Knoxville, scheduled an audition for a burial insurance firm recently and asked the music department to prepare a program of hillbilly numbers. When the firm's execuetives gathered for the audition they heard a theme which faded for a commercial. And then the program began with Jesse James and John Henry, two hillbilly tunes, whose heroes are mournfully carried on to their graves.

INTERSTATE BAKERIES Corp., Los Angeles, on Feb. 23, started using 28 announcements weekly on KKEA that city. Contract is for 52 weeks. Dan B. Miner Co., Los Angeles, has the account. John Guedel is radio account executive.

N. Y. Baseball Plans

DODGER GAMES in Miami will be broadcast on WHN, New York, by Red Barber, sportscaster of WOR, New York, from wire reports. WHN broadcasts of all Brooklyn games this season are sponsored by P. Lorillard & Co., for Old Gold cigarettes.
WSOO to Get Hearing On Reinstatement Plea

ORDER setting aside an FCC action of Feb. 22 revoking the license of WSOO, Sault Ste. Marie, Mich., was adopted last week by the FCC which simultaneously reinstated a temporary license that had heretofore been issued to WSOO. Revocation action had been taken last month by the FCC when the station had failed to file for license renewal, despite many notices from the Commission. Accordingly, when the license expired and WSOO gave no indication of applying for renewal, the FCC cancelled the license.

Learning of the cancellation, WSOO asked the Commission for a further hearing on the case and it was on this petition that the revocation order was set aside. However, it has been stipulated that WSOO must file for an appearance and serve notice of desire to be heard within 20 days after that date (March 3).

M-G-M Disc Delay

PLANS of Metro-Goldwyn-Mayer Studios to organize a subsidiary record manufacturing company may be temporarily halted due to priorities on mechanical facilities [Broadcasting, Feb. 23]. Slated to go into early production with a record catalog ready for fall delivery, lack of pressing plants and other necessary equipment will hold up actual start of the enterprise, it was said. Those interested are reported to have approached other pressing plants.

Lumberman's in N.Y.

AS A SPECIAL campaign to sell insurance policies in New York State, Lumberman's Mutual Casualty Co., Chicago, on March 8 started sponsoring H. V. Kallenborn's Sunday afternoon analysis of the news, which is available to all NBC stations, on a special network of the 6 NBC stations in New York State. Agency is Leo Burnett Co., Chicago.

LUCKY MAN! HAPPY GAL! He's Myron Elges, Blue Network Hollywood account executive. She's the former Elsa Odebeck, radio actress. They were married Feb. 14.

GUARD SAVES WBAL

State Military Problem Involves Attack on Station

IMAGINARY ATTACK by parachute troops on the towers of Baltimore's WBAL, northeast of Randallstown, Md., was declared to have been successfully thwarted March 1 by 65 members of Company A of the Sixth Battalion, Maryland State Guard. The defense of the towers was a field problem given the company by its commander, Capt. G. H. Duncan.

In four patrols, groups of about 15 men left the Pikesville Armory after receiving orders from Capt. Duncan. They were taken by auto to designated spots. From these points three of the patrols converged afoot, through fields and streams, upon the area of the towers.

The fourth patrol proceeded directly to the towers, arrived there before the imaginary troops and set up sentry posts. The entire maneuver required about 2½ hours, after which the men returned to the armory for a critique. Capt. Duncan declared the defense a success.

Bijur Agency Out For the Duration

Personnel Entering Service; Firm to Retain Its Entity

FIRST all-out war effort by an agency was announced last week by George Bijur, president of the New York agency under his name, who revealed that as of May 1 the company will suspend all activities until after the war, with the majority of the personnel slated to go into military service.

Mr. Bijur himself plans to go into the Air Force; Harold Williams, radio director, will join the Signal Corps, and Richard Powell, research director, has signed up as an Army engineer. According to Mr. Bijur, "virtually every one of our employees not eligible for military service, has been placed in a satisfactory job."

Radio Accounts

Among the agency's accounts, one is of specific radio interest, Lea & Perrins, Chicago (Worcester-\n
shire sauce). The agency reports copy has been prepared for a year's period for the three programs sponsored by Lea & Perrins, including Beasie Beatty on WOR, Marjorie Mills on the Yankee Network, and Jane Porter on CBS.

Mr. Bijur stated that work the agency had been doing for Government agencies, the Army and the Navy, had stimulated the desire of the staff to enlist its services for the duration. The company will not be dissolved, he added, its corporate assets and entity to remain intact. Proofbooks, files and forms will be placed in storage, and "business as usual" will continue "as soon as the war is over."

CHLN, Three Rivers, Que., is now represented in Montreal and Toronto by Radio Representatives Ltd., according to Jack Shutter, Toronto manager.

BIJUR
COLUMBIA, S.C.
FREE & PETERS, Inc. National Representatives

BETTER FREQUENCY! LOCATION!
5000 WATTS DAY C/P 5000 WATTS NIGHT
560 KC NBC RED

COLUMBIA, S.C.

Famous FIRSTS

First MAN TO LOCK BARN DOOR AFTER HORSE WAS STOLEN!

and FIRST in Washington

WRC
980 KC 5000 WATTS

RED NETWORK OF NATIONAL BROADCASTING CO.
Represented nationally by NBC Spot Sales Offices in Washington-New York-Chicago-San Francisco-Boston-Cleveland-Denver and Hollywood

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Broadcast Advertising
Operators Sought For Defense Work

FCC Needs Enlarged Staff For Monitoring, Detection

OPENINGS for additional engineering personnel resulting from broader defense activity were announced by the field division of the FCC's engineering department last Wednesday. Experienced radio operators particularly skilled in the identification of radio telegraphic traffic are desired.

Additional personal is required to augment the present staff engaged in the detection and suppression of illegal stations and the monitoring of subversive transmissions. New jobs have resulted from the Commission's participation in the Air Raid Warning Service in cooperation with interceptors of the Armed Forces.

Experience an Asset

Men who have had previous experience in the Army, Navy, Coast Guard, and other Governmental services and those who have served in the Army or Navy amateurs are especially desired. But any person holding a commercial radiotelegraph license or an amateur capable of sending and receiving 20 words per minute in the national Morse code would receive equal consideration, the FCC stated.

All appointments will be made in accordance with the Civil Service rules from registers of monitoring and assistant monitoring officers and radio operators maintained by the Civil Service Commission. Applicants are appointed at a starting salary of $1,800 per year with promotion dependent upon individual qualifications and ability. Those having a radio engineering background as well as operator experience begin at $2,000 per month with additional year of experience.

Operators will receive $2 per day for subsistence when operating outside the limits of their headquarters station.

Other employment opportunities exist in FCC radio inspection. One position offered to a radio inspector offers salaries ranging from $2,000 to $2,600 to persons not exceeding the age of 45. Assistant positions paying $2,000 require completion of a 4-year college course in electrical or communication engineering or physics, although radio engineering experience may be substituted. To qualify for the $2,600 positions applicants must have had, in addition to one year of graduate study in communication engineering or one year of radio engineering or teaching experience. All applicants must be able to send and receive in the International Morse Code.

College seniors in electrical or communication engineering or graduate students in communication engineering may apply if their course will be completed by October, 1943. Applications for the written test must be filed with the Civil Service Commission's Washington office not later than April 21.

AN AMERICAN EAR FOR CHINA

Dr. Stuart, Noted Ham, Picks Up Programs From Chungking for Rebroadcast Here

AMERICAN ear for China is the job of Dr. Charles E. Stuart of Ventura, Cal., a dentist by profession and a radio "ham" since he was 13. Dr. Stuart has been assigned by the Chinese Government to receive Chinese shortwave broadcasts directed primarily for use by the Chinese News Agency in New York City and by United China Relief.

Dr. Stuart's job is to receive and transcribe daily English broadcasts coming from XGQY and XGOX, Chinese international broadcasting stations in Chungking. These shortwave broadcasts usually consist of military and general news and talks by distinguished foreigners and Chinese.

Aiding Dr. Stuart in maintaining his listening post in Ventura is Mrs. Alicia Held. Taking dictation from a source 7,000 miles away by radio probably establishes her as the most distant secretary in the world.

The frequency used by XGQY and XGOX for these American broadcasts and the time of day set for the broadcasts are determined by Dr. Stuart and vary with the seasons. At the present time, broadcasts are made on 11.5 and 15.5 mc respectively at 8:30 a.m. and 7 p.m. All programs are recorded on acetate instantaneous discs and then transcribed by Mrs. Held.

Dr. Stuart uses uni-direction antennas (rhombics) which are also reversible. One of the rhombics used for the Chungking reception is a highly directive diamond rhombic with a full mile of wire in the system. This gives great signal strength from Chungking, according to Dr. Stuart, plus reliable consistent reception when poor general reception conditions are confronted.

The location of this vital station is ideal since it is on a flat stretch of beach land underlaid with salt water, which gives maximum reflection and ground conductivity. The low horizon plus the absence of interfering hills or mountains, shields the incoming signals.

The Chungking broadcasting studio, located in the heart of Free China's much-bombed capital, is constructed of huge blocks of granite four feet thick, and is bomb-proof. The transmission apparatus is set up outside the town in a dug-out blasted from the side of the hill on which Chungking sits. Broadcasts from Chungking are piped through to the transmission stations by telephone.

Dr. Stuart became a radio "ham" in 1914, and has been actively engaged in amateur radio activities since 1924. A few years ago, he was honored by the Century Club, an organization of radio amateurs, for having proof of contact with more than 100 countries.

WGST Case Deferred

HEARING on the license renewal of WGST, Atlanta, scheduled for Feb. 28, has been continued to March 20 by the FCC because of the illness of Arthur Lucas, Georgia radio station and theater operator, one of the prospective licensees, who was to testify. Mr. Lucas' appearance on the stand was previously cut short by his illness and the postponement has been granted for his convalescence.

Georgia politics are playing a big role in the discussion of the present leasing of the station by the licensee, Georgia School of Technology, to the Sam Pickard interests. The last hearing, was highlighted by a stinging encounter between Clarence C. Calhoun, Atlanta attorney, and John E. McClure, Washington attorney over Mr. McClure's branding a statement of Mr. Calhoun as a "lie" [Broadcasting, Feb. 16].

BILL STEIN, NBC's director of sports, flies to Hollywood March 11 to take part in a radio reported in the new Warner Bros. production, " Pride of the Yankees," a film based on the life of Lou Gehrig.

KTUL

5000 watts • CBS
TULSA, the Oil Capital

Ask your Agency to ask the Colonel!
FREE & PETERS, Inc. National Representatives

Be sure to write for this Catalog, listing Standard's newest Sound Effects and revised groupings.
DETROIT'S first Russian program was inaugurated recently on WJBK under the sponsorship of the Russian United Organizations. Through tea local organizations Russian active appear on the weekly half-hour broadcasts to promote Russian War Relief. WJBK now presents programs for 13 nationalities, each in their respective tongues. Seven of these groups have contributed more than $13,000 to the American Red Cross through a series of special programs being broadcast regularly.

ALL-DAY drive by WIOD, Miami, brought in an extra $100,000 to Greater Miami's defense bond drive recently. Devised by A. H. Robb, WIOD general manager, the drive lasted from 9:45 a.m. Saturday until 1:15 a.m. Sunday; every available sustaining period and all local commercials tied into the drive with spot announcements at every possible break. Many stage, screen and radio personalities joined in the campaign as listeners answered the drives for a chance to win the campaign which already had raised more than $1,500,000 in bond sales.

WOW, Oshkosh, is campaigning on the air and through its house organ, Radio News Ticker, for listeners to cooperate with telephone coincidental sales. WOW points out that it is through this expression of listeners' choices that better programs are broadcast.

FOUR new programs were unde possible when WIBG, Philadelphia, increased its broadcast day with three quarter-hours added to the early morning schedule and 30 minutes added in the evening. Of the programs added, one is religious, two are musical and the fourth is war commentary.

SAME DATES

TEARING out the walls of WOC, Davenport, Iowa, during a recent remodeling of its studios, a 1925 calendar that had been walled in that year during another renovating move was brought into light. Placed alongside of a 1942 calendar it was further revealed the dates were identical.

COLORADO's Gov. Ralph L. Carr recently addressed Coloradans in a broadcast of all the stations in the state originating at KOA, Denver. Topic was the much-discussed proposal to remove enemy aliens from the Pacific Coast to Colorado and other Rocky Mountain States.

WIO, Des Moines, through Herb Brouse, editor, and Mal Hansen, assistant of the station's farm department, has started a new series of agricultural broadcasts, Victory Gardens.

THE STORY of the "little people" of the free countries, and why they are fighting begins this week on WNYC, New York's Municipal Station on a series Salute to the Allies. Broadcasts dealt with the people of China, the Netherlands, Russia, Great Britain, Free France and Norway, as well as South America.

ANTI-RUMOR spot announcements started by WOR, New York, are presented periodically each day to warn listeners against indiscreet whispers passing as honest information.

KNSO-KELK, Sioux Falls, sponsored the South Dakota State Golden Gloves tournament recently, donating the net proceeds to the American Red Cross.

SERVICE MEN on leave from WLS, Chicago, are receiving station gossip in a new mimeograph bulletin issued monthly and edited by Chuck Oster, producer. Active staff members have formed a "Dime-a-month club" to buy cigarettes, candy and other gifts for former staff members now in the service.

JAMES F. HOPKINS, manager of WJBK, Detroit, was host to the 63 members of the studio staff at a theatre and buffet supper party given Feb. 27.

KMOX, St. Louis, is sending its men out Monday to various points in Illinois and Missouri to roll against local teams for the benefit of American Red Cross chapters. Appearance in Springfield, Mo., netted $150 for the fund. Teams are composed of KMOX staff members.

WCSC, Charleston, S. C., just two days after installation of two new auxiliary power units and an emergency gasoline driven generator, was forced to utilize its new equipment when operation was endangered by a power failure on Feb. 28. Station came back on the air after a 30-second cutoff.

WCBL, Columbus, Miss., recently exhibited its new mobile unit in a local defense radio program. Perfectly equipped with a 50-watt public address system the unit will also have its 1,000-watt power plant propelled by a gas engine, remote control facilities and a shortwave transmitter upon completion.

AN ENTERTAINMENT unit composed of volunteer radio personalities has been organized at KPO, San Francisco, by Mary Milford, actress. One night a week they visit isolated Navy and Army posts to entertain the service men. The shows are presented under the auspices of the Red Cross.

KTMS, Santa Barbara, Calif., on Boy Scout Day, was host to more than 500 members of the organization from Santa Barbara and Ventura Counties. Announcements, station breaks and general goodwill were presented by youths Ken Peters and Carlos Cook, program director and chief announcer, respectively, devoted the entire day to interviews with special broadcast also presented by Scouts at the station's remote studio in Ventura.

AL BLAND's Nora Patrol on WCKY, Cincinnati, was rechristened last week as The Blindside. War awarded a defense bond to the winner of the contest to select a new title.

KOA broadcast Denver's first "ship launching" in carrying details of the deputation power unit to be cased parts to be assembled at a shipyard on the coast.

NATIVE INDIAN ART exhibited by Charles Loloma adorns the new studio of KOLY, Phoenix, George Cook (left), treasurer of WLS, Chicago, sister station of KOLY, congratulates Loloma, Hopi artist who was commissioned by Burridge D. Butler, president of the two stations, to paint the murals.

DEFENSE IN SALUTES

Small Communities Tell Their Stories to Nation

DRESSING the familiar salute theme in defense clothes, WJSV, Washington, has achieved a double-breasted interest. Each week WJSV salutes a community in its primary or secondary area, stressing the town's defense activities. Leading musical organizations in each community usually supply the appropriate music and a local defense figure is the principal speaker.

Aired each Sunday afternoon, about half of the show is live, including a star speaker, usually a newspaper editor, who describes the town's part in the development of the state and nation. Remainder of the program is transcribed in the town several days beforehand, using music and dramatized versions of local defense organizations.

Promotion opportunities have been good. When the Valley, promotion director, runs ad in each town's weekly, Editors have been generous with editorial and pictorial space following each week's salute. Washington is considered to have consistently picked up the story from the week through their correspondents. Writer of the series is James Hurlbut, WJSV publicity director.

When the program was cleared by the Office of the Censor, J. Harold Ryan, assistant director of censorship, wrote: "You are to be congratulated on a public service feature that is so clearly established in the operation of the program as a whole."

WPB Labor Advisory Group

THE Radio Labor Advisory Committee of the War Production Board will shortly form a subcommittee to provide consulting service to the Electrical Appliance & Durable Goods Branch, WPB, it was announced last week. Made up of the labor advisory group, at a recent meeting, said that unions in the radio industry approached them with suggestions for the help speed con- version of plants to productions of communications products required by the military.
Damm Is Elected President At Meeting of FM Stations
Shepard Resigns From FMBI Post; Prospects of FM Under Wartime Conditions Are Discussed

WALTER J. DAMM, general manager of WMJ, Milwaukee, and of its FM affiliate, W5SM, was elected president of FMBI Broadcasters Inc. at the organization's third annual membership meeting, held last Tuesday at the Hotel Ambassador, New York.

Mr. Damm succeeds John Shepard, 3d, president of Yankee Network and owner of FM stations W2XQR, New York, W5SM, Boston, and W45D, Paxton, who resigned due to the press of other duties after having headed the national trade association of frequency modulation stations since its inception. Mr. Shepard recently became head of the Broadcasters Victory Council, liaison body between the broadcasting industry and the Government.

Other Officers
Theodore C. Streibert, WOR-WNY, New York was elected vice-president of FMBI, while Robert T. Bartley, Yankee Network, continues as secretary-treasurer. Three directors whose terms had expired—Dr. Ray H. Manson, WHAM-W61R, Rochester; John V. L. Hogan, WQXR-W2XQR, New York; and Mr. Streibert—were re-elected as board members for the next three years. Jack H. DeWitt Jr., WSM-W47NY, Nashville, was elected a new director for a two-year term, succeeding C. M. Janzky Jr., Washington consultant engineer who resigned to take a position with the War Production Board.

Chief business of the meeting, which was attended by 38 members, was a thorough discussion of the prospects and plans for the immediate future of FM, which resulted in a decision to continue the work of FMBI on behalf of FM development. Reports on various aspects of the medium were delivered by Philip G. Loucks, Washington counsel of the organization; Lee McCamme, assistant general manager of Stromberg-Carlson, who explained the priority situation as it affects the production of FM receivers; C. H. Bell and R. R. David of General Electric Co., discussing receiver and transmitter manufacturing problems respectively; and Frank Gunther of Radio Engineering Laboratories, who also discussed the transmitter manufacturing situation.

An Executive Engineering Committee was appointed, with Franklin M. Doullt, WDRC-W65H, Hartford, as chairman. Other members are Mr. Hogan, Mr. De Witt, J. R. Poppele of WOR-WNY, and D. W. Gellerup, WTMJ-W55M.

Roundtable discussions of program and engineering problems occupied the afternoon. A demonstration of an FM relay was given, with a program originating at W43B, Paxton, picked up by a relay transmitter in Connecticut and relayed on an ultra-high frequency band to W2XQR, New York, which rebroadcast it for the New York service area.

To Maintain Quality
Following the meeting an FMBI spokesman stated that none of the delegates in attendance reported any intended curtailment of FM program caliber or station operating hours at this time due to the war. Representatives of FMBI members registered at the session included:


Kroecck Manager of KTMS
LOUIS F. KROECK, for more than a year sales manager and more recently assistant manager of KTMS, Santa Barbara, Calif., has been appointed general manager of that station. He succeeds Charles A. Storke, who in addition to being associate publisher has taken over management editorship of the Santa Barbara News-Press which owns and operates that station. Widely-known on the West Coast, Kroecck before joining KTMS in January, 1941, was an account executive of ROY, Phoenix, and also acted as sales commentator on the Arizona Network.

Mr. Kroecck

 partida

more than 1200 classrooms in west Virginia take the American School of the Air from WCHS, Charleston. For the past two years WCHS has had a full time educational director in the person of Melva Graham Chernoff. Shown above is a group of high school students participating in one of the School of the Air programs. WCHS counts the American School of the Air one of its most valuable public service features.
**NBC Names Berend For Pacific Sales**

FRANK (Bud) BEREND, western manager of McManus, John & Adams, Los Angeles, has been appointed NBC western division sales manager. Sydney Dixon, who held that post for five years has been transferred to the newly-created position of NBC western division national spot sales manager.

Changes, effective March 1, were announced in Hollywood by Sidney Strats, the network's Western division vice-president.

Before joining McManus, John & Adams, Mr. Berend was for six years advertising manager of Pontiac Motors. Prior to that he was assistant advertising manager of Chevrolet Motor Co. Dixon, who was Western sales manager since 1936, has been associated with NBC for 11 years. In his new capacity he will handle national spot sales in the western area for WMAQ (WEAF WRC WWO WGW WBY KDKA KOA KPO)

Mr. Dixon Mr. Berend

**News Formula**

DESIGNED for the person who hears only one news summary a day, the first part of the WPAT, PATerson, N. J., five-minute newscasts now headlines important happenings on all news fronts for the preceding hours of the day. Following a brief commercial, the second portion of the newscast brings details on the most recent news developments. By focusing attention on last-minute news, and including less important items, it aims to keep an executive informed of all the news which he hears several newscasts daily.

**Art Barry to Navy**

ART BARRY, of the Chicago sales staff of Free & Peters, station representatives, has been granted a leave of absence to join the Bureau of Aeronautics of the Navy Reserve, the first part of his grade, was announced by James L. Free, president. Mr. Barry will be stationed in Washington under Capt. J. Anton, and relieve Mr. Barry of public relations of General Mills, Minneapolis. Mr. Free announced that Charles E. Johnson, manager of the F&P Detroit office, will work out of the Chicago office for the duration.

**Maj. Mitchell Promoted**

TEN MONTHS after his appointment as a major in the U. S. Army, Curtis Mitchell, former editor-in-chief of Radio Guide, has been promoted to rank of Lieutenant Colonel. Headquarters in Washington, Col. Mitchell is officer in charge of the intelligence and analysis branch, Bureau of Public Relations.

**Leberman to Navy**

P. K. LEBERMAN, president and general manager of W47NY, New York FM station, as well as owner of KGE, Seattle, is winding up his business affairs for the duration, prior to entering the Navy as Lieutenant Commander on active sea duty in about two weeks. He is a graduate of Annapolis.

**Hill's New Post**

WESTON HILL, formerly vice-president and controller of AT&T's Hudson Valley Telephone, has joined Sherman & Marquette, Chicago, in an executive capacity. Mr. Hill, a graduate of Northwestern University, has temporarily over taken by Ed Aleshire, executive on the Procter & Gamble Teal account.

**Paul Porter Joins Henderson Office**

PAUL A. PORTER, for five years CBS Washington counsel in the office of Harry C. Bubenz, Washington vice-president, has resigned and this week will assume the post of assistant administrator of the Office of Price Administration under James E. Henderson. He will be director of the newly-created Rent Division.

Paul Porter has which charge excessive rents during the war emergency.

Last week Mr. Butcher was called to temporary duty with the Navy Dept., reporting in uniform for a two-week tour of training duty in Naval Communications. He holds a reserve commission as lieutenant commander and is subject to call for full-time duty.

Mr. Porter's new post is the third he has taken on Government service during the last few years, but the others enabled him to take leave of absence from CBS whereas his OPA job required his resignation. Last fall he was loaned to OPM to manage a British labor-management mission on tour of American defense plants. In May, 1940, he was on temporary assignment with the National Defense Advisory Commission as deputy to Chester Davis.

His duties will be assumed by Kenneth L. Young, his assistant recently assigned from New York.

**Duane Jones Plans Specialized Agency**

Radio to Get Two-Thirds of New Firm's Total Billings

DUANE JONES, vice-president and partner of Maxon Inc., New York, announced last week that on March 15 he will resign to start his own agency. Under the firm name of Duane Jones Co., with headquarters at 570 Lexington Ave., New York. The new agency will specialize in the advertising of package products only, the kind sold over retail counters at not more than a dollar an item, with radio to be the major medium.

Entering the advertising business in 1929 as Lord & Thomas in Los Angeles, where he became an account executive and later manager of the Los Angeles office, Mr. Jones in 1933 was transferred to New York as a vice-president. Two years later he left to join Maxon in the same capacity, but in 1934 he moved to Benton & Bowles, where he was a partner. Prior to that he went to Blackett-Sample-Hummett as executive vice-president and in 1940 returned to Maxon as president of the agency.

Firms with whom he has visited the new Jones agency will service include: B. T. Babbitt Inc., New York (BB-0, Babbitt Cleansers, Lycons); B. T. Babbitt-Holly Corp., Vernon, Cal. (Holly Cleansers, Babbitt's Sal Soda); Benson & Hedges, New York (Virginia Rounds, Parliament, Debs cigarettes); Continental Brie Co., New York; Heinz Company, New York, flour and cereal division (H-Oats, Hecker's Cream Farina, Force); C. F. Mueller Co., Jersey City (macaroni products); Joseph Tetley & Co., New York (tea).

Mr. Jones has served these clients from one to seven years, the announcement states, adding that the entire organization which has been put together for this service will be included in his new agency. Detailed announcement of personnel will be made as soon as the agency can settle in its new offices, probably before April 1.

Radio will be a major medium, accounting for perhaps two-thirds of total billings, it was stated. Programs presently in the air for various products, which will be continued, include David Harum, on NBC and CBS for Bab-O; Judy & June, on some 15 stations via transcription product; Popular Products; Mark Hawley on CBS for Mueller macaroni and Don Goddard on WEAF, New York, for the same product; Tim Healy on WHN, New York and by broadcast in about 12 other cities for Force; local news shows in about 20 cities for Benson & Hedges.

Ray Coiffin

RAY COFFIN, 54, onetime program director of WSSX, Don Lee television station in Hollywood, died March 5 in Dallas from a heart attack. In 1937 he was western manager of the former Atlas Radio Corp.
Network Accounts
All Time Eastern Wartime unless indicated

New Business
McCOIL FRONTENAC OIL Co., Montreal (Red Indian) on March 8 started Five O'Clock, a 30-second Broadcasting Corp. alternative network stations, Sun. 8-10 p.m. Agency: Ronald A. Ask, Montreal.

CARVER PRODUCTS, New York (Arrid), on March 2 started Jimmy Fidler on 13 Canadian Broadcasting Corp. alternative network stations, Mon. 7-7:15 p.m. Agency: Small & Seiffer, N. Y.

IMPERIAL TOBACCO Co., Montreal (Sweet Camel cigarettes), on March 11 starts Congress du Bore on CKAC, Montreal; CBL, Quebec; CKCE, Hull, Que. Wed. 9-10 p.m. Agency: Whitehall Broadcasting Ltd., Montreal.


UNACAL PRODUCTS Corp., Los Angeles (If), on March 27 starts for 52 weeks News With Jim Deple on 32 Don Lee stations, Friday 6:30 p.m. Agency: Lord & Thomas, Los Angeles.

TRIMOUNT CLOTHING Co., New York (Clipper Craft Clothes), on March 10 starts Dorothy Thompson on 65 Blue stations, Thurs., from 8-8:45 p.m. Agency: Emil Mogul Co., N. Y.

Renewal Accounts
JOHNSON & JOHNSON, New Brunswick, N. J. (Band-Aid), on March 31 renewed 30 seconds for 57 weeks with Jim Deple on 36 NBC stations, Tues. 6-6:00 p.m. Agency: Young & Rubicam, N. Y.


S. C. JOHNSON & SON'S, Racine (wax), on April 7 serves for 52 weeks Fibber McGee & Molly on 129 NBC stations and 15 CBC stations, Thurs., 9-9:30 p.m. Agency: Needham, Louis & Brophy, Chicago.

CARNATION Co., Milwaukeee (canned milk), on April 6 serves for 39 weeks Carnation Contested Program on 50 NBC stations, Mon. 10-10:30 p.m. Agency: Erwin, Wasey & Co., Chicago.

GENERAL MILLS, Minneapolis (Gold Medal Flour), on March 23 renews Hymus of All Churches on 40 CBS stations, Mon., Tues. and Thurs. 10-10:15 a.m. and (Biscuit) Betty Crocker on 40 CBS stations, Wed. and Fri. 10-10:15 a.m. Agency: Blackett-Sample-Hum- mert, N. Y.


GENERAL FOODS Corp., New York (LaPrune, Satina, Postum), on March 30 renews for 13 weeks Jegor Jordan, Girl Interne on 75 CBS stations, Mon. thru Fri. 2:15-2:30 p.m. Agency: Young & Rubicam, N. Y.

AFFILIATED PRODUCTS, Jersey City (Edwin Wallace Hopper Cosmetics), on March 29 renews John's Other Wife on 70 Blue Network stations, Mon. Tues. Wed. 3:30-3:45 p.m. Agency: Blackett-Sample-Hum- mert, N. Y.

ANACIN Co., Jersey City (headache remedy), on March 23 renews Just Plain Hill on 70 Blue Network stations, Mon. thru Fri. 9:15-9:45 p.m. Agency: Blackett - Sample - Hummer, N. Y.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer, Mert, N. Y. 40-40 renewals for 51 weeks with Jim Deple on 59 NBC stations, Thurs. 10:00-10:15 a.m. Agency: Wade Advertising, Chicago.

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), on March 23 renews for 52 weeks Helmsley on 35 NBC stations, Mon. thru Fri. 10-10:15 a.m. Agency: Blackett-Sample-Hummert, Chicago.


GENERAL FOODS Corp., New York, on April 7 serves for 52 weeks Wha- a Girl Married for Calumet Baking Powder on 74 red stations, Mon. thru Fri. 5-5:15 p.m. and Portia Faces Life for Posts 99% Bran Flakes on 83 red stations, Mon. thru Fri. 5-5:30 p.m. Both renewals are for 52 weeks. Agency: Benton & Bowles, N. Y.

Network Changes
AMERICAN CHICHE Co., Long Island City (Dentylne), on March 18 shifts Bill Henry's By the Way from 7 Chicago Pacific stations, Tues. 5:50-5:45 p.m. and Portia Faces Life for Posts 99% Bran Flakes on 83 red stations, Mon. thru Fri. 5-5:30 p.m. Agency: Badger, Brown & Hersey, N. Y.

GENERAL M ILLS, Minneapolis (Wheaties), on March 17 will replace The Mystery Man with Guiding Light on 41 NBC-Ted stations, 2:15-3:00 p.m., Monday through Friday. Agency: Knox Reeves Adv. Minneapolis.

GENERAL ELECTRIC Co., Schen- nectady (radio and television division), on March 3 added three CBS stations to Frasier Hunt, making a total of 10 CBS stations, Tues., Thurs., Sat., 9-9:15 p.m. Agency: Mason Inc. N. Y.


GENERAL MILLS Inc., Minneapolis (Whetless), on March 17 replaces Mystery Man with Guiding Light on 28 NBC stations, Mon. thru Fri. 2:15-2:30 p.m. Agency: Knox- Reeves Adv. Minneapolis.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on March 25 shifts Kay Kyser's College of Musical Knowledge on 100 NBC-Red stations, from Hollywood to New York, Wednesday, 10-11 p.m. (PWT), with program on service camp tour for six weeks or more. Agency: Lord & Thomas, Chicago.

PROCTOR & GAMBLE Co. of Canada, Toronto (Ivyory), on March 4 added CFRB, Toronto, to the CBS show Junior Miss, Wed. 9-9:30 p.m. Agency: Benton & Bowles, N. Y.

WJZ On All Night
LATEST STATION to join the large group of stations remaining on the air throughout the weekend is WJZ, New York, which on March 16 will start an all-night all-music nightly program, Say It With Music, 1-7 a.m.

As the result of an Advertisers' Committee decision, more sales per dollar will be possible on WJZ. The committee, which represents a large majority of Advertisers' Representatives in the New York area, has authorized the following rates:

- 79% of Their Renewal Contracts for the Year After

Because WTCN is the Northwest's Most Popular Radio Station...with Programs for Every Age and Taste.

Because WTCN Covers the Twin Cities Market Like a Blanket...at a Reasonable Price.

Because WTCN Provides Newspaper Publicity for Its Advertisers' Programs.

FREE AND PETERS, INC.
National Representatives
New York Chicago Detroit Atlanta Los Angeles San Francisco

JOHNNY LONG on LANG-WORTH

BROADCASTING • Broadcast Advertising
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The One Book the Whole Industry is Reading

RADIO

GOES TO WAR

By CHARLES J. ROLO

Tells what happened when British radio went to war.

Gives the latest news of international broadcasting.

And offers a blueprint for democratic psychological warfare.

"An excellent job . . . It is the first and most complete volume on the whole aspect of propaganda in the air."

—A. J. SCHIECHER, Direc-
        tor, NBC News Room

"Extremely pertinent and most fascinating."

—The Philadelphia Inquir-

$2.75 at all bookstores or
direct from the publishers

G. P. PUTNAM'S SONS

2 West 45th St., N.Y.C.

BLANKETING AMERICA

22 MILLION
POSTAL TELEGRAPH
OFFICES!

POSTAL TELEGRAPH,
PLEASE. I'D LIKE TO
SEND A

TELEGRAM

* Wherever there's a
        telephone . . .
        there's Postal
        Telegraph!

Next time you want speedy telegraph service—remember—it's convenient, it's economical, it's fastest to . . .

Phone

BRONZE BOOKENDS, won as third prize in the 12th annual exhibition of outdoor advertising by the Chicago Federated Adv. Club for WWH's poster, announcing the New Orleans station's change in dial position last year, are examined by (1 to r) the Rev. Francis Cavey, S.J., faculty adviser; H. W. Summerville, WWL general manager, and Joseph Epstein, vice-president of the Fitzgerald Adv. Co., which designed the poster.

TESTING?

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

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BROADCASTING • Broadcast Advertising
lower court and asked that the record be certified to the Supreme Court.

Accompanying the petitions were virtually identical assignments of error. NBC contended that the lower court had erred in dismissing its complaint on jurisdictional grounds and in finding that it had jurisdiction to issue the injunction. CBS made these contentions and added that the court erred in failing to consider on the merits its application for a preliminary injunction and in failing to grant the injunction.

The papers were filed by John T. Cahill, for NBC, and John J. Burns, chief counsel for CBS. Charles Evans Hughes Jr., special counsel for CBS, however, had argued for the stay in the proceedings.

The court on March 2, in allowing the appeals to the Supreme Court, asserted the appeals should be made returnable 40 days from March 2. It fixed the bond at $750 in each instance.

Herbert V. Akerson, CBS vice-president in charge of station relations; William S. Hedges, NBC vice-president in charge of stations, and Keith Kiggins, Blue Network station relations vice-president, promptly advised their affiliates of the action.

Mr. Akerson said that grant of the May 1 stay in no way precludes CBS' appeal to the Supreme Court for suspension of rules if necessary.

Stations Notified

"Stay was granted, as you probably know," he said, "after FCC refused to exercise its rule-making powers until test cases could be tried in District Court of Appeals. This stay is most constructive news to date in our fight against regulations which would not only be diastrophic to ourselves but to the standards of American broadcasting, which would establish most dangerous precedent. We are filing our appeal with the Supreme Court this week and will keep you advised."

Mr. Hedges wired NBC affiliates as follows:

"Supplementing my wire to you of Feb. 27, this will advise you that in our suit against the FCC the Federal Court in New York today unanimously granted a further stay of all network regulations until May 1, or until the argument of our appeal before the Supreme Court, whichever shall first occur. If a further stay is needed, the court indicated application should be made to the Circuit Judge of the Supreme Court."

A similar notice was sent Blue stations by Mr. Higgins.

New Agency Formed

RODGERS & WARNEN, 274 Madison Ave., New York, a new advertising agency, has been formed by Jerry Rodgers Jr., former secretary-treasurer of Van Dolen-Givaudan & Maseek, and James M. Hyman Adv. to handle cosmetic, fashion and general accounts. Mr. Rodgers will act as radio director.

AFA Post to Le Wald

CURTIS C. LE WALD, formerly with D. P. Brother & Co., Detroit advertising agency for six years, has been appointed assistant to J. E. Campbell, president of the Advertising Federation of America. Previously he was manager of the Chicago office of Campbell - le Wald Co., and advertising manager of Buick Motor Co.

ASCAP Members Electing Officers

Results To Be Announced at Meeting Set for March 27

BALLOTS for use in electing eight ASCAP directors—four publishers and four writers—were mailed to the membership of the Society last Wednesday, according to E. C. Mills, chairman of the Society's administrative committee.

Ballots must be returned by March 19 and the results will be announced at the annual general membership meeting to be held at the Ritz-Carlton Hotel, New York, March 27.

Explaining that the present incumbents are always considered as candidates for reelection unless they notify the nominating committee to the contrary, Mr. Mills listed the candidates as follows: Publisher members: Max Dreyfus, Jack Mills, John O'Connor, A. Walter Kramer, present incumbents; Sam Fox, Edwin H. Morris, Max Winkler, Donald Gray, nominees. Writer members: Gene Buck, Jerome Kern, George W. Meyer, Geoffrey O'Hara, present incumbents; Rube Bloom, Vernon Duke, Ray Henderson, Sam Lerner, Al Lewis, Sam H. Stept, Howard Hanson, Albert Stoessels.

High Posts Involved

In addition to their candidacy for reelection as writer members of the ASCAP board, Mr. Buck and Mr. Meyer also face an election for their positions as president and secretary of the Society. Terms of all ASCAP officers expire April 1. No election was held last year due to the controversy with the broadcasting industry which was at its height a year ago, and in the fall, after an agreement had been reached with the broadcasters, it was decided to postpone the election until this April [BROADCASTING, Nov. 24, 1941].

Other ASCAP officers in addition to Mr. Buck and Mr. Meyer are: Louis Bernstein, vice-president; Otto A. Harbach, vice-president; Gustave Schirmer, treasurer; J. J. Bregman, assistant secretary; Irving Caesar, assistant treasurer.

About 250 writer members of ASCAP attended a mass meeting at the HotelAstor, New York, last Tuesday, at which writer candidates were introduced to their fellow members. This meeting was not called by ASCAP, but by the writer's nominating committee, headed by Abel Baer [BROADCASTING, March 2].

Haverlin Asserts All NAB Meetings Favor BMI Pacts

Flood of Signatures Within Next Few Days Expected

THE NEW eight-year BMI licenses have been signed and returned by 274 stations, representing well over half of the industry's dollar volume, Carl Haverlin, BMI vice-president in charge of station relations, reported last Thursday following a meeting of the BMI board. He recently returned to New York from a swing around the country attending NAB district meetings.

With no exceptions, broadcasters attending the eight meetings held thus far have endorsed the new contracts, Mr. Haverlin said, adding, however, that many broadcasters admitted they had held off signing the sheet of papers because of an unwarranted belief that the present contracts ran until the end of March, as they began April 1 of last year.

Expect Many Signers

He said he had explained that terms of the consent decree signed by BMI with the Government March 12, 1941 require clearance at the source by the same date this year, so the new contracts, involving this principle, are dated from March 12, 1942.

Mr. Haverlin stated that he expects a flood of contracts to come into BMI headquarters this week and that by the deadline date almost if not all of the present BMI licensees will have signed the new licenses.

Mr. Haverlin's report of the district meetings was the main business of the BMI board meeting following which the directors present discussed with BMI executives plans to advise broadcasters who have not yet acted on the contracts of the March 12 deadline and urging them to get busy and get their licenses back.

No official action could be taken by the board since a quorum was not present. Niles Trammell, NBC president, is ill; Edward Klauber, CBS executive vice-president, and Paul W. Morency, general manager of WTOP, Hartford, were absent because of illness, and John Shepard 3d, president of the Yankee Network, was called to Washington on government work.

The three directors present were Neville Miller, president of NAB and BMI; John Elmer, owner of WCBM, Baltimore; Walter Damm, general manager of WMJ, Milwaukee.

Also in attendance were John H. McDonald, assistant treasurer of NBC; Mefford Runyon, vice-president of CBS; Mark Woods, president of BMI; E. E. Tompkins, vice-president and general manager of BMI; Sydney Kaye, BMI executive vice-president; Mr. Haverlin.
FCC MAY TRANSFER CERTAIN EMPLOYEES
TRANFER of a number of FCC employees identified with normal regulatory activities to other agencies of the Government. The transfer is described as strictly wartime operations, is contemplated in line with President Roosevelt's recent executive order on war personnel.

Under this order, issued February 27, the FCC was classified in two categories. Employees engaged in defense activities, including key officials and staff members assigned to work of the Defense Communications Board, National Defense Operations Section, and Foreign Broadcast Monitoring Service, were placed in Class 2, second in rating only to Army, Navy and War Production Board and the agencies. Other FCC employees, detailed to routine regulatory activities, were listed under Class 5, furthest removed from war funds and the nearest to war agencies. While no shifts yet have been made, it is understood they will be cleared shortly. How many employees will be involved will not be known until the preliminary survey is completed.

Jay Sims on WLW
JAY Sims, newscaster heard recently on WOR, New York, will replace Peter Grant on WLW, Cincinnati, starting March 9, according to James D. Shouse, vice-president of Crosley Corp. That date Grant will join the Army. Sims also becomes moderator of Views On the News, a Sunday 4:30 to 5 p.m. (EWT) broadcast which becomes an NBC Network program fed by WLW to WOWO, Ft. Wayne; WINS, Indianapolis; WTOP, Washington, D.C.; WJZ, Baltimore; WRAL, Raleigh, N. C.; CF-CH, Montreal, Canada; CTV, Ottawa, Canada; WBBF, Chicago; WCOL, COLUMBUS; WGBF, Evansville; WSPD, Toledo.

Seek Freon Cylinders
CYLINDERS used by stations to hold Freon gas for air-cooling have become scarce because of defense needs for—spurred on by the War Production Board has asked that they be returned for refilling. Unless empties are returned by March 10, the WPB stated that scheduled gas production for March can be delivered only in part.

For Life-Like Monitoring
GET THIS NEW G-E LOUD-SPEAKER
(Type JCP-10)

- Perfectly matched to the G-E FM station monitor with matching amplifier
- Varies with frequencies from 20 to 15,000 cycles, with G-E monitoring amplifier
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- Special Alaska permanent magnet for field
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- An excellent speaker for audience speech

PRICE: $75.00 net, f.o.b. factory (State if desired, $20.00 additional)
ORDER NOW through nearest G-E office or direct from General Electric, Radio and Television Dept., Section 160-26, Schenectady, N.Y.

FOR LIFE-LIKE MONITORING
GET THIS NEW G-E LOUD-SPEAKER

Rep. Cox Forecasts Probe Bill Action
expects an FCC Investigation
Deepl Efforts to Block
FAVORABLE action of the House Rules Committee on its resolution (H.R. 5497), recommending the FCC be investigated by Rep. E. E. Cox (D-Ga.) last Friday, resulted in extraordinary efforts to block its approval in chambers closed.

Meanwhile, the Sanders Bill (H.R. 5497) for revision of the Communications Act and rescinding of the FCC still is slated for hearings before the House Interstate & Foreign Commerce Committee. It was said at the committee that a date will be set as soon as subcommittee work has been completed.

John E. Pearson
JOHN E. PEARSON has been named exclusive representative of WJJD, Chicago, Mr. Pearson has also announced opening of a New York office, which will be handled by Hines Hatchett, formerly of the New York office of John H. P. & Associates.

FOR LIFE-LIKE MONITORING
GET THIS NEW G-E LOUD-SPEAKER

Pinkham Expands
LYDIA E. PINKHAM MEDICINE CO., Lynn, Mass. (proprietary), on March 2 started a 13-week advertising campaign, following on transcriptions announced three to eight times weekly on 18 stations, thus bringing the total list of stations to 51 points, more than two hundred. New stations are KALB WCNM WJLS WAIB WPIW FOR HOUTK KPLC KVOL WSKB WMGA WKST WNLN WNBC WSAY WPAX and WBTX, Agency is Erwin Wasey & Co., New York.
Help Wanted

Commercial man who can sell and write—Opportunity to control sales direction. Please state qualifications and salary desired. Box 217, BROADCASTING.

Announcer—Qualified to handle news and commercial copy in any type of broadcasting. Must be experienced, local. Please include salary requirements and any other details including salary requirements. Box 218, BROADCASTING.

Louisiana-Stations—Has opening for good announcer who can also handle baseball games in addition to normal commercial work. Willing to consider all types of experience. Replies confidential. Box 222, BROADCASTING.

Engineer-Operator—Immediate Metropolitan Independent Station, ARF working conditions and pay scale. Give complete information first letter including name, age, and draft status. Box 240, BROADCASTING.

DUE TO DRAFT Situation—Established firm of station representatives has opening in New York office. Preferably man able to carry himself on personal handling. Give complete radio background. Answers will be held confidential. Box 258, BROADCASTING.

5 KW. REGIONAL WANTS—Reliable, sober chief engineer. Capable of taking charge of maintenance and operation of permanent position. Married man preferred. Salary expected and advised if audition of voice available. All replies confidential. Box 222, BROADCASTING.

Engineer—Wanted to supervise all control work, including network, field and studio, maintenance. 250 watt MBS station. To right man offer chief engineer position after trial period. New studio. RCA equipment. Draft has shortened our staff and New position is open. State references, experience, salary, draft status. This is a permanent position. Box 258, Louisville, Ky.

Girl copy writer—Who can also do microphone work. Apply to NBC station, Box 228, BROADCASTING.

Engineer—Experienced with RCA equipment and control. For New York City station. Open. State references, experience, draft status. Good starting salary. NBC affiliated station. Box 222, BROADCASTING.

Chief Engineer—For 1000 watt station on Pacific Coast. Equal opportunity. Salary expected. Box 226, BROADCASTING.

Two personality announcers—Somehow in some large station there is a capable personality who has not been in the light. We offer a chance to show what he can do with a light and intelligent show. Show and audition. Box 229, BROADCASTING.

Help Wanted—(con'd.)

SMALL, NON-NETWORK, ISOLATED RADIO. USEFUL-EXPERIENCED, PRACTICAL, ALL-AROUND MAN AS MANAGER. LIV. IN close or NO CHANCE TO SHARE IN PROFITS. IN YOUR OWN HOME? SEND DETAILS YOU WOULD SEEK IF IOAT BOX 230, BROADCASTING.

Engineer-Operator—Immediate Metropolitan Independent Station, ARF working conditions and pay scale. Give complete information first letter including name, age, and draft status. Box 240, BROADCASTING.

EXPERIENCED PROGRAM DIRECTOR—Can handle all phases of program and music production: excellent pianist and accompanist. Experienced as announcer, including news and sports. Married. graduate. College training. Box 238, BROADCASTING.

Announcer—College graduate, excellent musical background plus commercial experience, desires change. Available at once. Box 227, BROADCASTING.

Production Man—Diversified experience in all phases of commercial, sports, special events. Desires large station connection. Box 236, BROADCASTING.

PROGRAM DIRECTOR-PROGRAM PRODUCER—6 years' executive program experience in major stations; 15 years in radio sales able now. Locates available opportunity for program development. Write Box 216, BROADCASTING.

ENGINEER—Experienced with 5 to 10 KW. desires position with Southern station. Draft exempt. Box 219, BROADCASTING.

CHIEF ENGINEER—Desires station. Experiences and references. Draft free. Box 229, BROADCASTING.

Situations Wanted


Chief Engineer—Experienced, reliable, desires change. Available at once. Box 227, BROADCASTING.

Immediately—Transmitter operator who can copy Transradio Press. Experience not necessary. Permanent work. Box 230, BROADCASTING.

WANTED IMMEDIATELY—Transmitter operator who can copy Transradio Press. Experience not necessary. Permanent work. Box 230, BROADCASTING.

WANTED TO BUY

Waltz—75C RCA Recording Attachment. Box 225, BROADCASTING.

Will Pay Cash—For 1 phase monitor for directional array in A-1 condition. Must have FCC approval; 7500 No. 5 or 6 seven-stranded wire, tinned preferably; 1 no. 18 gray single-pair, 600 volt insulation, copper mesh shielded. Box 225, BROADCASTING.

We will pay—Top price for microphones, turn-tables, coaxial sampling lines, phase monitor program Limiter and mixer, ring- wire lead. Equipment must be of best quality and condition. Box 231, BROADCASTING.

Complete $ KW transmitter—Phase monitor for two element array. Submit full description and price. Box 236, BROADCASTING.

For Sale


DETROIT'S FM LIKES W45D Finds Out Good Music—Is Most Desired

THE FIDELITY of FM, especially for classical and concert music, has struck a responsive chord among listeners, according to a recent survey of W45D, high-frequency outlet of the Detroit News and WWJ. Questionnaires under the signature of E. K. Wheeler, WWJ-man- ager, had been circulated among 247 FM set owners in Detroit and replies confirmed the type of program and favorable listening period as well as inviting comments and suggestions. A 61% response, 127 replies, was received by the station.

With first, second, and third program choices requested, 82% of the total mentions were for classical and concert music broadcasts. Other mentions were, newscasts, 71%; semi-classical vocalists, 62%;

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Consulting Radio Engineer

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Munsey Bldg. • Republic 2347

March 9, 1942 • Page 53
Wartime Shortwave Operation
Up to FDR and Budget Bureau

UPON the Budget Bureau and President Roosevelt this week may rest the determination how the nation’s shortwave broadcasting stations will be operated during the wartime emergency, with the likelihood that the Donovan Committee’s plan—proposing a virtual subsidy for continued private technical operation and maintenance while programming is handled by Government agencies [BROADCASTING, Feb. 23, March 5]—would be adopted in substance.

The Rockefeller Committee’s proposal for one big company, either privately or Governmentally owned, and so-called Paley Plan, envisaging the grouping of the shortwave broadcasters into two competitive organizations, are understood to have been shelved in favor of the Donovan project.

Submitted to Fly

Already, it was unofficially reported, the Crosley shortwave outlet, WLWO, has virtually been turned over to the Donovan Committee so far as the clearance of its programs through the Donovan New York studios is concerned.

KPAS, IN PASADENA,
FORMALLY OPENED

KPAS, new 10,000-watt fulltime station on 1110 kc in Pasadena, Calif., temporarily operating with 5,000 watts on an 18-hour daily schedule, observed its formal opening March 3-5 with a series of special broadcasts and continuous open house. Climaxing festivities was a banquet on Thursday night.

Some 300 radio industry and agency executives with other civic and cultural leaders of Southern California attended. With many notable speakers and staged in the Huntington Hotel where studios are located, the banquet was presided over by Robert McCurdy, president of the Pasadena Tournament of Roses Committee.

Owned and operated by Pacific Coast Broadcasting Co., of which J. Frank Burke Sr. is president and general manager, KPAS by special temporary FCC authorization went on the air Feb. 18 [BROADCASTING, Feb. 23]. It will continue to operate under the present setup until early May when a 10,000-watt Western Electric transmitter is to be installed. Loyal K. King is executive assistant to Mr. Burke.

John L. Akerman is commercial manager of KPAS, with C. H. Leinhaas program and production manager.

William J. Donovan, Nelson Rockefeller and their radio aids have been in huddles for several weeks over the various projects, and last week the suggested plan was turned over to FCC-DGB Chairman James Lawrence Fly for his study. He may change in the plan, it is understood, before it goes to the Budget Bureau.

That agency has jurisdiction since it involves considerable outlays to the stations to cover technical operation, improvements and depreciation, as well as the probable construction of more stations. The budget and the formula of payments to the stations were not disclosed.

Under the Donovan Plan the shortwave stations would lose all their time to the Government, with the Rockefeller Committee utilizing 4 p.m. to midnight for Latin American service and the Donovan Committee the remainder for service to all countries outside the Western Hemisphere. Programs would be built by the two organizations and also by the stations’ own staffs, but all would clear through the Donovan New York studios.

Nutrition Drive To Include Radio

RADIO will play an important part in the nationwide educational campaign to be launched March 18 in conjunction with the Federal Government and the food industry for the purpose of promoting a national nutrition program, details of which are now being checked by the Office of Defense Health & Welfare Service, Federal Security Agency.

Although detailed information of the advertising and publicity drive was lacking last week, it is understood that radio may also be used, especially in publicizing the governmental symbol of the program, which will also be shown on posters, billboards and point-of-sale display material in addition to its inclusion on the packages and in the advertising of products of participating companies.

Said to be backed by a Government appropriation of about $1,000,000 and by several times that amount from the food producers, the campaign will stress the value of a balanced diet and not merely individual foods. A set of “Official Nutritional Hints” and a list of certain essential foods are understood to have been compiled, with the manufacturers of these foods allowed to use the rules in their advertising.

Details of the plan, reported to be based on long-time advertising, are being worked out by Harry Houghton, merchandising consultant of the Colgate-Palmolive Co., Paul V. Marion, Federal Security Administrator, and John Murphy, public relations director of the Associated Grocery Manufacturers of America.

Walter Damm Is Elected
Victory Council Member

ELECTION of Walter J. Damm, director of radio operations of the Milwaukee Journal, to membership on Broadcasters Victory Council Thursday, March 1, was announced at a meeting of the Council. Mr. Damm serves as representative of FM station WOKY which has been elected to the presidency of that organization at its annual meeting last Monday. Following John Shep-

ard 3d, Mr. Shepard is chairman of BVC.

Attending the meeting were Mr. Shepard; George B. Storer, Fort Industry Co. and president of National Independent Broadcasters; vice-chairman; and James D. Shoote, vice-president of Crosley Corp. in charge of broadcasting, representing chain channel stations.

John E. Fetzer, WZKO, Kalama-
zo, representing the NAB, and Eugene C. Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc., were unable to attend.

BVC serves as the industry liaison committee, covering all activity, on- and off-air, representing each of the trade groups in broadcasting.

Trimount Commentary

DOROTHY THOMPSON’S news commentaries will be sponsored by Trimount Clothing Co., New York, for Clipper Craft Clothes, starting March 18. In addition to Sunday evenings, the radio account is Emil Mogul Co., N. Y.
The nation’s growing war needs are already presenting knotty packaging problems. But no matter how you pack your product—in paper, glass, or some other material the laboratory has yet to devise—WLW will continue to sell it with increased effectiveness in Ohio, Indiana, Kentucky and West Virginia.

59.6% of our commercial time is devoted to products sold through grocery stores. The thousands of dealers throughout our widespread area who make or break your campaigns—war or no war—have repeatedly shown a keen enthusiasm for WLW as a merchandise-moving influence. Cooperation with WLW-advertised products has become a part of the daily business routine of the men who move your merchandise.
With Daytime Listeners in Oklahoma City

IT'S WKY

3 to 1

No Change of Copy!

* Year after year WKY maintains its decisive lead in listener preference. By the latest Hooper Station Listening Index (December, 1941-January, 1942) WKY continues the 3 to 1 choice of daytime listeners and, in fact, has more listeners morning, afternoon and evening than ALL THREE other Oklahoma City stations combined! WKY, on this account, is doing the most thorough, effective and economical job for advertisers in this market.