Once again those amazing unpredictable Dodgers take to the field to pick up another pennant in 1942!

And once again it's the fan's favorite, "RED" BARBER, broadcasting every game—at Ebbets Field and away—as only he can.

But it's a new station this year ... and it was easy for Old Gold to pick the station which they knew from experience would do the most effective selling job. By experience we mean two solid years of broadcasting with continually increasing results.

Maybe America's most powerful independent station belongs in the lead-off spot at the top of your station line-up.
BUSINESS AS USUAL? . . . Hardly! We'd say that it's a "topsy-turvy" business, at best.

Unprecedented requirements for our military services . . . as well as for the armies and navies of the United Nations . . . have transformed our normal surpluses into acute shortages.

However, despite many severe curtailments, our regular clients have not been unduly inconvenienced, and every possible effort is being made to continue serving them.

You can help us expedite such deliveries by scheduling your requirements for the future, NOW . . . and by forwarding priorities extension certificates, whenever these are available.
TODAY...more than ever
your library service
is a necessity!

Now, in wartime, a good library service is more essential than ever before:

You are on the air more hours, particularly early morning and after midnight, when good music is indispensable.

Your schedules may be unsettled or broken into, and a library service can be depended upon to maintain your high standards of programming.

Your staff may be reduced, and when every man-minute counts, the simplified filing system, which only a good library service can give you, will enable you to build programs and locate and assemble discs with minimum effort.

"Keep 'em spinning" and you'll keep 'em smiling with the best musical entertainment possible—your library service.

*Standard Radio*

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.
Mail from Montreal

Sales for you right here...

You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

Every mailbag at WWL is sprinkled with letters from distant fans scattered throughout the world. We don’t merchandise our steady listeners in Canada, the West Indies or Alaska.

But we do know that here in the Deep South, the dominant medium is the powerful, prestige-carrying 50,000 watt clear-channel voice of WWL, New Orleans.

The greatest selling POWER
in the South’s greatest city

PROPAGANDA?

LET'S get straight on this matter of propaganda.

Too few of us know what it is and too many of us think Nazi propaganda is the only propaganda.

The Axis has changed its meaning like that of censorship to mean infamous lies, half truths, and products of vivid imaginations of fiendish minds.

So when one hears that the radio stations in America are "full of propaganda," the Fifth Estate becomes at once the object of misunderstanding, calumny and aspersions.

Propaganda, as any dictionary will tell you, is nothing else in the world but a method of spreading a particular doctrine or system of principles. Thank Heaven, we can propagandize forever about America. Democracy and the American way of life, tell absolute whole truths and never be able to tell all of the many advantages of the American way of life.

There is a lot that can be said about this country that we love from the cradle to the grave, and Radio is going to tell all it can. The salient factor of American Propaganda is that our truths will triumph over the infamous lies of the Axis war lords, completely, giving all people a right to live as free men and women.

The difference between Nazi propaganda and American propaganda is the difference between Mein Kampf and the Bible.

WSM is proud that as a part of the great Fifth Estate, it is fostering national unity, strength, and courage by spreading the principles of Democracy and Americanism. For, without this "propaganda," there would be no unity...without Unity no Victory.
The only way you can tell what network radio will do for you is to try network radio. There just is no equivalent. But it doesn't require a coast-to-coast investment.

By making your network radio test on Columbia Pacific, you can buy an actual “introductory package” of network radio—a regional network which closely mirrors nationwide conditions.

At the right are the reasons why the West will give you accurate, dependable answers as no other section can. Study them. They will show you why the economical, the practical way to prove out network radio is to “try the West, then add the rest.”

TRY THIS INTRODUCTORY PACKAGE... Coast network radio combines these eight necessary radio test factors: (1) Top-calibre production from Hollywood, Western production center for all networks. (2) Western networks are “basic,” carry all coast-to-coast programs. Your program gets true network sequence and competition. (3) Western listeners are network-conditioned. Your radio program will be judged by listeners accustomed to the best. (4) All listener types. Audiences include city, farm homes; class and mass markets. (5) Measured audiences. C. E. Hooper counts your listeners. (6) No outside conflicts. Other regional campaigns do not penetrate the far West. (7) Isolated market. Sales areas are sharply defined. (8) Low time costs—only one-tenth of full coast-to-coast rates.

COLUMBIA PACIFIC NETWORK
A Division of the Columbia Broadcasting System • Palace Hotel, San Francisco—Columbia Square, Los Angeles • Represented nationally by Radio Sales, New York, Chicago, St. Louis, Charlotte
FOR the third successive period, the bakers of Enriched Tip-Top bread have renewed their “membership” as a 920 Club participant. While this may be impressive as a success story, we admit that it is not entirely unique. But what is extraordinary, however, is the magnitude of the response which leads the bakers of Enriched Tip-Top bread to continue to be a 920 Club regular. This low cost station is doing a major job for some of America’s leading products who consider it a “discovery” in the radio field. They are learning what local advertisers have long known . . . that WORL has built a definite personality that makes people listen.
Introducing GILBERT WRIGHT, inventor of Sonovox!

How true it is that man's Fate hangs but by a hair! Shaving under his chin, one day, Gilbert Wright discovered the basic acoustic principal that led to his invention of Sonovox. Thus literally "by the beard of his chin", Gil became the father of talking and singing sound—certainly one of the most astounding developments in the radio world.

"Astounding?" Yes! From all over America come indications of such audience-reaction as you have never heard before. Distributors of Sonovox-advertised products are writing to their home offices reporting vastly-increased sales, and begging for information about Sonovox. Dealers are putting receiving sets into their stores, to hear the Sonovox announcements. Consumers are demanding to know what this new radio-technique is all about!

Yes, Gilbert Wright and his beard have certainly started something! If you want to know all the facts, write to the nearest Free & Peters office, shown below. An audition will gladly be arranged for you.

WRIGHT-SONOVOX, INC.

CHICAGO . . . NEW YORK . . . HOLLYWOOD

FREE & PETERS, INC., Exclusive National Representatives
Move to Revamp NAB Gets Under Way

4th District Urges Board to Probe Activities

FULL-SCALE reorganization of the NAB, which may involve the future status of its president, Neville Miller, as well as other headquarter staff officials, is being advocated by a formidable group of broadcasters because of dissatisfaction over the trade association's activities.

While veiled hints have been given for several months about a housecleaning, the first tangible step came March 7, when the 4th District NAB meeting at Roanoke adopted a resolution memorializing the full board to appoint a committee to study the management, structure, and finance of the trade association, looking toward "greater unity, economy and efficiency." The full board meets in New York on Thursday and Friday (March 19-20) and will consider the resolution, among other things.

Defense Problem

Industry unrest over NAB leadership has been manifest since the last NAB convention in St. Louis, which resulted in an open break between Mr. Miller, FCC Chairman James Lawrence Fly and other leading industry figures. Since then, Broadcasters' Victory Council was formed, made up of representatives of each of the trade groups in broadcasting, for the avowed purpose of rehabilitating industry relations with Government during the war emergency.

Mr. Miller, on the premise that only "practical broadcasters" should serve on the council, was excluded from membership with the NAB represented by John E. Fetzer, WKZO, Kalamazoo, as chairman of the trade association's Defense Committee.

Proponents of full-scale reorganization propose to crystalize their plans at the forthcoming NAB convention in Cleveland, May 11-14. Mr. Miller is under contract until June 30, 1943, his term having been extended one year at each of the last two conventions.

It is an open secret that Mr. Fly favors a reorganization of the NAB. Moreover, he endorsed the creation of the Broadcasters' Victory Council, which in some quarters was regarded as a rebuff to NAB.

BVC, headed by John Shepard 3d, president of the Yankee Network, is regarded as an heirloom organization to cover the Washington regulatory front until the reorganization is effected. Mr. Shepard has publicly stated that BVC will be dissolved if the reorganized NAB meets the requirements prescribed by the Council. Those who favor the NAB housecleaning, along broad lines, urge:

1. That the major networks be relegated to associate rather than active membership and that no network executive, employee or official be permitted to serve on the board of directors.
2. That new leadership be fused in the NAB, probably through restoration of a practical broadcaster as president.
3. That economies be effected in NAB operation with certain of its present activities discontinued.
4. That experienced "legislative counsel" be retained to handle Congressional contacts and other Washington-front activities.
5. That the association be streamlined and placed on a war footing, with non-essential peace-time pursuits eliminated.

Purported network domination of the NAB, repeatedly attacked by Chairman Fly, is one of the keynotes of the reorganization crusade. NBC already has expressed its willingness to accept associate rather than active membership. CBS, on the other hand, has maintained that networks are entitled to active membership because of their important status in the industry.

MBS, third of the national networks, has been at loggerheads with the NAB since before the St. Louis convention episode, and many of its important affiliates already have dropped out of the association. It has repeatedly disclaimed NAB's position as industry spokesman, asserting that the NAB has never represented the interests of MBS affiliates. This stemmed from NAB's opposition to the so-called network-monopoly rules, now in litigation.

Support for NAB

Despite the move toward reorganization, with President Miller in the center of the controversy, there is strong industry sentiment, particularly in the less populous

Taylor Takes Victory Council Post

Texan Assists Shepard As Capital Liaison For Groups

IMPOSED by both industry and Government figures to pitch in, O. L. (Ted) Taylor, president and general manager of the Taylor-Howe- Snowden stations in Texas, arrived in Washington last Friday to become executive secretary of Broadcasters Victory Council, a coalition of industry trade groups set up to maintain liaison with the Government.

Mr. Taylor, a director of the NAB and a member of its executive committee, fills a post created by the Council upon its formation last January. He will serve with John Shepard 3d, Council chairman, and remain on the Washington scene for three weeks each month. Mr. Shepard, who has been in Washington since formation of the Council, intends to spend one or two days a week there, devoting the balance of his time to directing the affairs of the Yankee Network, of which he is president.

Supporter of NAB

A strong proponent of NAB as the single industry trade association, Mr. Taylor was prevailed upon to accept the BVC appointment in the interest of the industry. He is for certain changes in the by-laws of the NAB at the NAB Cleveland convention in May.

In addition to Messrs. Shepard and Taylor, BVC members are George B. Storer, Port Industry Co., vice-chairman, and president of NIB, who originally proposed the Council; James D. Shouse, Crosley Corp., vice-president, representative of the Clear Channel Broadcasting Service; John E. Fetzer, WKZO, Kalamazoo, NAB director and chairman of its National Defense Committee, NAB representative; Eugene C. Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc.; Walter J. Damm, WMJ, Milwaukee, president of FM Broadcasters Inc.

Mr. Taylor, it is understood, was urged by members of BVC to take over the executive secretariatship. He will serve without salary, as does Mr. Shepard.

Gene Howe, chairman of the board of the four-station chain and four newspapers owned by the group, authorized Mr. Taylor to assume the post and take a temporary leave of absence from the organization, it is understood. Stations in the group are KGNZ, Amarillo; KTSA, San Antonio; KPHY, Lubbock; KRGV, Weslaco.

Mr. Taylor has been active in NAB affairs virtually since he first became interested in radio in 1934. He became president of the Texas (Continued on page 24)
NAB Should Be Converted to Wartime Basis—An Editorial

IT IS UNFORTUNATE that the NAB must undergo a stem-to-stern housecleaning in these tense times. Nothing can be gained by rehashing the provocations that make a change necessary. There's anything but unity in the industry. Without a reorganization, the result can be all but fatal.

In many ways the NAB has done a good job. Copyright, for example. But it lacks recognition in certain quarters in Washington. Personal animosities have superseded best industry interests. FCC Chairman James Lawrence Fly, who also sits as chairman of the war-born Defense Communications Board, has in effect refused to recognize NAB President Neville Miller as the industry spokesman. Such a situation, in wartime, is untenable.

We do not condemn Mr. Fly's actions or attitudes. Nor do we condemn Mr. Miller. His enemies who fostering nor unfounded criticism in 1938 as the NAB's first paid president have been directed to defense of the industry against undue regulatory encroachments. The fact remains, however, that the NAB as now constituted is persona non grata in important Washington quarters. It is no secret that certain industry

areas, for continued support of the NAB as at present constituted. This has been reflected in repeated actions of the NAB district meetings, pledgeing support to the association and giving Mr. Miller a vote of confidence. The highly successful campaign waged by Mr. Miller in the copyright battle since he assumed office in 1938 has won the plaudits of rank and file broadcasters, and even those now fostering nor unfounded criticism in 1938 as the NAB's first paid president have been directed to defense of the industry against undue regulatory encroachments. The fact remains, however, that the NAB as now constituted is persona non grata in important Washington quarters. It is no secret that certain industry interests, in the light of the war, have found it expedient to alter their positions toward Mr. Fly, new legislation and the NAB.

Since the ill-starred NAB convention in St. Louis last year there has been an ever-widening breach in the industry. A rash of new trade groups has broken out. Chairman Fly has fostered anti-NAB activity—probably not. The industry would have suffered even worse had it not been for the formation of Broadcasters Victory Committee. It has supplanted NAB in maintaining official liaison with the war agencies. Because Chairman Fly likes BVC, and dislikes NAB, the latter has been able to keep things moving.

BVC an Interim Expedient

The BVC is serving as a voluntary interim organization until NAB is reorganized. Chairman John Shepard 3d, avowedly a pro-NAB, single-trade-association man, volunteered to take over the chairmanship. Now O. L. (Ted) Taylor, a member of the NAB board and executive committee, and outspoken opponent of rump movements in the industry, has taken leave from his Texas stations to serve as executive secretary of BVC. A majority of the members of BVC are serving with the conviction that the organization should not remain permanent, but that the industry must have new leadership in Washington.

The NAB board meets in New York this week. It will consider the resolution of the 4th NAB district that the management, structure and finances of NAB be studied looking toward "greater unity, economy and efficiency". It probably will order the study, with action at the Cleveland convention or sooner.

Now more than ever before radio must have wise leadership. The NAB should be streamlined and placed on a wartime basis. There should be promptness of doing radio, just as there is post-war planning for Government. There will be FM, television and other new services after the war. And there will be a new economic order.

Commission members and chairmen come and go. It won't always be this way. But radio, under efficient leadership, will remain. Radio has been fighting windmills since St. Louis. The facts are clear. The job can be done at Cleveland in May.

noke was drafted by a committee of representative broadcasters and approved in executive session. The discussion, it is understood, centered around Mr. Miller's difficulties in dealing with certain Washington officials, notably Chairman Fly, a proposed increase in the NAB budget from approximately $250,000 to some $300,000 for the current year, and the status of certain staff executives of the NAB.

Contract Renewal

Several broadcasters, it is reported, freely express the view that in trade association work top officials outline their usefulness. The cycle usually runs three years, it was pointed out. Mr. Miller, the industry's first paid president, was retained in 1938. A lawyer by profession, he earned a national reputation as Louisville's "food mayor".

Mr. Miller was appointed for a three-year term. At the San Francisco convention in 1940, however, his term was extended from 1942 until 1943, with an increase in salary from $25,000 per year to $55,000 per year, plus $6,000 in allowances. At the ill-fated St. Louis convention, his term again was extended until 1944, with the same salary.

The resolution adopted at the Roanoke meeting reads:

"Resolved, it is the sense of the 4th District membership assembled at Roanoke, Va., on March 7, 1942, that the Board of Directors of the NAB immediately appoint a committee to make a study of the management, structure and finances of the NAB, looking toward greater unity, economy and efficiency."

UP EARLY and late for commercial broadcasts, Norman Ross, announcer of WMAQ, Chicago, sandwich air patrol duty over the Chicago Loop north to the Illinois-Wisconsin line along Lake Michigan. Ross, a former Olympic swimming champ and aerial acrobat, instructor in the last World War, has been appointed commander of Squadron I of the Civil Air Patrol in Illinois of about 100 citizen pilots in the Evanston area.

"And be it further resolved, that the committee make its report setting forth its recommendations in detail to the membership at the 1942 Cleveland convention."

Advance Discussion

The preponderant view on BVC is for reorganization of the NAB, rather than its dissolution. Mr. Shepard already has announced that, in compliance with NAB bylaws, a proposed amendment to the bylaws regarding qualification for membership will be dispatched to all stations 30 days in advance of the Cleveland convention, or by April 11.

Basically, the plan is to propose that no employee or officer of a national network be eligible to serve on the board, with the networks themselves relegated to associate membership along with station representatives, transcription companies, manufacturers and other non-independent station operators. Presumably, managed and operated stations of this networks would be eligible for active membership. Directors of networks, as distinguished from officers and employees, might be qualified for directorships on NAB.

Before the full NAB board of 26 members meets in New York this week, the wires will burn on the organization's prospects. As in the past, certain board groups are expected to meet in advance the regular session to devise their plans.

Membership of BVC is preponderantly in favor of retention of the NAB structure, but with a reorganization. All of its members do not agree, however, on the degree of reorganization deemed essential. All agree that a more amicable relationship should exist between Government and the industry and that as things stand now, this can be accomplished with the present organization of the association, unless there are unforeseen changes on the FCC.
Fewer Cancellations by Sponsors; Gains in Spot Noted

Changes in the network pictures took a more optimistic turn last week, with a total of seven renewal contracts and a small number of cancellations due for the most part to the end of season campaigns rather than to wartime rationing.

NBC reported the largest increase in business, together with sponsorship by the Virginia Chemical Co. April 6, the week after the former Dr. I. Q. sponsor, Mars, Inc., relinquishes the show. Vick is currently sponsoring the Nichols Family of Five on NBC, but will give us that program for its cold remedies at the end of the cold season in March, probably promoting its vitamin products on Dr. I. Q.

Many Renewals

General Mills this week is reshuffling its serial programs on NBC, moving Hymns of All Churches from WABC to WJAR, CBS to WABC and WNYC, and WABC to WJAR. The Hymns will be sponsored by United Shoe Machinery Corp., and will be moving to WYER on March 29. The program will air on NBC on Monday and Wednesday nights.

Renewal plans announced for the caddy packing Co., Halmate, for 52 weeks, through Blackett-Sample-Hummert; International Salt Co., Huffines-Wright, for 12 weeks; H. J. Mathes Inc.; Bell Telephone System, Telephone Hour, 52 weeks, through W. N. Ayer & Son; General Foods Corp., which plans to continue Coffee Time, sponsored by Fanny Brice and Frank Morgan, through the summer, instead of taking the program off for a 13-week vacation as in the past. On June 4, General Foods will promote Post Toasties on the program instead of Maxwell House Coffee, product affected by wartime restrictions. Agency is Benton & Bowles.

Another seasonal advertiser, Sloan's Liniment, which sponsors Gang Busters on the BLUE, will reach the end of its contract April 3 and will discontinue the program. Pan-American Coffee Bureau also plans to go off the BLUE April 8 with its series of talks by Mrs. Roosevelt, but will probably continue using radio for the ice coffee season with a campaign of spot announcements on 8 or 10 stations, according to Buchanan & Co., the agency.

Although General Foods will replace We, the People with Duffy's Tavern, March 15, with the interest of Banks Coffee, another client of Young & Rubicam, Gulf Oil Co., was reported last week to be interested in continuing the former show on 25 stations.

April 1, Lever Bros. Co. is taking the Meet Mr. Meek program out of the Wednesday 8-8:30 p.m. period on CBS, without telling its agency, Ruthrauff & Ryan, has not yet decided whether it will relinquish the time or fill it with a new program.

Mutual received one renewal last week when Gospel Broadcasting Assn. signed year's contract for its Sunday evening Old Fashioned Revival. A rumored war may upset the NBC program, which is reported leaving the air March 22 because of the wool shortage affecting its sponsor, Howard Clothes. This was not confirmed by the agency, Redfield-Johnstone.

Dried Soups Progress

Progress in the field of dehydrated soups was reported last week by Thomas J. Lipton Inc., which stated that its subsidiary, Continental Foods Inc., has shown such an increase in the sale of its dried soup that further expansion is planned for 1942 in the field of advertising, although no definite plans have been announced as yet. The product has been promoted occasionally with announcements on the Brice and Humert; CBS shuffling, but Nicholls took a more aggressive position. The company will give us its line of soups, one a day, during the month of March, and in anticipation of the tin shortage, General Foods in its annual report, stated that Maxwell House has been packing a portion of its production in glass jars in July, 1941, and since then additional glass packing lines have been installed. GF also is continuing to seek various substitute packaging materials for its products, having also developed in 1941 such a substitute as domestic emulsifiers to replace wax and domestic perfumes. These are used in Latina and LaFrance, GF laundry aids, the report says.

Gain in Spot Accounts

NBC's national spot and local sales during the first two months of 1942 has reported a "healthy increase", according to James V. McConnell, manager of that division, who stated that "greater expenditures may be expected for advertising new packaging as well as products which are being brought out as substitutes for others affected by priorities."

"There is a noticeable increase in time sales to strictly local accounts. Local payrolls are higher than in previous years, and we feel that the lower income bracket will this year be able to afford many purchases that they have been unable to make in previous years... Considering the flexibility of spot radio, present advertisers will continue to look at it as an essential medium and schedules from news sources give every indication of being sufficient to offset any casualities resulting from priorities."

In line with Mr. McConnell's observation of the "flexibility" of spot radio, all spot business seems to be on the upturn, although contracts are being signed on a shorter term basis. National Biscuit Co., for instance, which starts a spot campaign for NBC Bread March 16 in 20 markets, is signing all schedules on 13-week clauses, while last year the company placed 26-week contracts for a similar campaign.

Mr. Cote Leaves Disc Business to Aid in War Effort

Wentworth Leaves Disc Business to Aid in War Effort

Mr. Cote Heads Production Department

In announcing the new partnership, Mr. Langlois said: "Langworth would continue to function in exactly the same capacity as it has in the past. The firm of Langlois & Wentworth will renew its original charter as a production and to seek in part that with Langlois & Wentworth and Lang-Worth Publications. Mr. Cote becomes a full partner in the company with the title of secretary-treasurer of the three corporations, which will continue operations under their original names.

Mr. Cote Produces Disc Business

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A radio veteran of nearly 20 years standing, Mr. Wentworth began his career in broadcasting as an announcer for WEAf, New York, in 1924. He was also associated with CBS and was active in the agency end of radio before entering the transcription field some seven years ago.

In announcing his withdrawal from active participation in the industry, he stated: "I was lucky enough in 1924 to get a job in the broadcasting business and I have been at it continuously ever since. I am rather afraid that the habit of broadcasting is going to be difficult to break and whether or not I succeed is still problematical. However, until there are through this war period I will do my best to offer my services to the country in any capacity in which they can be used."

Mr. Cote has been an "associate without portfolio" with Lang-Worth and directed the first vocal programs for the library service.
Fly Opposes Probe at House Hearing

Rules Committee Plans Further Study of Cox Measure

With hearings already definitely slated to begin early before the House Interstate & Foreign Commerce Committee on revision of the Communications Act, the House Rules Committee, currently is considering the Cox Resolution for an inquiry into the FCC and its personnel. Rep. Cox (D-Ga.) confidently predicted last week his proposal would be reported favorably, with likelihood of concurrent investigations in the House.

Fly Takes Stand

Amid charges that the FCC is shot through with staff members having Communist leanings, the important House Rules Committee last Thursday opened public hearings on the Cox resolution. FCC Chairman James Lawrence Fly, accused by Rep. Cox of seeking to "Federalize communications," has a prior case pending before the House, but Cox opposes the resolution but did not complete his testimony. He is expected to appear again Tuesday (March 17) after which the Committee will be called upon to act on the Cox proposal.

The House Interstate & Foreign Commerce Committee, entranced with radio activity at 3 in the afternoon Wednesday, announced it would begin hearings on the Sanders Bill (HR-5497) on April 14. The measure would rewrite the Communications Act and, among other things, set up two autonomous divisions of three members each, one to handle broadcasting and related services and the other common carriers. The chairman would become the administrative officer, with no regular division vote.

Initially the FCC majority had opposed the Sanders measure but after introduction of the Cox Resolution on Feb. 2, went all out in opposition. It is quite certain Cox would be inclined to accept the Sanders Bill as the lesser of two evils.

Rep. Cox’s measure (HR8-426) proposes a five-man select committee to be named by the Speaker to investigate the organization, personnel and activities of the FCC and to determine whether the Commission is "in harmony with the law and public interest." A committee would be named, along with a staff of investigators, with witnesses and records to be subpoenaed and it would be a full-scale investigation rather than a legislative inquiry as proposed under the Sanders Bill.

Broadcasting last Thursday that he expected representatives of the Federal Communications Bar Assn. to be the first witnesses before the committee. The hearings begin April 7. The association endorsed rewriting of the Communications Act of 1934 and certain of its proposals were incorporated in the pending legislation offered by Rep. Sanders (D-Va.).

It is expected that Judge E. O. Sykes, former chairman of the FCC and now a practicing radio lawyer, will appear before the bar association. Herbert M. Bingham, Washington attorney and former president of the bar association, who was chairman of its legislative committee, also is expected to testify.

Industry Attitude

Support for the Sanders Bill in industry circles has been lukewarm since the outbreak of war. In some industry quarters, the contention is made that war-born legislation might prove onerous in the post-war period, since factors ordinarily not taken into account might be included in the revised law. On the other hand, members of the committee, and notably Rep. Sanders, have pointed out industry leaders have explained away the bill being antiquated and that it is the duty of Congress to re-approve statutes from time to time, particularly when charges of improper administration have been made.

Favorable action on the Cox Resolution would in no way disturb the Sanders Bill proceedings, according to committee members. It is entirely possible, should the Cox Resolution be reported favorably, that hearings will be conducted simultaneously. As now written the Cox Resolution covers only the FCC, its personnel and its administration. Previous resolutions introduced for radio investigations have covered the industry also.

Chairman Luce said he would be disposed to ask the FCC, the major networks and probably other entities identified with radio and communications to appear before the committee, will all witnesses.” It is expected the NAB, as well as other trade groups, will be invited.

The California legislator said his committee desires to expedite the hearings but that sufficient time would be permitted for full testimony. The hearings may run from two weeks to a month, it was calculated.

What action might be taken on the Senate side in the light of proceedings in the House in connection with radio regulation was not clear. During the last several years Senator Wheeler (D-Mont.), as chairman of the Senate Interstate Commerce Committee, has taken leadership in originating radio legislation. No new legislation has been enacted, however. The last such measure, the White Report, investigated the FCC particularly in connection with its network monopoly regulations, resulted in a statement, with the resolution still pending before Senator Wheeler’s committee.

Senate Situation

Possibility that the Senate committee might again go into action was foreseen, though nothing concrete has come from Chairman Luce who has been awaiting a committee. The Senate committee are known to be out of sympathy with the Fly regime, alleging he is controlling the FCC with an iron hand and has not a “chair-made” majority on anything he wishes done.

The hearing on the Cox Resolution last Thursday opened in a surcharged atmosphere. Chairman Fly was provided the opportunity for testifying at a favorable time. Chairman Sabath (D-Ill.) Mr. Sabath repeatedly argued with other committee members when the examiner took the stand.

At the very outset Rep. Cox charged the FCC majority had exerted pressure in attempting to block favorable action on his resolution and had not droop legislative string within reach.” He added he was prepared to “make disclosures" of such lobbying activities.

The committee appeared divided on the resolution, with the Republican minority, comprising Fish (New York), Allen (Ill.) and Hal- leck (Ind.) siding with Rep. Cox. Several Democratic members also appeared to support the resolution.

WAAB Is Granted Move to Worcester, Power Boost; Others Set for Hearing

BECAUSE it has on hand all the necessary materials, WAAB, Bos ton, has asked the FCC to expedite its application for construction during the war emergency.

Ordered to hearing were the applications of KSD, St. Louis, for 50,000 watts on 940 kc.; RROY, Sacramento, for 10,000 watts on 1030 kc.; and the three applications for 710 kc.—those of WTCN, Minneapolis, WHB, Kansas City, and Park Cities Broadcasting Co., Dallas, in order to reopen a new 5,000-watt outlet.

The application of Associated Broadcasters Inc., Indianapolis, for a new station there on the 1190 kc. channel now occupied by WOWO, Fort Wayne, was ordered to hearing consolidated with the application of WIRE, Indianapolis, for 50,000 watts on that channel and for license renewal and power increase from 10,000 to 50,000 watts.

Altogether, 17 applications already heard were designated for further hearing, 11 of them seeking new stations [see page 50].

YANK TO OPEN SIX NEW STUDIOS

YANKO NETWORK will open six new studios in Boston March 20. With regard to manufacturing needs of FM, the studios have been decorated in clear, modern colors.

One of the new studios is three stories high, built to house a new studio organ weighing 15 tons. First in its class in size, the Skinner organ will be played by its designer Francis J. Cronin over an East coast-to-coast hook up and will be keyed through WAAB, Bos ton, at 8:15 p.m. (EWT), March 20.

Other programs celebrating the opening, feature Heinrich Gebbard, pianist and composer, in a half-hour musical segment starting at 9 p.m. exclusively for FM stations. Following this will be another half-hour of music on FM by Bobby Norris, violinist and leader of Yankee’s Singing Strings. From 8:30-9 p.m., Mutual’s network will salute the new studio, with WOWO opening night, Yankee stars will join in a celebration program to be carried by Yankee stations and Colonial networks from WAAB and WNAC in Boston.

Wigglesworth's Views

Rep. Wigglesworth (D-Mass.) was called by Rep. Cox as his first witness and supported the Cox resolution. A veteran critic of the FCC and its predecessor Radio Commission, and of purported monopoly in the industry, Rep. Wigglesworth renewed former charges of radio monopoly reposing in the three major networks and included MBS in the group. He also attacked what he described as “trafficlicensing” in licenses.

When Rep. Cox asked Mr. Wigglesworth whether he was familiar with the “terrible sickening odor that has emanated from the FCC,” Chairman Sabath stopped the questioning, calling it improper procedure. He said it was wrong to “smear a Government agency.”

Wigglesworth had previously introduced a resolution to investigate the FCC, Rep. Wigglesworth said he thought the Cox measure should be broadened to include an inquiry into the industry. He said

(Continued on page 48)
THEY'RE TALKING ABOUT
Business in Baltimore

THE PRESIDENT OF ONE OF BALTIMORE'S LEADING DRUG WHOLESALERS SPEAKS HIS MIND:

"A high powered schedule on a high powered station makes an unbeatable combination for the bid for the greatest listening audience.

WBAL has it — and we have the merchandise that is advertised on those programs."

M. G. Pierpont, Pres., LOEWY DRUG CO., Inc.

Cash In On The Red Network Audience In Baltimore And The Central Atlantic States. WBAL'S 50,000 Watt Station Gives You "Plus" Coverage.

WBAL
50,000 WATTS
BALTIMORE

ONE OF AMERICA'S GREAT RADIO STATIONS

Represented Nationally by Edward Petry & Co., Inc.
Advertising and Spot Radio In the War

WHILE priorities and fear of priorities have caused many small marginal manufacturers to cut down their advertising expenditures, it is becoming more and more evident that companies which have spent millions to establish their brand name in the minds of the public will continue advertising in some form.

In the first place, it is important to these companies that they do not lose ground to competitors during the emergency, and, in the second place, those new companies, who, in the past, have neglected advertising or have used obscure brands do not use the emergency to place themselves in the position of being a new major competitor.

It is true that advertising formulae will change. Some companies will be forced to strict institutional advertising. Advertisers and their advertising as the vehicle to keep brand names before the public. Quality appeal will in many cases replace price appeal. Service copy and use copy will still be offered to show the use to make products last longer and methods of conservation that will lengthen the time usually necessary for replacement.

No Upward Trend

It would be foolish to expect that advertising will continue its upward trend just as it does in normal times and still more foolish to believe that it will be reduced to negligible amounts.

People during the war will have ample money to spend as billions are poured into defense and offense. Money saved from forced economies in some lines such as luxury items, will find its way into new channels of expenditure and manufacturers will have to use advertising to secure their proper share of the consumer dollar.

It now appears that the most drastic cuts in advertising will come from industries whose output would be limited by the war. Even industries seriously affected by priorities is making a change-over to meet the new situation—with priorities on cars for dog foods, dried beans, mixed soups in effect—some time must elapse before new packages can be developed and new processes worked out so that regular distribution can be resumed.

However, once the change-over is made, more advertising than ever will be needed to introduce the new product or new package and so it can be expected that at least some of the original loss can be made up. Furthermore, due to lack of colors and four-color printing, many labels will change to one color and advertising will be necessary to inform the public of this change.

Many small but soundly financed companies who have never enjoyed substantial distribution in major areas will get this distribution, and their large competitors become unable to supply complete lines to all outlets and as the Army and Navy are using more and more of the large manufacturers’ products. These small companies will capitalize on this new distribution by increasing their advertising as a means of establishing their brand in important markets.

All Media Affected

The war will definitely affect all media—magazines, newspapers, radio and outdoor advertising—but to varying degrees, depending how quickly the medium adjusts itself to the situation. Whereas, in the past, advertising had been highly specialized and handled in its entirety by marketing experts, students of audience psychology, expert copy writers, artists, layout men and publicists, advertising during the war now becomes an important point in company policy. Today the policy-making executives of most companies are scrutinizing all phases of their companies’ advertising efforts.

Radio, barring severe attacks on this country which may cause radios to be shut off the major portion of the time, promises to be less seriously affected by the war than other media. There is no problem of paper or printing which is already being felt by some media. Radio is today America’s No. 1 source of entertainment and promises to continue so. People will need amusement more and more as an escape from the nerve-wracking horrors of war and radio listening will increase as other forms of entertainment are limited to their circulation. Thus radio will increase in importance as the low cost selling media.

Radio’s all-out effort to help win the war will win wide approval from the American people and will demonstrate that radio is fulfilling its duty under which it is licensed, that of serving the best public interests.

Advertisers will turn to radio during the war as a means of keeping their campaigns, their appropriations as flexible as possible; they will not be forced with long closing dates; they can change their commercials to meet ever-changing conditions and can do this up until the time the program goes on the air and then change it again the next day if expediency demands.

Another very important point that advertisers will consider will be the use of radio in reaching the thousands of camps, naval and military establishments as a means of keeping their product before the millions in our armed service. To accomplish this radio has no equal; radios are considered almost a must in keeping up the morale of the armed forces. They are turned on constantly in most amusement centers and rest rooms and many soldiers and sailors have their own radios. Today, many advertisers are trying to learn when these military and naval men listen to the radio so that they can direct their story to them. It is found that not only entertainment programs but news and sports programs are popular in all camps.

Local Stations to Benefit

Spot radio appears to be in an even better position to serve advertisers than networks. When an advertiser’s product is limited, national appropriations will be concentrated in the most important markets and spot radio offers the means to keep the expenditure much more flexible than is possible on networks.

Likewise, spot radio in major markets seem to have a better chance for success during the war than spot radio in secondary markets as the major markets will be the last given up by advertisers who either cut down on his appropriation or suspends some of his advertising pending aforementioned changes in packages. Advertisers in the United States will hesitate for a long time to give up a tested spot in a major market when their lay-off from advertising is only temporary.

The pressure to offer spot radio its great opportunity, but spot radio must do its part. It must show the advertiser, not only the new cost per thousand, but radio homes reached, but the low cost per thousand families reached. It must show advertisers how to use spot radio effectively for institutional purposes; it must coordinate commercialism to anything that will aid the United States in its war effort. It must sell spot radio and radio in general not only to advertising agencies but to policy boards in large companies, boards of directors, sales managers, advertising managers and treasurers as they all have a say in major advertising plans today.

Spot radio’s best prospects during the war should be:

Food

Wines and beers

Drugs and toilet articles

Soap

Financial and insurance

Distribution and retail stores

Classifications not so promising are:

Automobiles

Automobile accessories

Gas and oil

Luxury products

Heavy industries

Fruit and goods.

MILES DISC SERIES BRINGS SALES CAIN

WITH announcement last week by Keystone Sales and Broadcasting System of a new sales promotion plan, Miles Labs, Elkhart, Ind., has renewed its Lum ‘n” Abner broad-
casts for Alka-Seltzer on the trans-
scribed network from June, 1942, to June, 1943, KBS now claims to reach 36,000,000 or 41.9% of the U. S. as tabulated in a nationwide survey prepared by Walter P. Burn & Associates, New York, in collaboration with Miles Labs and广告 Adv. Agency, Chicago.

According to O. B. Capelle, sales promotion manager of Miles Labs, the Keystone series on the 162 local stations served by KBS [BROADCASTING, March 2], has “increased sales of Alka-Seltzer in Keystone counties to a year-end level 28% better than the corre-
sponding period in comparable coun-
ties beyond the range of its sta-
tions, and similarly increased sales by 8% in counties immediately ad-
jacent to the network of KBS sta-
tions are located.”

Recent additions to the trans-
scription network are WGRM WMIS WGMJ WBJC KWWC KTMN WOLZ KGFW KIMO KQ WPJW WBLJ WOFS.
In the last 6 months:

- 2 Stores renewed spot and program schedules!
- 2 Stores bought new strip programs!
- 1 Store more than quadrupled its WCAE budget!

What better recommendation than from advertisers who must get results, and fast!

Write or Phone

THE KATZ AGENCY
New York • Chicago • Detroit • Atlanta
Kansas City • Dallas • San Francisco

5000 WATTS ★ 1250 K. C.
Lewis Tells Agencies of Plan To Control Federal Air Time

Advertisers Next to Be Given Details of Proposed Method of Coordinating Government Radio

THE PLAN to establish a coordinated routine for the broadcasting of all Governmental announcements, in order to avoid unnecessary repetition and to insure an even distribution of information, was announced by William H. Lewis, assistant director of the Office of Facts & Figures, to about 40 advertising agency radio executives attending a closing meeting held last Thursday morning in the New York office of the Advertising Council.

Enthusiastic reception of the plan, which Mr. Lewis explained had been evolved by the radio committee of the Advertising Council with whom he and his associates at the Office of Facts & Figures were holding weekly meetings, led to a decision by the agency men present to hold a similar meeting with the agency clients—those advertisers who sponsor Government announcements, and the plan is headed by Mr. Lewis, the assistant OFF director under Archibald MacLeish, the head of the Office of Facts & Figures.

Douglas Meservey, assistant to Mr. Lewis, accompanied him to New York for the session, which was also attended by Dr. Miller McCliniclip, director of the Advertising Council; Paul West, president of the Asso. of National Advertisers; Fred Gamble, managing director American Assn. of Advertising Agencies; W. A. Fricke, AAA counsel, and the following executives:


Sweansdown Discs

IGLEHEART BROS., subsidiary of General Foods Corp., New York, on April 5 will start a campaign of Sweansdown Family Flour, using recorded versions of the quarter-hour program on NBC featuring the high słate Sweansdown Boys. The transcriptions will be placed on a group of stations on the West Coast and in the Midwest and South areas, according to Young & Rubicam, New York, agency in charge, but no further details are available.

Studebaker Budge

STUDEBAKER CORP., South Bend, Indiana, is sponsoring Eric Sevareid's new presidential campaign on two CBS stations (WABC, New York; WJW, Cleveland) Monday, Wednesday and Friday, 6:15-6:15 p.m. and Saturday, 12-12:15 p.m. Account is handled by Roche, Williams & Cunyngham, Chicago.

John Baker to OFF

JOHN C. BAKER, who formerly handled the Dinnertime and Schooltime programs on WLS, Chicago, has been appointed assistant to William B. Lewis, assistant director of the Office of Facts & Figures, assuming the post March 16. Under Mr. Lewis, former CBS PR program vice-president, Mr. Baker will work with the radio, graphic arts, motion pictures, network and program coordination divisions of OFF, all of which come within Mr. Lewis' jurisdiction as assistant OFF director under Archibald MacLeish. Until last week Mr. Baker was chief of the staff of the Dept. of Agriculture under Morse Salisbury, having formerly served in its radio section.

WILSON TO DIRECT SCRIPTS FOR OFF

FRANK WILSON, talent chief and script editor of Lord & Thomas, New York, on March 17 will join the radio division of the Office of Facts & Figures as an assistant in the Office of Public Affairs, where he will work with the radio, graphic arts, motion pictures, network and program coordination divisions of OFF, all of which come within Mr. Lewis' jurisdiction as assistant OFF director under Archibald MacLeish. Until last week Mr. Baker was chief of the staff of the Dept. of Agriculture under Morse Salisbury, having formerly served in its radio section.

Army Spokesman Slated On Hookup of Stations

NEXT of the "closed circuit" and off-the-record talks to broadcasters, carried on combined network lines but not for broadcast, will be the 1:45-2 p.m. EDT period on Saturday, March 25, when a high-ranking Army officer will speak. The speaker will be the third of a series of high-ranking Army officers to appear on the program. The last was Capt. Augustus Lefevre, assistant director of public relations of the Navy, who attended the Washington meetings. The subject was to be "broadcasting in the Armed Forces." The program will be broadcast on the ABC network.

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End
"Make it in talk of PEOPLE," said Nesmith

"Yeah. You see, it's eased up my job a bit. Take the case of that WOR show I bought called 'Here's Morgan'. I'm a real Morgan fan. Listen to the guy every night. Maybe I let my enthusiasm run away with me, but I think he's funny . . ."

"You certainly convinced the 'Barry Beer' people, all right!"

"Not at first, I didn't. Old man Barry gave me a cold stare when I recommended the show. Said, in fact, 'That Morgan's a smart aleck. Just a zany. Doesn't get the beer drinkers.' Well, you know the rest. You gave me that 'WOR Continuing Study' proof which was based on personal interviews with all kinds of listeners in all kinds of homes. You showed he's not just a smarty's entertainer by a long shot."

"It kind of surprised a lot of people."

"Well, it surprised the old man, I tell you! First off, he wouldn't even listen to me. Said, 'Keep away from me, Charlie, with that number stuff.' I said, 'This isn't just arithmetic, Mr. Barry. This is what people in the homes you want think.'"

"Yes, WOR thinks it's kicked the blue sky out of audience checking," we said to Nesmith.

"Well, you just make it in talk of PEOPLE—isn't that all?" pointed out Nesmith. "All kinds of people, I mean?"

IN THE SMOKING compartment of a New Haven train recently we struck up a conversation with an agencyman named Nesmith* who's a sort of friend of ours. That is, he's bought WOR once or twice and told us afterward that it did a job.

"Look here," he said, as the train glided out of Darien, "I kind of go for this new way you're dishing out audience stuff. You know, the 'Whatcha-macallit' thing . . ."

"You mean the 'WOR Continuing Study of Radio Listening'?"

* Actually, his name begins with "F".

WOR
at 1440 Broadway in New York

Yes, that's all the "WOR Continuing Study of Radio Listening" is—but, on a continuing month-to-month basis. The first personal interview radio circulation study of its kind, we believe, ever conducted in such a manner by any station anywhere.

These findings are not for the exclusive use of WOR and its sponsors. They are—with certain confidential restrictions—available to all advertisers and agencies. Their purpose, obviously, is to give our present and prospective sponsors a greater profit for their radio dollar.
### New Hampshire

#### Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and by Cities of 2,500 or More Population—1940

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<td>Total State</td>
<td>132,386</td>
<td>90.0 119,664</td>
<td>75,355 70,288</td>
<td>41,550 36,087</td>
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*Source: Figures of the number of Occupied Dwelling Units and Percent Radio Equipped published by U.S. Census in the Second Series Housing Report for New Hampshire. Figures of the number of Radio Equipped Occupied Dwelling Units calculated by NAB Research Department to project total figures.*

### Vermont

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<td>86.8 81,905</td>
<td>32,465 31,022</td>
<td>24,806 20,077</td>
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*Source: Figures of the number of Occupied Dwelling Units and Percent Radio Equipped published by U.S. Census in the Second Series Housing Report for Vermont. Figures of the number of Radio Equipped Occupied Dwelling Units calculated by NAB Research Department to project total figures.*

### Nevada

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<td>13,284 89.2 11,859</td>
<td>15,795 77.4 12,227</td>
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*Source: Figures of the number of Occupied Dwelling Units and Percent Radio Equipped published by U.S. Census in the Second Series Housing Report for Nevada. Figures of the number of Radio Equipped Occupied Dwelling Units calculated by NAB Research Department to project total figures.*
A BETTER SALES SCORE

USE

"The Station That Sells"

WPEN

PHILADELPHIA

5000 WATTS • 950 ON THE DIAL
BLUE NETWORK station managers and officials and their Ontario hosts at the Ontario Show radio conference in Toronto March 5 (to right): C. J. Lanphier, manager WEMP, Milwaukee; B. J. Hauser, BLUE sales manager; George M. Benson, BLUE eastern sales manager; R. Ripley, vice-president, WSY; Syracuse; W. McKenzie, Toronto; Wm. Doerr, commercial manager, WEIR, Buffalo; Ed Bragg, president, WBF, Plattsburg, N. Y.; Wm. A. Riple, commercial manager; WTE, Troy, N. Y. D. J. Iosef, managing director, WGA, Atlanta; C. R. Thompson, manager, WEBR, Buffalo; J. B. Conley, manager, WGO, Fort Wayne; B. W. Olin, WKIP, Fougkeepee, N. Y.; Phil Carin, BLUE vice-president; Edgar Kobak, BLUE executive vice-president; Warren Jennings, manager, New York office, WLW, Cincinnati; Wayne Welch, merchandising and promotion department, KSO, Des Moines; Prime Minister Mitchell Hepburn of the Ontario Government, host; L. B. Beuweah, promotion manager, WXYZ, Detroit; Gladstone Murray, general manager, Canadian Broadcasting Corp.; Keith Kiggins, BLUE vice-president in charge of stations; G. S. Wasser, manager, KQV, Pittsburgh; William Fay, manager, WHAM, Rochester; J. D. Studer, treasurer, WMPP, Plattsburg; E. A. Weir, commercial manager, Canadian Broadcasting Corp. Absent from photo, but at convention: S. B. Berk, president, VKWR, Akron; E. R. Boroff, WENR, Chicago; Scott Kilgore, general manager, WBNZ, Saranac Lake, N. Y.; C. T. Hagman, manager, WTCN, Minneapolis; Earl Mullin, BLUE publicity; Robert Jones, BLUE station relations.

Blue Heads Feted At Ontario Session
BLUE NETWORK station managers and officials on whose stations the Ontario Government stays at its Ontario Show March 20, were guests at a promotion luncheon and dinner at Toronto March 5. Promotion plans were reviewed by Don Henshaw, timebuyer of Walsh Adv. Co., who placed the accent on 50 Blue stations, and Doug Grier, district manager of the Ontario Travel & Publicity Bureau. Large promotion books were presented to each station manager present.

At the formal dinner, presided over by Ontario Premier Mitchell Hepburn, the Lieutenant-Governor was present as the King's personal representative, as well as the American Canadian in Toronto, members of the Ontario cabinet, Madeleine Carroll, guest star on the program, and Col. Lemuel Q. Stoopnagle, m.c. At the reception prior to the banquet American station men were introduced to the Ontario Premier and the guest star. Canadian Broadcasting Corp. was represented by a number of top ranking executives, headed by G. L. Goodstone Murray, CBC general manager.

American broadcasters also met of the broadcast stations of the region, including Henry Gooderham, CKCL, Toronto; Lloyd Moore, CFRR, Toronto; H. G. Walker, CBL, Toronto; Glen Bannerman, president of the Canadian Association of Broadcasters. A reception was held later by the Blue Network for the station managers and Ontario Government officials.

Lotshaw Buys Co-Op
ANDY LOTSHAW Co., Chicago (Gorgeous hair dressing), has taken over sponsorship of Your Daily Hit, which was carried, Monday through Saturday quarter-hour on WGN, Chicago, at 12:45 p.m. (CT). . . .ToListers were sold at $125, and fees were cashed to WOR, New York, starting March 31. Program, which features Don Norman as m.c. in informal interviews with a small group of invited women, will be fed to the MBS stations on a sustaining basis, available for local sponsorship. Arthur Meyerhoff & Co., Chicago, is agency for Andy Lotshaw Co.

Shafto Elected Member of NAB Board As Fourth District
G. RICHARD SHAFTO, president and general manager of WIS, Columbia, S. C., was elected NAB director for the 4th district at a meeting of two-score broadcasters in that area March 7 at Roanoke, Va. Shafto, in conference, for a two-year term, John A. Kennedy, president of WCHS, Charleston, and the West Virginia Network, who is serving as chairman of War Production Board activities in West Virginia, and who was not a candidate for another term.

Highlighting the all-day session was the adoption of a resolution asking the NAB Board of Directors to appoint a committee to study the management structure and finances of the NAB, looking toward "greater unity, economy and efficiency". This was the first step in the direction of long-rumored NAB reorganization [see article on page 9].

Mr. Shafto, an engineer who turned to station management, has been identified with WIS since 1932. He is also a vice-president of WCSC, Charleston. He was elected president of WIS in 1938, in addition to his duties as general manager.

Censorship to Continue
The 4th district session, comprising NAB members in North Carolina, South Carolina, Virginia, West Virginia, Maryland and the District of Columbia, also adopted resolutions expressing appreciation for Mr. Kennedy for his service as NAB director and one wholeheartedly supporting Broadcast Music Inc. Mr. Jerry Ryan, assistant director of censorship in charge of radio, and general manager of the Fort Industry Co. stations, addressed the district on censorship activities and also participated in the sessions as a delegate. WWVA, Wheeling, and WMMN, Fairmont, two of the Fort Industry stations, are 4th district members. Mr. Ryan told the meeting that censorship of both radio and press is expected to remain on a voluntary basis for the duration, but that the day after the termination of the war he expected censorship activities to cease.

The meeting also was addressed by NAB President Neville Miller and John St. John, representatives of Broadcasters' Victory Council, the latter in an off-the-record talk. Mr. Miller reviewed current activities in Washington and steps being taken, primarily through the Office of Facts & Figures, to alleviate difficulties occasioned by widespread demands for time from various industries. He said he expected a coordinated plan for funneling of Government programs to be developed shortly.

Forecasts War Impact
Mr. Kennedy pointed out that the impact of the war probably will be felt by radio next fall. He advised broadcasters not to "kid yourselves" about the outlook. For the last year Mr. Kennedy has been directing War Production Board activities in West Virginia, devoting practically all of his time to the Government work.

The music copyright situation was covered by representatives of performing rights societies, save ASCAP. John G. Paine, ASCAP general manager, notified Mr. Kennedy he would be unable to attend the session but had designated an alternate, who failed to arrive prior to adjournment. Speakers on copyright were Carl Haverlin, station relations director of Broadcast Music Inc., and Leonard D. Callahan, general counsel of SESAC.

In an impassioned plea for industry support, Mr. Haverlin pointed out that BMI is budgeted for about $1,100,000 during the ensuing year. While approximately 75% of the industry volume already has signed renewal of BMI contracts...
WITH NOT ONLY POWER WHERE
POWER COUNTS MOST--BUT
PROGRAMS THAT PLEASE MOST, TOO!

Recent census reports show that the population of the Tennessee Valley region (121 Counties) increased from 2,804,046 in 1930 to 3,135,934 in 1940, or a gain of 11.8 percent. This compares with the 7.2 percent increase for the nation.

This is the territory to be covered by WLAC, the station of the great Tennessee Valley.

WLAC
NASHVILLE, TENN.

J. T. Ward, Owner
F. C. Sowell, News Manager

Paul H. Raymer Co., National Representatives

THE STATION OF THE GREAT TENNESSEE VALLEY
Radio Priority, Freeze Order Not Strict Enough, Says Fly

War Experience May Require More Severe Orders: Industry War Orders Exceed 2 Billion Dollars

FEAR that priority rulings on radio materials, including the "freeze" ordering to broadcast equipment, may be strict enough in the light of war needs was expressed by FCC-DCC Chairman James Lawrence Fly at a press conference last Monday.

Indicating that more stringent priorities may be ruled in effect as the war progresses, Mr. Fly said, "At every turn we are reminded of the fact that we must conserve raw materials. Germans or Japs can be eliminated with a given amount of material!"

This observation was made at a discussion centering around the War Production Board order of March 7 which will stop manufacture of civilian receiving sets on April 22 in preparation for the full conversion of the nation's manufacturing to wartime production.

Some Production Allowed

The WPB order will permit the manufacture to complete sets begun before April 22 if not more than $500 worth of materials are used. The order excludes the cost of wooden cabinets for sets.

Compunetics, which employs approximately 30,000 persons and produced more than 13,000,000 sets will be affected by the order. Other statistics show these companies did a $200,000,000 business in January, and used 2,100 tons of aluminum, 10,500 tons of copper, 280 tons of nickel and 70,000 tons of steel.

The 55 companies included in the WPB order together produced 28,000,000 in military orders, the WPB said, and an equal amount in orders is held by companies not normally engaged in civilian production. Total order bill will probably aggregate $2,000,000,000.

Smaller companies, which feared great hardships under the conversion plan, have been given a new lease on life with the assurance by the WPB that a subcontracting plan has been worked out to facilitate the conversion of smaller manufacturers. Under the plan a company which is not a "prime" contractor will be assigned to a large contract holder to form a series of "family production groups".

It was estimated by the WPB that production of home radios before the conversion order goes into effect will be about 3,000,000. This will increase the number of civilian sets in the country to about 60,000,000.

Replacements Doubtful

However, a turnabout on the March 7 freeze order, with specific reference to the exemption clause on manufacturing of replacement and repair parts, was suggested at the WPB last week.

Pointing to critical shortages of materials used in the manufacture of parts and tubes, especially to nickel, aluminum and mica, WPB officials said that it is doubtful that even a replacement parts program can be carried on if present conditions continue.

The WPB said that the rapid progress of all industries to all-out war effort may make it necessary to revoke exemptions to orders from time to time.

It was also hinted that more stringent curtailment of materials for the entire broadcasting picture may be found necessary and further freeze orders may have to be issued before the April 22 date for conversion of the industry.

It must be remembered, one official said, that "every allocation of materials to an industry not strictly engaged in a wartime operation will take away materials from tanks, planes and guns." Every effort will be made, he went on, to keep every radio in good repair, but it was added that the WPB feels a saturation point has been reached in the number of radios in the country.

The WPB, with regard to the distribution of present sets in the country, said it would not be going so far afield to say that some time in the future, while the war continues, it may be necessary to register every radio set in the United States to bring about more equitable distribution of receivers. The

WRATHALL PARTNER IN McNARY CHANGE

JAMES C. McNARY, Washington radio engineer, has announced reorganization of his firm as McNary & Wrathall, with Grant Wrathall, his associate, taken in as a full partner. Mr. McNary since March 2 has been devoting part time to defense engineering work as a consulting engineer attached to a New England base under the National Defense Research Council. Recently Joseph Chaimbers, Mr. McNary's partner, relinquished his interest in the firm to be free to study radio doing radio engineering work.

Mr. Wrathall, a 1932 graduate of the U of Utah, has been with Mr. McNary since 1934 when the latter took over the private consulting engineering practice of Combs, T. A. M. Craven who had accepted the post of FCC chief engineer and who later was appointed a commissioner.

"It Keeps My Morale Up!"

Courtesy Radio Retailing Today

Radio Sets Adequate

At his press conference Monday Chairman Fly said that he did not think WPB orders would have much effect on the standard broadcast picture, pointing out that the number of sets now in use, plus those on retailers' shelves and the number still to be manufactured, would be adequate for the country's needs. No move has been made to freeze retail stocks of sets.

Hope was expressed by Mr. Fly that the supply of replacement sets for civilian sets would be found adequate for the duration of the war but he admitted the possibility that serious problems in this regard may have to be met later.

Though no problem is foreseen in the standard broadcast picture, Mr. Fly indicated that the unutilized condition of FM and TV may bring added burdens to these fields when the WPB order goes into effect. He expressed praise for the work being done by RCA in increasing the number of radio sets via television and added that he felt the project would assist in stabilizing television since it is now "tapping a new audience and already it has increased by more than 50,000 already in the New York area by these defense courses."

Freeze Order

Text of the WPB order issued March 7 follows:

Title 22, National Defense; Chapter 13, War Production Board; Subchapter X, Division of Industry Operators; Part 1073, Radio Receivers and Phonograph; Supplemental General Limitation Order L-444. Further restricting and finally prohibiting the production of radio receivers and phonographs.

It is hereby ordered that:

In accordance with the provisions of 1971 (General Limitation Order L-444), the finishing of radio receivers, phonographs and tube sets is hereby suspended.

It is hereby ordered that:

1972 (Supplemental General Limitation Order).

Definitioins. For the purposes of this Order:

(a) "Manufacturer" means any person who puts into production any set.

(b) All the definitions contained in paragraph (a) of Article 5 of this Order shall apply to this Order.

(c) "Production of Sets after April 8, 1942, Effective April 23, 1942," the manufacturer shall make no production of any sets.

(d) Production of Sets after April 8, 1942, Effective April 23, 1942, shall mean a manufacturer shall make no production of any sets.

(e) Production of Materials. From the effective date of this Order, no manufacturer shall use in any manner in the production of sets more than $500 worth of materials and materials consumed under contracts or orders executed after April 8, 1942. The first three paragraphs of this paragraph shall impose any limit or restriction on the use of wooden cabinets or materials for making such cabinets.

(f) Appeal. Any manufacturer who con- sidering that the specific provisions of this Order will affirmatively facilitate the adaptation of broadcast receivers to war work, may apply for relief by addressing a letter to the War Production Board, claiming the benefits of parity. The request shall include the specific reasons why the particular firm should be excluded.

SHARPLY cutting off and tapering down production of civilian receivers, manufacturers are more than a month ahead of the deadline set by the War Production Board for conversion to war production.

A recent survey conducted by the Wall Street Journal indicates that manufacturers will have converted their facilities to war production well before the mid-June deadline. The Journal reports that "dismantled production lines and machines are now a familiar scene to the radio industry". The report continues: "Many a production line has turned out its last civilian set and many a machine has been unbolted from the factory wall and placed in storage for the duration!"

Big Firms Ready

Among the larger set manufacturers included in the survey, RCA, which was 80% converted in February, is expected to run its last set of the production line and be fully in the military by mid-week. The house is already 100% within the demands of WPB [Broadcasting, Feb. 23]. In February the company moved its radio facilities from Baltimore to the new Washington and at that time was 98.6% on war production with the balance of the work going for defense purposes.

General Electric, which in late February was reported to be 80% converted, is now devoting 95% of its efforts to war work. Philco Corp. is 75% within the civilian limit by the order April 20 and reports that its leaders and other key production men are being trained for all-out war effort.

Pilot Radio Corp., now 60% converted, expects to be in the 100% class by April 22 as does Emerson Radio & Phonograph Co., now doing 15% to 20% war work. April 30 is the deadline set by Farnsworth Television & Radio Corp. for its full conversion and at the latest the company expects to be out of civilian production by the end of May.

Backlog of Stromberg-Carlson in early February was 90% war material and total conversion is expected shortly.

Inventory losses will be felt by the receiver companies in the converting process as some materials and parts used in civilian sets cannot be adapted to the war program. However, some relief will result from the sale of the parts for replacement and other purposes. The shut-down on automo- bile production has put a big handicap on set manufacturers and (Continued on page 23)
How to build an inexpensive Tube Conditioner

With vacuum tubes no longer easy to get, this tube conditioning unit is the answer to every engineer's prayer. Designed by Bell Labs, Western Electric and WOR, it has proved its great value in actual use.

Save that tube!
Here's an example of what it can do for used tubes. After 5,000 hours, one of WOR's 342A tubes showed a tendency to become gaseous. There occurred a series of flash-arc that would ordinarily mean discarding the tube. Instead, the tube was hardened for service in 12 minutes—reinstated—and went gaily on giving perfect service for over 4,000 hours more!

This same unit also enables you to keep spares as good as the day Western Electric made them, no matter how long they've stood on your shelf. It's good for high and low powered tubes, air cooled or water cooled, amplifiers or rectifiers.

Too good to pass up
You can build this unit for less than $100 complete—and figure on getting your investment back in tube savings in less than six months.

For reprint of an article by Charles W. Singer of WOR—which gives you all the necessary information on how to build and operate this tube and money saver—send the coupon today.


Addrs many hours to tube life ... keeps spares in perfect shape

You bet. I want a reprint of the article on How to Recondition Vacuum Tubes.

NAME

STATION

ADDRESS

CITY

STATE

GRAYBAR ELECTRIC COMPANY, Graybar Building, New York, N. Y.

March 16, 1942 • Page 23
Wants Against Blackout Of Advertising for Duration

USE OF RADIO in Latin America by United States advertisers, particularly the sponsorship of new broadcasts on local stations, is "one of the most valuable of all contributions to better understanding between the United States and the other American republics," Don Francisco, director of the radio division, Office of the Coordinator of Inter-American Affairs (Rockefeller Committee), declared last Tuesday.


U. S. Goods Active

Citing a recent survey of American advertising in Latin America, which showed that nearly half the advertising in newspapers and magazines was devoted to products of United States origin, Mr. Francisco urged continuation or increase of advertising in all Latin American media as a practical means of aiding the war effort and the Good Neighbor policy.

Direct selling is not necessary, he said, but institutional copy, explaining why certain goods are no longer being shipped south from the United States because of war priorities, can in itself be of great value.

"The unique role that radio plays as a vehicle for reaching great masses of people has merited our attention on broadcasting as one of the most potent weapons in our psychological arsenal," Mr. Rockefeller said. "We are directing our efforts southward—but at the same time we are not overlooking the need for creating a better understanding of the other Americas here in our own country.

"In reaching out for Latin American radio audiences, we have at our disposal five channels of distribution. We seek to use all of them to the fullest extent.

"Shortwave programs are being broadcast over the nation's 11 international stations; outstanding radio attractions are being rebroadcast over local stations through the cooperation of the newly formed international networks; programs are being transmitted point-to-point for pickup by local stations; and programs are being made available to local stations; and American advertisers and local American organizations in the other republics are being encouraged to use their local station facilities.

"During the past year shortwave power has been stepped up appreciably. Average station power has been increased from 21 to 52 kw. Shortwave broadcasts directed to Latin America now total 54 hours a day. Fifteen hours a day are devoted to newscasts. The number of news programs sent out to Central and South America has been increased from 39 to 43 a day during the past year.

"Since newspapers in Latin America do not carry shortwave program listings, we publish program schedules and mail them weekly to set owners. In short, everything possible is being done to improve our shortwave broadcasting facilities and to increase the size of the listening audience. The increasing importance of shortwave radio as an advertising medium is steadily being emphasized. It remains our firm conviction, however, that in order to tap the fullest potentialities of radio listening, emphasis must be placed on local stations. We are hitting this objective with every means at our disposal.

Hearing the President

"The two major inter-American networks—one with 76 affiliates, the other with 122—make available for retransmission through local Latin American stations, programs that originate in the United States. Listeners in the other republics hear broadcasts by famous American personalities. Distinguished visitors address southern audiences with messages that vitalize the Good Neighbor Policy. From Hollywood to the Great Gulf of Mexico, from the shortwave to the shortwave, we are working to make Latin America feel the impact of the 1942 rockers.

"When the President addresses the nation his words are carried to point-to-point facilities to the other republics for rebroadcast by local stations. The Feb. 23 report on the war was picked up by 211 stations, a new high for Latin American distribution of an American broadcast.

Latin Shortwave Sets Await Action by WPB

NO ACTION had been taken last week by the War Production Board on the allocation of materials for the 800,000 shortwave receivers requested by Nelson Rockefeller, Coordinator of Inter-American Affairs, who desires the receivers to be distributed to South American countries to receive broadcasts directed from this country.

Mr. Rockefeller, as reported from the State Department, inspired by WPB officials that the matter is being given intensive study but so far is still "up in the air." It was added that if materials are allocated for the project the receivers will be of special lightweight design.

Increased support for Rockefeller's idea has been reported from the State Department, inspired by the recent United Nation's conferences at Rio de Janeiro. The WPB, State Department, Office of Price Administration, the Rockefeller organization and other governmental agencies are reported to be in attendance at conferences on the Latin-American project.

Industry Helps

"This high degree of participation in the inter-American program on the part of private industry is especially gratifying because it strikes two key objectives—first, it reflects the commercial interrelationship between our two nations; second, it provides still another realistic approach to the "know your neighbor" doctrine.

"In some of private enterprise in this vital phase of our war effort, the broad opportunity for still more local sponsors, especially the advertising media, is clearly suggested. We have no better weapon with which to defeat our enemies' fantastic lies, than the simple, unvarnished truth.

"And this truth manifests itself most powerfully in the superb, objective news coverage furnished by our great press associations. This news enjoyment of the vast majority of Latin Americans. More than 300 leading newspapers throughout the other republics depend on Associated Press, United Press, International News, and Trans-Radio News. In addition, 150 local radio stations are now broadcasting either AP or UP news. The number is growing steadily.

"What better way to spread the gospel of free people than for American businesses to make available to our southern neighbors news that is not Goebbelized ... truth ... the very essence of the ideals for which we wage war?

"Those of us who have not yet been summoned to the front line of battle find ourselves searching inwardly for an answer to the question: What more can I do to help win the war?" For expert advertisers, this reply springs forward: Enlist your strength in the psychological corps. Help our neighbors of the other American republics maintain the freedom of thought, freedom of spirit, freedom to know the truth that has been blotted out here. As a citizen of another land.

"Advertisers assist the war effort when they maintain or, where possible, expand their local newspaper

(Continued on page 26)
At every moment, through cold dawn and blackest night, in every nook and corner, the light that is Radio comes to the people of America.

It comes to the fighting men in the foxholes, to the workers in the assembly lines, to teachers and pupils in quiet classrooms, to rookies in khaki, to the women whose courage sings in sadness. It comes to farmers, riveters, storekeepers, scientists, salesmen, firemen, industrialists, shoemakers.

Wherever it falls, there is light.

In this hour, American Radio is equal to its great responsibility...
Auto Club in Detroit Advertises Despite War

DESPITE conversion to wartime work of the entire automotive industry, the Automobile Club of Michigan has signed with WWJ, Detroit, for broadcasting of all U of Michigan football games next fall, according to an announcement by Richard Harfst, ACM general manager.

The contract will also call for spot announcements following all Detroit Tiger American League games this summer, Ty Tyson, assisted by Paul Williams, will give the play-by-play of the football games.

Mr. Harfst, in announcing the contract, said that the ACM schedule will not be institutional but will be conducted on the basis of “Keep ‘Em Going,” stressing service and insurance. The ACM, with a membership of 180,000, is one of the largest organizations of its kind.

Francisco

(Continued from page 54) schedules... when they plan their radio promotion in terms of programs that promote Hemisphere good will. Consistent advertising—more sponsors—more news—more Good Neighbor commercials. These are the flesh and blood of our kind of psychological warfare.

Must Maintain Schedules

“I realize full well that the hardships imposed on American exporters make it difficult, if not impossible, for some to maintain their advertising schedules. But there are many American concerns whose plants are geared fully to war production. Their income has not been materially affected. In many cases it has increased. Such companies have an unique opportunity to contribute effectively on the psychological front.

“The figures on American advertising in Latin America, gathered by your association a few weeks ago, emphasize the need for maintaining promotional schedules. An analysis covering 64 of the most important Latin American newspapers and magazines showed that more than 43% of the lineage was devoted to products of United States origin. You drew from these figures a sober conclusion—the loss of revenue represented by the cessation of U. S. advertising would mean the difference between operating at a profit and operating at a loss for many of these friendly publications. The same thing is true of radio stations.

“The implications of such a catastrophe were summed up by one of your members, Walter Bomer, of the Bristol-Myers Co., who declared:

“The worst sufferers would be the newspapers, the magazines, the radio stations—friendly media for the distribution of information to the masses. Since the war they are more than ever dependent on us. Only the U. S. and Canada can they today buy their supplies of printing papers, foundry metal, type, broadcasting equipment, replacement parts, and other essential supplies. Practically all other sources of these basic needs are closed to them. Here again is illustrated the vital role that U. S. advertising plays in helping to maintain these friendly media.'

“Many an advertiser, facing the realities of materials shortages and transportation difficulties, asks: ‘I would like to keep on advertising. It would keep my name before my customers. But I have no merchandise to sell—what can I say in my copy?’

Building Confidence

“Domestic advertisers have met and solved the same problem. They are talking in terms of conservation. They are dramatizing their service story. They are telling their customers, in the frankest terms why business as usual is out. Thereby they are building confidence in our ability to carry through our war assignment to a successful conclusion. And they are sowing seeds of goodwill for the resumption of normal business when the war ends.

“You can bring no more valuable advertising message to your Latin American customers than to explain why shortages exist. Our neighbors must be told that here in the United States we, too, are facing the same problems. They must understand that dislocations are due not to any lessening of effort on our part, or to an inability to cope with the emergency, but to our determination to subjugate everything else to the main job of turning out the materials that will spell victory.

“These emergency copy themes can be as potent in your export advertising as in your domestic. They bring understanding. They play a vital role in bolstering civilian morale. They strengthen confidence in the future.

“In discussing the inter-American program in terms of your own advertising efforts, I speak to you not as a theorist or as one unacquainted with the elements of merchandising. I know full well the conflict that ensues when either advertising manager or agency presents plans and schedules when merchandise is not available... when delivery schedules are shot... when packaging difficulties conspire to upset orderly marketing.

“And yet, if we are fighting to insure a future in which competitive enterprise will flourish, in which we can resume our places in the front line of commerce, can we afford to toss goodwill into the discard? Can we allow trademark recognition and brand preference to fall by default? Can we blackout advertising for the duration?"
Luke R. Roberts Feted At Testimonial Dinner
LUKE R. ROBERTS, head of the educational department of KOIN and KALE, Portland, Ore., was honored at a testimonial dinner recently in recognition of his appointment as CBS director of education in the Northwest. Gov. Chas. A. Sprague and Mayor Earl Riley attended, both stressing the public service rendered by KOIN-KALE. From California came Don Thorneburgh, CBS vice-president in charge of West Coast activities, and Frances Wilder, CBS West Coast educational director. Leading figures from local schools, newspapers and radio stations attended. C. W. (Chuck) Myers, president of KOIN, presided and was assisted by Henry M. Artwood Jr., manager.

Mr. Roberts was complimented on the support he has won among Northwest listeners and for numerous cultural programs he has launched or renovated under the KOIN-KALE banners. Further honor was paid Roberts the following day at the Portland Rotary Club luncheon, and KOIN-KALE put on a "let's tell you about radio" program.

Among those attending the Roberts testimonial dinner were: Mrs. Frederic Young and Mrs. Carl Taylor, Portland Radio Council; Rex Putnam, State Superintendent of Public Instruction; Henry Gunn, Assistant Superintendent of Schools; Alfred Powers, Oregon Extension Division; Nell Ungar, Portland Public Library; Robert T. Davis, Portland Art Museum; G. Bernard Noble, Reed College; Mrs. Zelta Rodenwold, KOAC; Mary Gilmore, KBPS; Arden Pangborn, manager, KGW-KEX; C. S. Jackson and Dean Collins, Portland Journal; Harry Buckendahl, Arthur Kirkham, Ted Cooke, Johnny Carpenter and Marc Bowman, KOIN.

Paramount Time
PARAMOUNT PICTURES Inc., Hollywood, in addition to an intensive spot campaign, has arranged for two transcontinental network broadcasts on successive Friday nights to plug the film, "The Fleet's In". Jimmy Dorsey and orchestra on March 20 will be heard on 92 Blue Network stations, Friday, 10:15-10:30 P.M. (EWT), playing tunes from the film in which they are featured. Dorothy Lamour and other players will do scenes and songs from the film on March 27 over 75 MBS stations, Friday, 9:45-10 P.M. (EWT). Later program will also include eight songs written by Johnnie Mercer and the late Victor Schertzinger for the musical. Agency is Buchanan & Co., New York.

A BOOKLET titled Music in the National Effort containing data of aid to programs, has been issued by the War Dept. in Washington and may be procured from its Public Relations Branch.

Loyal Listeners buy 30,000 Extra Shares of Freedom!

* 30,000 folks in WOW-LAND are buying an EXTRA Defense Bond as the direct result of WOW's Red, White & Blue Revue already presented to capacity audiences in Fremont, Beatrice, Columbus and Hastings, Nebraska, and later to be seen in at least six other WOW-LAND cities. 40 WOW personalities are in the cast.

To see this inspiring Revue each listener must buy 50 cents' worth of defense stamps in a new stamp album. A showing of hands at one performance revealed that more than half the audience had bought their first defense stamps in order to see the Revue.

WOW is doing everything any radio station can in the interests of National Defense. The Red, White and Blue Revue, of which the Woodmen of the World Life Insurance Society pays the production costs, is something EXTRA—and it serves a double purpose. Uncle Sam gets all the money, WOW and its clients profit by greatly enhanced listener loyalty.
Walter McCreery

Walter McCreery

INSISTING he is not a super-salesman, Walter K. McCreery, competent general manager and principal timebuyer of Allied Adv. Agencies, Los Angeles, operates on a reason-why basis rather than selling a "pound of air". He believes in the closest cooperation between agency and station in servicing the sponsor.

His present association was effected in late 1936, following some ten years sales experience with Southern California radio stations as well as publicity work and a brief period during which he operated his own agency.

Born in Los Angeles July 15, 1909, he attended Harvard Military Academy and Manual Arts High School, that city. In the Spring of 1918, Walter gained a year's additional training in advertising, bookkeeping, and commercial law at Los Angeles Business College, later becoming assistant advertising manager of Bledsoe Furniture Co., San Diego, Cal. Then, at his father's suggestion, he became interested in the oil industry and went to Bridgeport, Texas, in 1921, where an opportunity boom was under way. Engaged in building refineries, market research and sales, the youth returned to Los Angeles long enough to marry, on Christmas Eve, his high school sweetheart, Edna Gane. Immediately afterwards he took his bride back to Texas. They have a 15-year-old daughter, Elizabeth Ann.

Los Angeles again became his home in 1925. He worked as manager of a radio supply store. Through contacts gained there, he became associated with the sales department of KMTR, Hollywood. Shortly afterwards he went to KGJF as manager, remaining there for 1½ years.

Then he joined KNRC. When that station's call letters were changed to KTM (now KECA), through shift in ownership, he continued as commercial manager until 1930. Walter spent the next year as commercial manager for the dual management of KMTR and WOV 1280 Club Holds Defense Stamp Festival

TO CELEBRATE the first anniversary of the 1280 Club, popular record program on WOV, New York, Alan Courtney, the show's m.c., was host last Wednesday night at a U. S. Defense Stamp Party in Meece Temple, New York. The estimated attendance of some 12,000 persons, including American, British, Canadian and Australian soldiers, sailors, 100 models, and well-known radio talent, listened to the regular Courtney broadcast, 6-9 p.m., while the entire evening until midnight was broadcast on WOV.

Leading orchestras and singers entertained at the party, admission to which was the purchase of defense stamps of any price.

On WOV for just a year, the 1280 Club has a ten sponsors, including Arison-Caplin Co. (underwear); Chas. Golden Inc. (Mustard); Bridges' Apparel Shop; National Schools, Fel's-Naphtha; Paramount Pictures; Bulova Watch; National Shoe Stores; Barney's Clothes; Dioxynone Face Cream.

Priorities

(Continued from page 22)

it is reported that companies are holding substantial inventories of automobile radios on their shelves.

Also adding to the expense of conversion is the addition of new equipment and inventory, war radio equipment being of different construction than civilian sets.

In the labor picture, WPB previously has pointed out that since most of the larger manufacturers are already converted to war production there will be no serious labor problem. However, it was admitted difficulties may arise with change-over by small manufacturers since it is more difficult for them to make a quick conversion with the result that they cannot immediately obtain war work. Careful consideration of these problems was promised by the WPB who stated that everything possible would be done to avoid extreme hardships being placed on the smaller manufacturers [BROADCASTING, Feb. 23].

KMIC (now KRKD). Next few years found him as commercial manager of KMIC, Beverly Hills, Cal., and again in the same capacity at KTM.

After two years of operating his own agency, he joined Allied Adv. Agencies as office manager. When the firm was incorporated in 1938, he was made vice-president. His association with Allied Adv. Agencies and its owner, Pehr Gardner, has progressed to a point where offices are now located in Los Angeles, San Francisco and San Diego.

Walter spends much of his leisure time working on an elaborate model railroad he has constructed. Hunting and fishing are recreations, too.
NAB 4th District

(Continued from page 20)

Haverlin outlined means by which stations can identify actual copyright owners of compositions, notably those originally copyrighted abroad.

Resolutions Adopted

At the closed membership meeting concluding the all-day session, the membership adopted the series of resolutions. That commending Mr. Kennedy for his stewardship as district director follows:

WHEREAS, John Kennedy has served with distinction and diligence for the past four years as a member of the Board of Directors of the NAB, representing the 4th district, and

WHEREAS, John Kennedy has today announced his retirement from the position effective March 1, 1942, due to service in the Navy.

THEREFORE, be it resolved that the 4th district membership of NAB in convention assembled at Reno, Nev., March 7, 1942, go on record as expressing appreciation to Mr. Kennedy for his loyal service to the broadcasting industry of this district and the industry as a whole.

Last Big Day

NOT LATE once in three years at WWVA, Wheeling, West Virginia, the Navy Selectee, Don Blake, transmitter engineer, opened the session with one of the worst storms in West Virginia's history. The storm arrived March 7. Five miles from the transmitter Don's car stalled in a snowdrift, hopelessly stuck. He reached a phone and called Clyde McClymonds, who put the station on the air. Don arrived three hours late on foot, and both men were marooned. Food sent to them by a cur😓ous route arrived a day and a half later.

EDGAR KAMPF, engineering head of Bruckerhoff Studios, New York, has been granted a leave of absence to do special radio work for the Navy, and has left his headship of Columbia Recording Corp., replaces him. Paul Zollner, formerly with Western Electric, has joined the Columbia engineering staff. Mal West has moved to the CBS shortwave division.

JOHN M. BALDWIN, chief engineer of KDFY, Salt Lake City, has retired and has been succeeded by John N. Rigler, a war veteran.

HARRY SPEARS, KNX, Hollywood, Calif., has been appointed head of the radio division of the National Research Laboratories, Washington.

SAM L. MAYNARD, WMMN, Cincinnati, has joined the engineering staff of KTAL, Lafayette, La.

E. C. FROST, RCA, has been named to the position of chief engineer.

LOUIS E. HEIDEN, formerly of RCA Victor, has been appointed general manager of the radio division of the Naval Research Laboratory, Washington.

H. PRESTON PAY Jr., new to radio, has joined the operating staff of KFRO, Longview, Tex., replacing Freeman Thomas, who resigned to become an instructor in radio at Kilgoe College.

HILBERT E. GLADE, formerly of WBT, Nashville, has joined the engineering staff of WHB, New Orleans.

ED THOMPSON, engineer of WMBD, Chicago, has been drafted into the Army and is stationed at Camp Grant, Ill.

ROBERT GLENN, formerly KTAR, Phoenix, Ariz., has joined the operating staff of KFRO, Los Angeles.

MILTON HALL, new to commercial radio, has joined the engineering staff of KLZ, Denver.

New Post to Biggar

ELECTION of George C. Biggar, program director of WLW, Cincinnati, as president of the Crosley Employes Credit Union was announced last week by the board of directors. Mr. Biggar succeeds Eldon Park, former WLW assistant sales manager, now a sales representative in the station's New York office. The organization boasts a membership of 1,130 which has grown from an initial membership of 50 in 1935.
A new method of controlling crystal temperature, which far surpasses older methods in the frequency stability obtained, is utilized in the hermetically sealed G-31 Thermocell crystal unit. Provision is made for switching to a spare during operation.

An automatic recloser circuit makes the interruption of service caused by momentary overloads (removed by overcurrent relays) almost imperceptible to the listener.

Telechron motor time-delay relays protect the rectifier tubes against premature application of plate voltage.

Vertical-chassis construction makes every tube and soldered joint completely accessible. There is no need of removing entire units from the transmitter for detailed inspection.

Safety to operating personnel is assured by interlocks and high-voltage grounding switches on the main-access doors.

Details, yes, but important. Extras like these, standard for all G-E FM transmitters, contribute substantially in assuring you unusually excellent performance. For long dependable operation at low cost make your FM installation completely General Electric.
...and here are
THREE TUBES FOR HIGH EFFICIENCY
at the U.H.F.'s

Hardly a handful, but the GL-8002R's output is 1800 watts up to 100 mc

Zenith's FM station W51C packs a 50-kw wallop with a pair of GL-880's

Twenty kilowatts of FM from these GL-889's at W47NV*

"Excellent stability," "Easy to drive," "Easy to neutralize," "No cooling problems," —that's what users are saying about these three tubes. Although built by General Electric primarily to speed the conquest of the ultra-highs, the GL-8002R, GL-889 (also available with radiator for forced-air cooling) and GL-880 provide superior performance for all present-day broadcasting.

Have you investigated our complete line of transmitting tubes for standard broadcasting, FM, television, and international service? Bulletin GEA-3315C will bring you the story. Get a copy from your nearby representative or dealer. Ask also for information about any of the FM equipment listed below. General Electric Company, Schenectady, N. Y.

*Operated by the National Life and Accident Insurance Co., Nashville, Tenn.

FOR ALL YOUR FM NEEDS

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

GENERAL ELECTRIC
15-2% Stew

WITH UNRELENTING vigor, the American Assn. of Advertising Agencies is pressing its crusade for recognition of the 2% cash discount by the broadcasting industry. Admitting there may be justification from the agency end for the cash discount, it nevertheless is apparent that the pressure couldn’t be more untimely.

If applied horizontally, how much would that cash discount cost? As we figure it, in the neighborhood of $5,500,000. That’s about 2% of the industry’s net time sales in 1941, which aggregated $176,280,000. But it’s even worse than that because the rebate would come off the top, cutting into station net. It might amount to as much as 15 or 20% when figured in ratio to net return.

All this in the face of rapidly increasing costs for both networks and stations, and with corresponding diminishing returns, even assuming that business remains at its present level. Then there’s increased taxation and less time to sell because of essential Government war programs.

Radio’s overall rate structure wasn’t established to absorb the 2% cash discount. According to recent industry surveys, fewer than 30% of the stations now allow it. At this writing, none of the nationwide networks recognize it. There are signs of capitulation, however. Once one network yields, the others may be expected to follow. Then it will spread like wildfire through the stations for obvious competitive reasons.

The cash discount is one of radio’s perennials. True, the bulk of newspapers and magazines recognize it, but radio, on an industry-wide basis, never has. The reason for it, according to the AAAA, is to enable the agency to collect from the advertiser and, secondarily, to enable the medium to collect from the agency. No one has suggested that the agency be penalized by, say, 2% (out of its 15% commission) if it doesn’t pay for facilities by the 10th of the month. When one sells a commodity or service, he obviously expects to be paid, and shouldn’t be given a bonus because he has met that obligation. If the rate structure is out of kilter, then adjustments should be made, upward or downward, in rates and frequency discounts—not in commissions or rebates. Consider this analogy. The industry fought the ASCAP-copyright battle for a dozen years on principle as well as dollars. It finally licked the flat $5-%of-receipts tribute, and as a result of the campaign the industry, for all of its music requirements, will pay in the neighborhood of 3% of receipts. Hence a 2% saving. ASCAP will get only about $3,600,000 in 1942, as against some $5,100,000 in 1940. All that gain, after more than a decade of bitter battle, would be tossed overboard by yielding to the cash discount demand.

There are many other arguments pro and con over this irresponsible issue. With conditions so uncertain, and with all costs on the upgrade, it should be obvious to client, agency and medium that this is no time to resurrect the controversy. Reopening of rate structures on an industry-wide basis might well result in horizontal rate increases, to absorb increased costs, and commensurate with radio’s tremendously accelerated circulation by virtue of wartime listening and expanded coverage.

At the moment, the pressure is on the networks to pay the 2%. Affiliates, it seems to us, should let their network headquarters know their pleasure in this matter.

Self-Censorship

PRAISE from the censors is praise indeed, for censorship is one of the most delicate problems of the war. So far not one word of criticism has yet been voiced by the Office of Censorship against the wartime broadcasters; on the contrary, Byron Price, Director of Censorship, had nothing but good words for both the radio and publishing industries during his appearance on the MBS American Forum of the Air the other night.

Mistakes have been made, of course, but they were relatively slight and they were regarded as so unimportant that they could be corrected by direct contact and without any attendant publicity.

The radio audience’s few self-appointed gentlemen have raised some squawks, particularly with respect to some foreign-language programs—but these, when traced down, as FCC Chairman Fly reported, were found baseless.

Some commentators, airing opinions as distinguished from news, have aroused a certain amount of public and official ire; but there is no disposition to clamp down on opinion and criticism unless it plays fast and loose with information which may give aid and comfort to the enemy.

Exactly two months have passed since the Wartime Code of Practices for Broadcasters was promulgated as a voluntary measure by the Office of Censorship, without a single instance of failure. It is an achievement by the nation’s broadcasting stations and with nary a bit of “evidence of a deliberate attempt to sabotage this experiment in self-discipline”, to use the words of Mr. Price.

It’s a fine record so far and one that does credit to the broadcasting fraternity. But one major slip can cloud the record and the burden is upon the broadcasters, particularly the commentators and newscasters, to maintain the proper restraints. So far they have found the Office of Censorship, while sometimes slow because of the burden of work, generally sympathetic and wholly cooperative. Mr. Price, J. Harold Ryan, his radio aide, and John Sorrells, his press aide, have been consulted and the maintenance of free speech, free press and free radio even during these trying days. But they will wield the big stick on instant notice if necessary.

Self-censorship is working so far. It will continue to work if the broadcasters will constantly bear the Code in mind and will always apply it to "general the information valuable to the enemy?" When in doubt, ask the censor—even if it means a time lag.
MARGARET ECKER was promoted last week to feature and woman's editor of the British Unit Press according to R. W. Keyserling, general manager. Previously she had coordinated the woman's and mail service editorial and has had diversified newspaper experience in British Columbia and Alberta.

BROOKS CONNALLY, newscaster of WIBX, Utica, N. Y., has been appointed news coordinator for the station's 35 daily newscasts.

BOB ELSON, announcer of WGN, Chicago, on Feb. 25 married Jeanne Kuhl in Chicago.

JOHN (Doc) MERRA, news editor at WJX, Utica, N. Y., is the father of a boy.

LARRY ROTHMAN, program director of WALB, Albany, Ga., has announced his plans to join the Army.

DUANE NELSON has joined WJL, Oelwein, Ia., as an announcer, replacing Donald J. Graeser.

TED SPEARS, conductor of the Tri-State Farm & Home Hour on WWVA, Wheeling, is to join the Navy.

EDWARD A. CUSHING, former music critic of the Brooklyn Eagle, is now in charge of serious music promotion in the advertising department of Columbia Record Corp., Bridgeport, Conn., succeeding David Hall.

HILL PENNYLL, formerly narrator of Farm and Home News and outside announcer and program director, has joined CBS as an announcer.

MAX WESSELS, formerly of New York station, and at one time announcer of WWR, New York, has returned to that station as a salesman.

MORRISON WOOD, formerly radio director of the Chicago offices of Critchfield & Co. and Erwin, Wasey & Co., has joined the production staff of WGN, Chicago.

J. E. LAKE, announcer, left KYOO, Tulsa, March 13 to become program director of WCAR, Pontiac, Mich.

KEITH JAMES, has been promoted to news editor at WKBN, Youngstown.

HARRY CREIGHTON, announcer of WHBF, Rock Island, Ill., married Helen Grenade of Chicago last week.

LEF EVERETT, recently with NBC and CBS Washington offices, has joined WWJX, Washington.

DAVID GAINES, formerly sound effects man of CBS, is a recruit at Jefferson Barracks, Mo.

DON CLARK, Hollywood producer of the NBC Red Ryder series, sponsored by Graznoff United Bakers, has withdrawn to take a similar assignment on the weekly Al Pearl show, sponsored by Chein cigarettes. He replaces Bill Gay, Marion Dutton, NBC man who has been assigned to the Red Ryder show.

HAL MOON, formerly KDKY, Salt Lake City, newscaster, has been appointed director of the KLO, Ogden, studios in Salt Lake City.

SAMUEL KAUFMAN, formerly with the New York Sun, Herald-Tribune, Radio News and Radio Marketing, London, has joined the press department of NBC.

HARTLEY SATER, announcer of KEN, Portland, is the father of a boy, Richard.

MARCHALL DISKIN, of the CBS television program department, has enlisted in the Army. He reported for active duty March 11.

BOB LOUIS, formerly announcer of WTAQ, Green Bay, Wis., KFAB, Omaha, and WPG, Atlantic City, is now stationed at Ft. Hancock, N. J., as a staff sergeant.

PAUL THOMAS LANE, formerly chief announcer of WLOF, Orlando, Fla., is now announcer and dramatic director of radio station WMFL, the Army's largest station in the world, in Fort McClellan, Ala.

BILL NELSON, formerly continuity editor of WIND, Gary, Ind., has joined the publicity department of the New York City station.

Fred Wills, of the sales department, succeeds him.

LEE KIRBY, sports announcer of WBT, Charlotte, has been named regional director of radio sports for the Southeastern Conference, directed by Lee Quigley, director of radio sports for the OCD.

GORDON GRAY, announcer, is to leave WFCF, Cincinnati, next Saturday to join WFCL, Chicago.

BILL HICKMAN, formerly of WLO, Cincinnati, has joined the announcing staff of WPOR, Denver, replacing Paul Clarke, resigned.

DONALD HAMILTON, formerly with National City Bank, has been appointed office manager of the program department of WOR, New York, in a newly created position.

MURRAY FORBES, Chicago radio executive married Adrienne Bass, formerly of the Cleveland Playhouse, last week in Chicago.

JOHNIE NERLETT, formerly sports commentator of KWK, St. Louis, has signed with the James Parks Co., Chicago, as representative for free lance work, and is now making a five-minute transcribed narration series titled Heartbeat Behind the Headlines.

DICK HASBROOK, announcer of WIS, Columbus, for the past two months has won the station's contest for fewest mistakes. Prizes are $10 each month.

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**George Lasker**

When you're talking about George Lasker, there's one thing in particular to be remembered beyond his success as a salesman, whether it be real estate or radio time, and as general manager of WORL, Boston. George is the gent who year after year kept at the job of making a kilocycle reading mean something to the general public, who with his 920 Club on WORL—using the station's 920 kc. frequency as the basis of a sales vehicle—started a programming idea that has spread to other stations all over the country.

George Lasker got his start as a showman early in life. He was born on Christmas Day, 43 years ago, in Newport, R. I. His family later moved to New York, and at the so-called "tender age" launched a moving picture career, working as a child actor at the old Crystal Film Studios. He claims he was not much of an actor, but "fooled the movie bosses for several years". appearing in some of the famed Pearl White thrillers. He carried leading roles in "Hearts and Flowers"; "Huddy's Night Out" and others. Many of his old associates now are well-known Hollywood personalities.

After completing his education in local New York high schools, George embarked on a real estate career as a broker in Woodsie, Jackson Heights and Flushing, L. I., in New York. Many a New York radio man has a home in these areas right now. But when George first put out his real estate shingle in this Long Island region, he claims, the section was new and lifeless as a prairie compared with today—"You could shoot a cannon out there without hitting a single house", he says.

However, in a few years he developed the section into a very profitable undertaking, using newspapers as his means of advertising promotion. An enterprising radio salesman in those days once contacted George and broached the idea of using air time for real estate advertising. He got turned down flat, with Mr. Lasker terming radio "just a pace. George thought his 920 Club ideas to work, building local sales up the music way, employing the name band recording theme on a 10-hour basis—qualifying the feature as chief claimant for the title of America's longest daytime program.

Dignified old Boston took to these big doses of music the hard way. Most people were just saying, "You can't do that!" or "You can't sell a club". George thought his 920 Club just might pass away quietly. But intensive selling effort, backed by the good fortune of working for an owner who believed in his convictions, finally made the program catch on in a steady rise. Since it has enjoyed phenomenal success, both on the balance sheet and the listener's log. It is not secret in the trade that WORL is considered one of the best local station operations in the country.

George married Hannah Beckerman, of Chicago, in 1921. They have three children: Yale, who is a student at Northeastern College, but who will be a pilot; Zangwill, 15, and Louis, 12. The Laskers live at Manchester, Mass. George himself is an ardent baseball fan, knows many a big-leaguer and believes secretley he would have been a ballplayer if his movie career hadn't sidetracked him way back when.

**Personal Notes**

**PHILIP F. WHITTEM, formerly vice-president of Doyle, Kitchen & McCormick, New York, has joined the sales staff of the MLB network. Mr. Whittem was at one time a member of the sales staff and sales manager of WINS and WJIN, New York stations.**

**RUSSELL LOFTUS, manager of the NBC Radio Club, New York, is reported to have resigned.**

**ED DEVENEY, sales manager of Howard H. Lasker Co., New York, has resigned to join the Army. Succeeding him will be Miss Edith Laurie of Yamacraw.**

**S. T. THOMPSON, vice-president of Zenith Radio Corp., Chicago, has been named a member of the board of directors of the Radio Manufacturers Association by the Sierra Club. E. E. McDonal Jr., also of the Zenith Corp., resigned.**

**MELVILLE MILLER, NAB president, will represent the broadcasting industry at the Pan American Child Congress March 16-18.**

**GLENN R. DOLBERG, formerly program director of NBC stations in San Francisco, has been named manager of operations for KQW, San Jose, Cal.**

**LIEUT. LEON LEVY, president of WCAU, Philadelphia, now on active duty in the Navy, is in Florida with Mrs. Levy, having been ordered to the base there to recover from an impaired health due to overwork.**

**PAUL HARRON, president of WIBG, Philadelphia, has purchased the Hotel Marilyn, Philadelphia.**

**F. W. Mc MILLAN, former San Francisco advertising man, has been appointed sales promotion manager of KLS, Oakland, Cal.**

**CHARLES W. REED, recently with NBC News, has been named promotion and merchandising manager of KQW, San Jose, Calif.**

**HILTON E. KRENTS, formerly consultant in radio, OCD, Washington, D. C., has been named as manager of the Radio Department of the Council for Democracy. Mr. Williams has resigned to freelance.**

**ERNST DE LA OSSA, formerly in the personal division of R. H. Macy & Co., New York, succeeds Noel Jordan as assistant personnel manager of NBC. Mr. Jordan was recently promoted to NBC office service manager.**

**JACK E. Surrick, sales manager of WJUL, Philadelphia, has been named to the board of judges for the Howard G. Ford Award to be presented by the Salesman Managers Assn., Philadelphia.**

**JAMES R. ROCK, general manager of KDRA, Pittsburgh, is the father of a baby girl, born March 3.**

**JOHN HOGAN, salesman, recently joined WJMH, Monroe. He is transferring to WBMY, Westfield, with George, who is now in charge of WJMH's sales office.**

**WILLIAM McGregor Parker, of the local sales staff of WBT, Charlotte, has been named to the newly-created post of manager of merchandising.**

**FRANK HATT, formerly promotion manager of the WYFF, Greenville, S.C. joined the local sales staff of KFRO, Lowa City.**

**RALPH G. TUCHMAN, formerly of the iheat division, has been named promotion manager and recent graduate of the Middel School of Journalism at Northen College, and has joined the local staff of Broadcasting in Washington, D.C.**

**HELEN WOOD, former sales manager of WJW, New York, has joined WHX, Utica as sales manager, and also succeeds O.A. Cass in WHX's New York office.**

**JULES D'YVER, sales promotion manager of WALC, New York, is the father of a baby girl, March 9.**

**KENNETH E. Raine, formerly in the legal department of CBS, has joined the Sales Department of the Radio Corporation of America, New York, as chief counsel.**

**PHILLIP J. HENNESSEY jr., Washington radio attorney, and Mrs. Hennessey, on March 11, became the parents of their second son, Richard Terrence, who weighed 7 lbs. 0 oz.**

**George Romney, son-in-law of H男女 L. LaFont, former Federal Radio Commissioner and now operating chief of WORL station, has been promoted to general manager of the Automobile Manufacturers Association. Mr. Romney had been Detroit manager of the association for several years and recently became assistant managing director of the Automotive Council for War Production. He succeeds Pike Johnson, who resigned, to become president of the Automotive Safety Foundation.**

**Hal Burnett, formerly head of public relations for the NAB and former director of the George Romney Foundation, is now director of the American Foundation.**

**Frank B. Warren, of the common carrier division of the FCC law department, has been named assistant general solicitor of the National Assn. of Railroad & Utilities Commissioners.**

**John E. Fetzner, president and general manager of WRNO, Keeknock, N.J., has spent several weeks in Washington, D.C., contriving from a recent illness.**

**William J. Mc Quillan, Jr., of the local sales staff of WBT, Charlotte, has been named to the newly-created post of manager of merchandising.**
Meet the LADIES

RUTH MERRIAM WELLS
WHEN Ruth Merriam Wells came to WGA, Cleveland, to take charge of home economics she brought with her an impressive background and flexibility of mind that makes her a stand-out personality in her field. Lending a light touch to her programs as froth to authoritative comment, Ruth has made herself a friendly neighbor and able counselor to Northern Ohio women.

Ruth’s preparation for her post will stand by itself. Graduating from Battle Creek Sanitarium School of Home Economics in 1917 she did graduate work at Wisconsin for two years and spent the next seven years as hospital dietitian. After receiving a B.S. degree at Columbia U she went to Chicago as the first Ann Page for the A & P Midwest division. Then came an association with the Chicago Evening American for six months. Food Editor and Home Institute Director of the Cleveland News for five years and then to WGAR where she is the ladies’ final word on food and home-making.

Keeping house for husband, Art Speath, drama critic of the Cleveland News and having two hus- bands does not keep her from attending a lecture daily. There must be a fault somewhere but this was all that could be found: She collects antique ear-rings of which she has 63 pair.

EASY ACES
MR. KEEN
AL PEARCE AND GANG
HERMIT’S CAVE
THE GOOD OLD DAYS
WING
THE DAYTON, OH. STATION
HAS THE PROGRAMS!
5,000 Watts Day and Night
NBC Red and the Blue Nets

“UP IN THE AIR ABOUT HOW TO REACH THE RED RIVER VALLEY’S $626,000,000 EFFECTIVE BUYING INCOME? GET IN TOUCH WITH WDAY AT FARGO!”

NBC Correspondent Safe After Fleeing From Java
SIDNEY ALBRIGHT, NBC cor- respondent in Batavia, Java, has arrived safely in Australia after a hectic flight from the Dutch East Indies capital now held by the Japanese, according to direct word received from him by A. A. Schechter, chief of the NBC news and special events division.

Ruth Merriam Wells

Previously fear had been felt for his safety when no word was received from him for more than a week after his departure from Batavia. Subsequently, however, word was indi- cated reported that he was safe and finally Albright confirmed the report by cable.

WLU Promotes Lasker

PETER LASKER, sales represent- inative in the Dayton territory for the street car division of WLU, Cincinnati, has been named divi- sion manager, according to Robert E. Dunville, general sales manager of the broadcasting division of the Crompton Corp. Lasker replaces Ralph Heaton. Coincident with this announcement, Dunville said that the sales office will be moved from Cincinnati to Dayton. The car card division, which operates as a separate unit of WLU Promotions, Inc., holds franchises on all street car ad- vertising in Dayton, Columbus, Lima, Ft. Wayne and Lexington.

TOM HANLON, Hollywood announcer on the CBS Melody Ranch, has been signed by WUL to portray himself in the radio sequence of Gene Autry’s forthcoming picture “Home in Wyoming”. He also por- trays himself in the MGM film, “Sunday Punch”.

JIM MURRAY, director of promotion of WCAE, Pittsburgh, has been hospi- talized by stomach disorder. Mary Higginson, art director of the WCAE accounting staff has recovered from injuries sus- tained in an automobile accident.

FRANK WITTMER, KOY, Phoenix, continuity editor, is the father of a baby boy born March 5.

R. O. MacFarlane, associate pro- ducer of “At The Scene” at Studio 17, Winnipeg, has joined the Canadian Broadcasting Corp. as twice-weekly news commentator on the CBC na- tional network.


VIC PAULSEN, announcer of KSAN, San Francisco, recently became the father of a baby boy.

HOWARD E. ARD has joined KSAN, San Francisco, as a newscaster.

DOROTHY NEWMAN, of the production staff of KSAN, San Fran- cisco, has resigned to do publicity work for the De Young Memorial Museum in San Francisco.

MARVIN GOODSON has joined the announcing staff of KLS, Oakland, Cal.

HEATRICE MAXWELL, formerly of the music staff, has transferred to the program department.

ROBERT STEINMETZ and Bill Matthews recently joined the produc- tion staff of KLS, Oakland, Cal.

DOROTHY S. LESSER, formerly in retail advertising in San Francisco, has been appointed coordinator of women’s activities of KQV, San Jose, Cal.

MAC C. MATHESON, Arizona net- work traffic manager headquartered at KOY, Phoenix, has resigned to join the Army.

PIERCE GRANT, CBS Hollywood photographer, has enlisted in the Marines.

TOM HUDSON, New York announc- er, has succeeded Jim Bannon on the weekly NBC Rudy VaYee Show.

EDWARD PAUL, Hollywood musical director of the NBC Rudy VaYee Show, has been joined to score the Edward Small Productions film, “Miss Annie Rooney”.

ALEX DREIER, NBC Berlin cor- respondent, was on the West Coast in early March.

JOHN W. MOORE, Hollywood freelance writer, has joined KLI, that city, as writer-producer-announcer. George Willard, formerly of WGN, Chicago, has joined the announcing staff.

Flannery on Coast

HARRY W. FLANNERY, former- ly CBS Berlin correspondent who returned to New York in late 1941, is headquartered in Hollywood and has been signed as commentator on a twice-daily quarter-hour news- cast six times per week on Pacific Coast stations of that network. Bekins Van & Storage Co., Los Angeles, has started sponsoring the news analyst Monday, Wednes- day, Friday, 5:30-5:45 p.m. on 4 California stations, KYN KROY KQW. Contract, placed through Brooks Adv. Agency, that city, is for 26 weeks, having started March 5. Before replacing William L. Shiner in Berlin, Flannery was news director and commentator of KMOX, St. Louis.

Blind Correspondent safe after fleeing from Java

SIDNEY ALBRIGHT, NBC cor- respondent in Batavia, Java, has arrived safely in Australia after a hectic flight from the Dutch East Indies capital now held by the Japanese, according to direct word received from him by A. A. Schechter, chief of the NBC news and special events division.

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INDEX (Ky.)

AINT THE KEY TO BIG SALES!

If you’re looking for the key to Kentucky’s buying power, Index won’t guide you! Except, perhaps, to point out by contrast that the Louisville Trading Area is the State’s only big market. For instance, this Area spends 17.6% more at retail than the rest of Kentucky combined! ... Alone, WAVE reaches every radio home in the Louisville Area, at a cost you expect to pay for far less coverage! May we send you all the facts?

LOUISVILLE’S WAVE

FREE & PETERS, INC.
National Representatives

FORTY-FIVE thousand copies of the Hilliard Gates Basketball Booklet containing an article written by Gates, sportscaster of WOWO-WGL, Fort Wayne, and various basketball items of interest, are being circulated throughout Indiana. Booklet was produced by Bongard Advertising Agency, Fort Wayne, for Peter Eckrich & Sons, meat packers, and is designed both to promote Eckrich sponsorship of super-regional and State final high school basketball tournament broadcasts and to act as the hook by which the company can determine consumer response to these broadcasts, inasmuch as the booklet will be mentioned on all tourney pickups.

Proof for Sponsor Claims

TO SUPPLY proof of advertising claims or implications for products by clients, Erwin, Wasey & Co., Chicago, introduces its Technological Service Department, one of only a few in the country, in July, 1939, in a brochure released last week. According to the release, the department, headed by Frank D. Hartman, Ph.D., is available for consultation on clinical medicine, pathology, pharmacology, bacteriology, public health, engineering, metallurgy, production methods and utilization of by-products as they relate to products to be marketed.

Glee Club Competition

GLEE CLUB CONTEST conducted in men’s colleges throughout the country under the direction of Fred Waring and the staff of his NBC program Pleasure Time now has reached groups from 46 States entered. Contestants are rehearsing their recorded entries for the preliminary judging. Waring club signee Win. H. Stevens, Ann Arbor, Mich., one song of Waring’s choice, one of its own and a regular college song.

Winning clubs representing eight regions of the United States will be chosen from the transcriptions and brought to New York at the expense of Liggert & Myers Tobacco Co., New York, sponsors of the program for Chesterfield Cigarettes for the final competition in Carnegie Hall in May. Newell-Emmett Co., New York handles the promotion.

Patriotic Displays

POSTERS on the This is War series, broadcast each week on the four major networks as well as regional hookups and independent stations, have been distributed by WPTF, Raleigh, N. C., to over a hundred local radio outlets. Poster, attached mimeographed letter, Manager Richard Mason urges merchants to feature the poster as a patriotic gesture.

Theater Exchange

WCAE, Pittsburgh, has arranged to broadcast news flashes direct from the station’s newsroom to the new Harris Newsreel theater in Pittsburgh’s east end. This is the second tieup with Harris theaters, the other going to the downtown showhouse of the company. Lobby displays and newspaper space are being used for promotion.

Merk’s Music Box

Merk’s Music Box, 303 E. Fourth St., is now handling the CBS radio network station WRL.

ERRORS CHECKED

And Boners Are Sent to Advertisers by WIS-

BEATING checking services to the punch, WIS, Columbia, is now working a system of checking errors on commercial copy made by announcers and control operators. Immediately after an error is made an air mail letter is sent to the company affected.

G. Richard Shafto, WIS, manager, started the system and at the same time offered a prize schedule to announcers and operators making the fewest mistakes in a given month. "The desire of agencies and advertisers to promptly learn of operating errors, as evidenced by their engagement of checking services, can be wholly and adequately fulfilled by the station," Mr. Shafto said. "Errors cannot be eliminated entirely," he added, "but they can be reported in the station." Misstates included in the contest rules are mispronunciations, undue delay between introductions and selections, failure to go on or off time, use of wrong announcement, incorrect scheduling or any other obvious faults.

Telling the Shoppers How TO GET shoppers to cooperate in the tire conservation campaign by carrying home light-weight purchases the New York Retail Dry Goods Assn., comprised 34 department store, recently used time on four stations and space in the city’s newspapers. A one minute transcription cut by WBS was carried on WBN, WMCA, WOR and WEAF, the final day. Discs featured Irene Besaley singing "Tote Your Own," written by Norman Nash of Asher Kudner Inc., New York agency.

WLW Co-op Plan

TWO trade extension departments of WLW, Cincinnati, are developing the station’s working relations with retail grocers and drugstores by cooperating in the promotion of timely sales campaigns and assisting in the formulation of various merchandising plans. Contact work with these groups is carried on in the four surrounding States as well as within national wholesalers and retailers by William Oldham, WLW grocery representative, and John Randolph, drugstore representative.

‘Ranger’ Defense Club

A VICTORY CORPS was launched March 11 on the MBS Lone Ranger program, sponsored by General Mills, Minneapolis, and Crest Co., Corn Kix, Monday, Wednesday and Friday 7:30-8 p.m. Designed to enlist young people for the collection of needed military materials and aiding in air-raid membership is offered for a three-cent stamp or three cents in coin. In return the boys and girls receive membership cards and lapel buttons.

Free Stamps

STAMP COLLECTORS visiting the Brooklyn store of the W. T. Otto Stamp Co., are interviewed and take part in a stamp quiz on series of W. New York. Winners receive packages of stamps. The programs are transcribed for radio. Manager Walter Kaner, WWRL publicity director, handles the program.

Military Data

COLOR PRINTS of insignia used by the U. S. armed forces and a map showing the location of training camps are contained in a booklet offered to listeners of 1480 Club, program heard on WBYN, Brooklyn station.

Inside American Discs

SONGS and stories, opinions and reactions of the American people recorded on the spot in 1941 by the sound truck of the Library of Congress Music Project, are now available to stations in a series of six recorded programs titled Americans Talk Back.

ASKING CUSTOMERS to try Ward’s Tip Top Bread for a week, a Chicago area is giving away phonograph records by Charles W. Hamp, singer, against WGN, Chicago, sponsored by Ward Baking Co., New York.

CBS CHICAGO is employing feminine guides to replace boys called into the service.

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BROADCASTING • Broadcast Advertising
KIRO to Give Prizes For Best Letters on "If I Had a Station"

GEORGE JENNINGS, vice-chairman of the Radio Awards Committee of KIRO, Seattle, announces establishment of a fund which the station will award in the form of cash prizes to individuals submitting the best completed sentence beginning with the statement: "If I had a radio station one of the things I would do..." Additional material must be confined to 100 words or less.

The awards are open to members of the School Broadcast Conference, the Institute for Education by Radio, the Assn. for Education by Radio, and all persons interested in educational and public service radio programs.

Members of the staff of KIRO, the executive committee of the School Broadcast Conference, the Evaluation of School Broadcasts, and the publications committee of the Assn. for Education by Radio are eligible only for honorable mention citations.

The awards will be announced at the AER luncheon to be held in connection with the 13th Annual Institute for Education by Radio, Columbus, May 3-6.

Entries become the property of KIRO and must be mailed to George Jennings, vice-chairman, KIRO Radio Awards Committee, 228 N. La Salle St., Chicago. Entries must be postmarked not later than April 10. First prize will be $150; second, $100; next five winners, $50, and honorable mention citations.

Learned Via Air

THE VALUE to the administration in publicizing points of importance through the Presidential "Fireside Chat" method is shown in a test survey released by the Samuel E. Gill organization. The President's listeners were 30% more familiar with seven of the major points covered than were a comparable group who did not hear the speech. The new research technique used by Gill was originally developed to measure advertising effectiveness.

Anti-Hitler Discs

PRELIMINARY auditions of Humanity Against Adolf Hitler, a series of transcriptions designed to bring home to the people the realities of war, have been submitted for the approval of the Government by Brinckerhoff Studios Productions. The recordings, underwritten by OFF and OEM, Government agencies, will be offered gratis to stations. The series, consisting of 26 quarter-hour programs, was conceived by E. V. Brinckerhoff. It will be produced at cost, with actors, musicians and technicians working for union minimum wages. Kenneth Pickett, a CBS production liaison man on commercial shows, directs.

FULTON LEWIS, Jr.

*(Volume Producer)*

A proved selling feature on more than 59 sponsored stations

AVAILABLE FOR LOCAL SPONSORSHIP

Get busy! Here's the easiest sale you've ever made—actually like "putting money in your pocket!" Fulton Lewis, Jr. is the most widely "tuned in" Washington commentator on the air, heard over 165 Mutual stations from coast to coast 5 times weekly. He can "take charge of sales" for any local sponsor at a talent charge amounting to only your ONE TIME QUARTER-HOUR RATE PER WEEK! Phone, wire, write, at once for full details to—WM. B. DOLPH, WOL, Washington, D.C.

ORIGINATING FROM WOL WASHINGTON, D.C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

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

5000 WATTS Directional OVER METROPOLITAN NEW YORK

BROADCASTING • Broadcast Advertising March 16, 1942 • Page 37
To provide a verbal map and eyewitness account of the war, WGN, Chicago, has “We Were There”-bridegroom-persons who have first hand knowledge of the areas in the news, and who have consented to appear in short notices on any of the station’s regularly scheduled newscasts. A reference file of these appearances on all points of the world has been compiled by WGN, which summons them when a special news story breaks. The experts, ex-residents of such places as Smolensk, Chunking, Bombay, Sydney, Rangoon, have been recruited from Chicago consulates, export companies, universities, etc. for appearance on the newscasts.

Blind Dates

Entertainment appealing exclusively to men in uniform is highlighted on the weekly half-hour airing “Eye” recently launched on Blue Network Pacific Coast stations. With missiness equally as m.c., series, emanating from Hollywood, features feminine guest film stars and vocalist, with musical accompaniment provided by an all-girl orchestra directed by Eunice Shapiro. Theme song, bearing same title as the show, was written by Lew Pollack. Studio audience is comprised solely of servicemen. Myron Dutton is producer, with Hank Weaver announcing.

Fins For Flashes

TIEING news flashes with a cash giveaway characterizes a new nightly series of WJP, Philadelphia. Called Money In The News, items are restricted solely to good news with a bias toward indicating which items are “bell-ringers” by ringing a gong. A telephone number is selected at random from the city directory and if the listener is able to identify the bell-ringer news item, $5 is given. Program devised by Harry Fengebaum Agency, Philadelphia, for Sun-Ray Drug Co., local drug chain.

Juvenile Book Reviewers

Young people provide the theme of a new educational program, Kid Critics, heard on KOIN, Portland each Saturday morning. Through the cooperation of the Portland public school system the children discuss juvenile books. Conceived by Luke Roberts, head of the station’s educational department, the children from the third, seventh and eighth grades appear each week.

Bond Pledge Raft

Allowing listeners to wire their defense bond pledges, WCAE, Pittsburgh, has started Bond Raft. Bond pledges are shuffled with one picked to receive a $50 bond prize. Show is conducted in cooperation with the William Penn Hotel and Philadelphia Jewish Vocational Service. Music is supplied by Sammy Watkins and a prominent guest star appears on each broadcast.

News—Quiz Games

Master photo finishers of America, Los Angeles, is sponsoring a combined news-and-quiz program on KNX, Hollywood. Designed to be educational as well as entertaining, and featuring Tom Brennan as master, half-hour program, titled Photo Finish, is a game of skill, questioning listeners’ ability to name important personalities and places in the news. Participants use a Photo Finish “racerbacket” card obtained from companies, drugstores. Divided into 15 sections, each “racebook” contains the name of a city, county or personality in the news.

Player marks an X in any section that corresponds with the name of cities, counties, personalities which will be described but not named in the up-to-the-minute news given during the broadcast. Prizes are awarded contestants having the greatest number of correctly marked names. Where a tie exists between winners, winners are declared of the best 10 words or less statement written on “Why ITrade With My Boss.” Top 10 prizes are awarded weekly. John Cohen is the producer. Smith & Bull Adv., Los Angeles, has the account.

Better Half

How much husbands and wives know about each other’s respective interests will show up on The Better Half, starting on WOR, New York, March 22 at 9 p.m. Winners of test questions on specialised masculine or feminine matters will receive cash prizes and a jackport "kitty." The program will include tests to determine the most graceful and the most amusing member of the household. The idea comes from Jack Byrne, WOR engineer. Tom Slater, producer of this Fort Dan, is m.c.

Realities

Play-minded solders are producing a series called The Army Is Your Home each Sunday afternoon over KSD, St. Louis. Designed to awaken civilians to the realities of war, the program originates in the station's production department. In a half-hour, questions will concern personalities in the war news, geographical locations and similar material, answered by war experts from various fields. Johannes Steel, WMCA news analyst, will participate regulary in the program.

Crime Prevention

Theme of the weekly Tuesday evening forum on WHAT, Philadelphia, presented by the Pennsylvania Institute of Criminology under the direction of Dr. W. Nisso Brenner, noted criminologist, is “Crime Can Be Prevented.” Civic, penal and church personalities speak on the panel.

War Gardens

WIAS, Philadelphia, will usher in the spring season with a farming program for city dwellers. To be conducted by Pat Stanton of the station staff, the program will offer helpful hints on preparing “war gardens” for those who plan on raising vegetables in their back yards.

Red Cross Questions

First-Aid quiz is presented each week by WAGA, Atlanta, which asks questions on local accidents and their treatment. Show is intended for Atlantans who are desirable of enrolling in the first aid training drive of the Red Cross but who are unable due to the death of instructors.
ARLINGTON, Va.—ALBERT PORTER, March Angeles, transportation director of the Navy League of California for many years, has joined the board of directors of the Navy League of New York. Mr. Porter served in the Royal Navy in the last war, as an officer on a “Q boat” against German submarines.

HILLMAN-SHANE-BREYER, Los Angeles agencies, has moved its offices March 1 to the Garfield Bldg., 403 W. Eighth St., that city.

ROBERTA VALENTINE, formerly of CBS Hollywood publicity department, has joined J. Walter Thompson Co., that city, as assistant to Norman Blackburn, publicity director.

HAL CLARK, formerly of Dan B. Miner Co., Los Angeles, has joined the copy department of Buchanan & Co., that city.

TOM LEWIS, Hollywood vice-president in charge of radio for Young & Rubicam, is in New York conferring on summer shows.

GEORGE IRWIN, account executive of Smith & Roll Ad Agency, Los Angeles, is the father of a boy born March 5.

ALBERT PORTER, formerly sales representative of the Associated Press in Los Angeles, has been appointed radio director of Spyker & Spyker Advt., Washington.

ROBERT T. COLWELL of the radio department; Lew A. Grean of the chart department, and Account Executives Alson C. Lottow and O'Neill Ryan Jr., have been elected vice-presidents of Ruthrauff & Ryan, New York.

ALICE B. LAY has resigned from Crowell-Collier Publishing Co., New York, to become director of consumer research for Cecil & Preby, New York.

WILFRED S. KING, radio director of J. M. Mathies Inc., New York, on March 3 was guest speaker at the Survey of Advertising Course sponsored by the Advertising Women of New York.

JOHN CHRIST, formerly J. Walter Thompson Co., Hollywood, producer, inducted into the Army about eight months ago, is now a Navy ensign.

JACK HURDLE, New York producer of Reuton & Bowen, has been transferred to Hollywood and assigned to the weekly CBS Junior Miss, sponsored by Procter & Gamble Co. (Ivy Show).

Ramsdell Forms Agency

SAYRE M. RAMSDELL, since 1920 vice-president in charge of advertising and sales promotion of the War Bureau, Philadelphia, announced March 11 formation of his own advertising business, to be known as Sayre M. Ramsdell Associates Inc. Mr. Ramsdell will continue his affiliation with Phile in serving as a member of the board of directors of Frank A. Hutchins, of Rochester, vice-president of Hutchins Advt. Co., which has handled the Philadelphia advertising for the past ten years, will be vice-president of the new agency. Sidney J. Stahl, formerly a member of the Philadelphia advertising department, will be secretary in charge of production. Offices have been established at 3701 N. Broad St. Telephone is Radcliffe 1900.

WOR Speech Library

RELEASE OF Words That Shook the World, combining President Roosevelt’s War Speech and Winston Churchill’s address before the U.S. Congress, by the Recording Division of WOR, New York, marks the beginning of a plan to put into circulation President’s Radio & Television programs, with the express purpose of making them available to the public. The Library of Living History. Following a favorable response to the release of the transcription and reception of the various groups, the Recording Division now plans to contact the retail market.

Charles J. Babcock

CHARLES J. BABCOCK, 60, vice-president of Eads Broadcasting Co., was elected March 8 at the annual meeting of the Advertising Federation of America.

Rambeau Appointed

WILLIAM G. RAMBEAU Co., has been appointed exclusive national sales representative of WATT, Waterbury, Conn., NAB, Kansas City, Mo., KANS, San Antonio; KIBO, Omaha.

JOSEPH DAWSON, president of the ABC Network, New York, succeeding John O. Orle, Jr., of the Advertising Federation of America.

T. HARRY THOMPSON, for 15 years with W. W. Ayer & Son, has joined the Batten, Barton, Durstine & Osborn agency.

BOOTH, WILLIAMS & CUNNINGHAM has moved its Philadelphia office to 1111 Market St., Philadelphia.

SIXY CORNE, of the radio department of the National Broadcasting Co., New York, theatrical agency, will soon start training in the Air Corps at Maxwell Field, Alabama.

TIN SALVAGE

Radio Plays Major Role

In Metal Campaign

NETWORKS and local stations have been asked to enlist their facilities in a nationwide drive to salvage tin for war uses, and are already actively participating in the campaign, according to the Tin Salvage Institute of the Packaging Institute of America and the Collapsible Tube Mfrs. Assn.

Sample spot announcements provided stations tell listeners to bring empty tin tubes to drug stores and special Army post exchanges, the tin to be allocated by the WPB to various smelting factories.

According to J. Y. Lund, vice-president of Lambert Pharmacal Co., chairman of the joint committee in charge of the salvage drive, the poster-display promotion has been helpful, but “it is to radio that we look for the additional stimulus necessary to push the public into action.” Chairman of the operations committee of the TSI is Lee H. Bristol, president of Bristol-Myers Co., New York, extensive radio user.

Telephone Change

WITH THE start of its third year April 1, The Telephone Hour on NBC under sponsorship of the Bell Telephone System, will inaugurate a Great Artist Series featuring a star singer or instrumentalist each week. Donald Voorhees will continue to conduct, with Warner Anderson announcing and Floyd Mack narrating. Program is heard on NBC network 6-8:30 p.m. Mon.-Sat.

TEICHNER ELECTED TREASURER OF NBC

R. J. TEICHNER, who has been with NBC since its inception, was elected treasurer of the company, filling the position left vacant by Mark Woods, now president of the BLUE, at the March 6 meeting of the NBC board. Mr. Teichner has been acting in that capacity since January, when Mr. Woods joined the BLUE, and previously was on NBC’s financial staff.

John H. MacDonald, with NBC for 12 years, was appointed assistant secretary. Heretofore, he has been assistant to Mr. Woods, and prior to that was financial advisor in the NBC Radio-Recording division. Harry F. McLean, also on Mr. Woods’ staff for several years, was elected NBC comptroller.

The new officers will continue in charge of those activities for which they were previously responsible, reporting directly to Frank E. Mullen, NBC vice-president and general manager.

Bank Spots

SPOT CAMPAIGN planned by the New York State Savings Banks Assn., New York, to help individuals do their part “to preserve a sound economy” during the war [BROADCASTING, Feb. 23], started on March 9, according to Ruthrauff & Ryan, New York, agency in charge. More than 150 spot announcements weekly will be used on 72 New York State stations, including WOKI, WJZ, WHAM, WBN, WGY, WSYR, WENY, WNB, WATN, and WIX.
FIRST AMERICAN GIRL born in San Antonio, Mrs. Sarah Eager celebrated her 100th birthday recently by being a guest of the Western Broadcasting Company’s radio station. Mrs. Eager was interviewed by Leona Benda, Women’s Page of the Air editor of WOAI.

SURVEY of local Army programs, sponsored and unaccompanied, is being conducted by Capt. Edwin Carter, radio program director of Public Relations, War Dept., and will be soon available for release to the press. Carter’s survey will list program titles and brief descriptions of each to assist more schools in originating Army shows suitable for local sponsorship. Stations carrying such programs are invited to send details to the NAB Department of Broadcast Advertising, the information to be added to Capt. Carter’s report.

WMAM, Marietta, Wis., treated listeners to a minute description of Toger Tolke’s recent record-breaking jump at Iron Mountain, Michigan. In a program lasting two hours, the station’s program manager, Jim Robertson, described the takeoff and early flight from his vantage point in the judges’ stand. Then Chief Engineer Martin Land brought listeners the crack of the record breaker’s ski landing on the landing hill and the immediate word picture came from Announcer Don Wirth.

SPOTTLIGHTING the third annual Youngstown Cock-a-Hoot Show last week was WKNJ. Youngstown, scheduled 59 hours and 11 minutes and 35 minutes—from the station’s booth. Keith Gunneson, news editor, handled the show under which local exhibitors were interviewed.

WDAS, Philadelphia, is setting aside three-hour periods weekly for groups discussions of reaching the public and who are not engaged in the defense effort. It has been found that many charitable and civic organizations worthy of support are finding it difficult to reach the public because of a paucity of time on stations. As a result, WDAS is offering these groups the various programs to tell their stories.

DEFENSE DOLLARS totaling more than $100,000 in defense stamps in the contribution of WING’s defense stamp house in downtown Dayton, O., since Dec. 10. Managed by 24 women from the Jonathan Dayton chapter of the DAR, it was executed by Chester L. Hinkle of the station’s sales staff.

WEEI, Boston, originator of Carl Moore’s “Cuba House Show,” now has that show on the CBS network each Monday starting March 9. Carl Moore conducts 15 minutes of informal entertainment, ad libbing for the most part. He includes Jesus Collins, WEEI songstress; Frank Bellavia and orchestra and Jack Lawrence, announcer. Roy Girardin produces.

KGW and KEX, Portland, Ore., has enacted a 10 percent pay roll deduction defense savings plan, E. Anthony Browne, continuity chief, is in charge of the program.

CONTRARY to previous policy, WJZ, New York, is accepting one-minute announcements in specified periods between 9 a.m. and 6 p.m., Monday through Saturday, according to Manager John H. McNeil. Transcriptions are permitted. No sponsor may purchase more than one spot in any one program for any one product.
AGENCY


VADSCO SALES Corp., Long Island City, to Pettinelli & Fenton, N. Y. F. Fenton, account executive.

WESTERN AIR LINES, Los Angeles, to West-Marquis Inc., Los Angeles, John Lo Biono, account executive.

TECHNICAL LABS., New York. (Kopal, cosmetic for teeth, to Cecil & Presbrey, New York. It is expected that radio will be used, but plans are not yet completed.

DARUFSERS, Allentown, Pa. (beer), to P. A. Goldman & Co., Philadelphia. Newspapers, outdoor billboards and radio will be used in Eastern Pennsylvania.

GRIESSDECK BROS. Brewing Co., St. Louis, to Ruthrauff & Ryan, Chicago. Accurate, a heavy user of radio, will purchase out of Chicago and will be serviced by Oscar Zehler, H. B. & St. Louis office.


LUCKY AUTO SUPPLY STORES, Southern California chain, to Hillman-Briney-Bruce, Los Angeles, using radio.

HECTOR CHEVIGNY, Hollywood (furniture chain), has completed a new historical novel, The Case Is For Jewels, to be released through Viking Publishing Co. in early April.

THE APRIL edition of Spot Magazine features a three-page layout of the treasure hunt program On The Run sponsored by Kruger Brewing Co. on WOR, New York.

WINN, Louisville, Names Jaquier as Vice-President

L. J. JAQUIER, formerly general manager of KTEQ, Kansas City, has been named vice-president and general manager of WINN, Louisville. In this capacity he will supervise sales, merchandise and programs.

Jaquier entered radio in 1930 as sales manager of WFIW, Hopkinsville, Ky. When WFIW radio was shut down in 1933 and moved to Louisville, he joined WIRE as sales manager. In 1935 he went west to become general manager of KTSA, San Antonio, but rejoined WIRE in 1936 as manager. When WIRE was sold he joined the West Virginia Network.

ASCAP to Appeal

ASCAP will appeal the decision of New York Supreme Court Justice Louis A. Valente that ASCAP has jurisdiction over the issue in the suit of BMI and Edward B. Marks Music Corp. against ASCAP (Broadcasting, March 1) to the Appellate Division of the State Supreme Court, counsel for the Society stated last week. ASCAP's contention that the matter concerning copyright and is therefore a subject for Federal Courts to decide was overruled by Justice Valente who held that the suit is concerned with contractual rights and is well within the jurisdiction of the State Court.

Fred Allen in Canada

TEXAS Co., New York (Texaco gasoline), on behalf of its Canadian affiliate, McColl Oil Co., March 8 added 13 CBC stations to the CBS lineup for Texaco Star Theatre, making a total of 96 stations carrying the series which also on March 8, switched from Wednesday to Sunday, 9-10 p.m. (EWT). This is the first time the Fred Allen show has been broadcast in Canada. Texaco agency is Buchanan & Co., New York.

Praise for CBS

REVERSING his opinion, Marcus Rosenblum of the research division, Office of Price Administration, has written a letter to Paul White, CBS director of news broadcasts, highly commending CBS' handling of news broadcasts. Mr. Rosenblum, former editor of Scholastic Magazine, weekly for high school classrooms, had severely criticized news handling by radio. His letter to Mr. White stated, "I've concluded that Columbia is doing a superbly good job of news handling, and that it is making a strong appeal for balance, a sense of history, an air of social responsibility and other virtues that are not common jewels in the profession. They are not lacking, either, in the more familiar talents of drama and human interest!"
Plough WKRC Series Totals 10¼ Hours Week

WKRC, Cincinnati has signed a contract with Plough Inc., Memphis, calling for sponsorship of 10¼ hours per week. Effective April 1, the contract was handled by Ken Church, director of national sales and promotion for the station, through Lake, Spire, Shurman, Memphis, according to Hubert Taft Jr., general manager of WKRC.

Promoting St. Joseph aspirin, Penetro Nose Drops and Fen-o-Rub, WKRC will carry Plough's contract with WKRC calls for sponsorship of one-half hour a day through April 15. The contract was signed during the station's 30th birthday. The hour-long daily broadcast will alternate one hour and one-half hour segments. The 9:45 p.m. GSC, at 9:58 m, is to continue in the North American Service for the full broadcasting period, 6:15 p.m. (EWT) until 12:45 a.m. (EWT).

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"I could name a more IMPRESSIVE way to get customers, Rustler!"

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GARDNER LAUNCHES SPRING CAMPAIGN

GARDNER NURSERY CO., Osage, Ia., started its 11th spring radio campaign the week of March 31, 1942, using 5 and 15-minute programs daily on 147 stations. According to Edward M. Gardner, manager of the Northwest Radio Advertising Co., Seattle, handling the account, approximately 300 stations located throughout the United States will receive time orders by April 1.

The current list follows:

KBA KA WPLA WLOR
KOL KFBK WCA WBBM
KVR KFOK WMBR WMAQ
KINY KGHL WPHR WNOE
KGLI KXMR WQJX WATG
KHKW WCLE KPUR WTAT
KREM WJLW KSwift WTAC
KXTO KFCF WIFN WBAY
KXGT KZKO XWIN WIBW
KWWJ WJAN KZWP WGEN
KXMA WJAM WAKX WRAG
KXAW KZKC WDWI WBTB
KXJJ WJML WJGR WITW
KXJF WJPA WBLOC WIBW
KXJL WJPO WBCB WBNK
KXJU WJRE WBCA WBIY
KXJP WJRT WBGW WBYN
KXJX WJST WBCW WBOY
KXJZ WJTV WBJC WBOZ
KXowany WJUX WBJG Wal

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Enlistment of 300 men was a direct result of H. V. Kaltenborn's two-minute description of the Maritime Service, a program aired at St. Petersburg, Fla., on his regular NBC newsmagazine, "The Maritime Commission." Washington, D.C., NBC commentator, visited the station recently.

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BROADCASTING • Broadcast Advertising
PATRICK BROS., Chicago (Automatic soap flakes), has started Between Us Girls on WBBM, Chicago. Program is quarter-hour comedy through Saturday ad-lib interviews, broadcast from the Chicago Better Homemaking Institute conducted by Betty Ames, former feature writer of the Chicago Herald American. Company also sponsors Tommy Bartlett's Meet The Misses quarter-hour interview program six times a week for Kitchen Klenzer. Arthur Meyerhoff & Co., Chicago, is agency.

GERMAIN SEED Co., Los Angeles, new to radio, in a six-week campaign ending in late March, is using twice-daily five-minute transcribed announcements seven days per week on KMPC. Beverly Hills, Calif. Firm offers a booklet titled Vegetables Planted in California and a Victory Garden seed packet containing nine varieties of vegetables for $1. If merchandising scheme pulls, radio schedule will be expanded to include other Southern California stations. Agency is Chas. H. Mayo Co., Los Angeles.

WESTERN AIRCRAFT ENGINEERS, Los Angeles (school), in a test campaign is using 48 transcribed announcements per week on KRKD, that city, as well as five spots weekly on KJH, Hollywood.

SEARS ROEBUCK & Co., Chicago, on April 12 through Oct. 3 will sponsor Baseball Scoreboard following each broadcast of Cubs and White Sox games in Chicago, on WJJD, Chicago. Agency is Schwimmer & Scott, Chicago.

Pays for News
UPON receipt of a mysterious check for $5, Albert D. Johnson, business manager at KOF, Phoenix, Ariz., checked the flies but could find no billing or evidence of radio service. By return mail he queried the sender for an explanation at the dubious address of Dagos Route, Mayer, Arizona. The sender explained in another letter that he was staying at a ranch where he heard KOF's news program at meal time and believed that was the charge for a year's service. Manager Johnson thanked the sender and refused to credit the money to the news department.

AMERICAN BREWING Co., New Orleans (Regal beer), is currently sponsoring the weekly quarter-hour transcribed dramatic program, Imperial Leader, on WWL, that city. Based on the life story of Winston Churchill, the series is also being sponsored by La Paz Electric Co., El Paso, on KROD, that city. Transcribed show is being distributed by Howard C. Brown Co., Hollywood, and Kasper-Gordon, Boston.

PEP BOYS of California, Los Angeles (auto accessories), expanding its Southern California campaign, on March 24 starts for 52 weeks sponsoring a four-weekly quarter-hour news-cast on KBCA, that city. Firm sponsors a six-weekly hour program, Meet the Mechanic, on KFWB, Hollywood, as well as announcements on KFHM KWK HKB; agency is Milton Weinberg Adv. Co., Los Angeles.

NEWS PERIOD by George Putnam on WEA, New York, 6:15-6:30 p.m., gains sponsorship March 17 of Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (salted peanuts and "Hi Hat" peanut cooking oil), for Tuesday, Thursday and Saturday and of Borden Co. Pioneer Ice Cream Division, New York (Reif's Ice Cream), the remaining days, on April 20, Pedlar & Ryan, New York, handles the Borden Co.; J. Walter Thompson Co., New York, is Planters agency.


CHURCH & DWIGHT Co., New York (baking soda), has renewed Brush & Smile, thrice-weekly five-minute program on WGN, Chicago, for 52 weeks, and increased to six times weekly. Agency is Brookes, Smith, French & Dorrance, New York.


DREZMA, New York (toiletries), on March 17 resumes twice-weekly quarter-hour programs on WEA, New York, titled Lessons in Loveliness with Neil Vinick giving talks on beauty and information on how cosmetics are affected by the war. Agency is B. M. Thompson Co., New York.

WINSLOW B. FELIX Co., Los Angeles (Chevrolet service), out of radio for more than six months, in a Southern California campaign, has started using daily spot announcements on the KFWB KFAC KMPC. Mayers Co., Los Angeles, has the account.
DR. S. M. COWEN, Los Angeles (chain credit dentist), supplementing its Southern California radio advertising schedule, on March 1 started using 35-30-second and one-minute transcribed announcements weekly on KHJ, with five-weekly on KFIJ. Contracts are for 52 weeks. Dental chain also sponsors a six-week quarter-hour news commentary featuring Robert Arden on KFWB, with a heavy schedule of daily transcribed announcements on that station as well as on KAFT KMPK KFAC KKRD KFJS KDSD. In addition, participation programs are utilized on KGYR KFJY KFJM KJMG. Agency is The Mayers Co., Los Angeles.

P. C. BURROUGHS Ltd., Toronto (chain furniture store), has started three-weekly quarter-hour transcribed programs on CKCL Toronto, and plans to expand their activities. Account placed by Frontenac Broadcasting Co., Toronto.

H. BIONDER Co., Cleveland (wallpaper), has contracted for 13 weeks sponsorship of early evening news comments by Wayne Mack on WQAL, Cleveland. Agency is Ohio Adv. Agency, Cleveland.

H. C. CAPEWELL, Oakland department store, has signed with KBW, that city, to sponsor a six-day morning program featuring a personality, Barbara Lee, in an informal discussion of store news.

ANTON-FISHER TOBACCO Co., Louisville, Ky. (Twentay Grand cigarettes), on March 15 started weekly quarter-hour newscasts by Frank Singler on WOR, New York, as its first radio program in New York since 1931. First of the year. Agency is McCann-Erickson, New York.

WARNER BROS., Burbank, Cal., in an extensive national campaign, will use spot radio along with other media to advertise the film "Kings Row."

ALL LOOK HAPPY as Longines-Wittnauer Watch Co., New York, makes final arrangements for launching the World's Most Honored Music series on WJZ, New York, March 16. Registering approval as the contract is signed are (1 to r) John H. McNeill, manager of WJZ; Harrison J. Cowan, director of advertising, Longines-Wittnauer; M. Fred Carrou, vice-president, Longines-Wittnauer; Robert Garvey, account executive WJZ; and Charles Silver, Arthur Rosenberg Co., the agency.


ANDY LOTSHAW & Co., Inc., Chicago (Gorjus Mint), on March 23 starts "Your Date With Don Normars" on 2 MBS stations, Mon. thru Sat. 9-9:30 p.m. Agency: Rutherfurd & Ryan, N. Y.

PHARMACO, Newark, N. J. (Feen-a-Mint), on March 22 reviews for 10 weeks Whitcomb Graham Swaps on 82 MBS stations. Mon. and Thurs. 10-10:15 a.m. Agency: J. Walter Thompson Co., N. Y.

REEL TELEPHONE SYSTEM, New York, on April 6 switches The Telephone Hour on 56 NBC stations each week. Mon. 7-7:50 p.m. Agency: William Esty & Co., N. Y.


SUNNYVALE PACKING Co., San Francisco (Rancho soups), on April 6 reviews Jones Endicott, Reporter on 8 CBS Pacific stations. Mon. and Thurs. 8-8:15 p.m. Agency: J. Walter Thompson Co., N. Y.

J. B. WILLIAMS Co., Glastonbury, Mass. (shaving cream), on April 6 reviews True Or False on 68 MBL stations. Mon., 8-8:15 p.m. Agency: J. Walter Thompson Co., N. Y.

IRONIZED YEAST Co., Atlanta, Ga., on March 24 reviews for 13 weeks Yeast a Minute Reel on 74 CBS stations. Tues., 8-8:30 p.m. Agency: Rutherfurd & Ryan, N. Y.

FREED & PETERS, Inc., National Representatives

KARM CBS - 5000 watts
FRESNO, CALIF.

Ask your Agency to ask the Colonel!

BROADCASTING • Broadcast Advertising

Page 44 • March 16, 1942
Probe Hearing (Continued from page 12)

it was impossible to investigate the FCC without taking evidence on
portrayed monopoly, trafficking in
station licenses as well as related
issues.

When Rep. Wigglesworth ob-
served that the "two big networks"
earned $30,000,000 last year on a
$40,000,000 investment, Chairman
Fly interposed that he did not be-
lieve these figures were exactly
right but their profits are "extra-
ordinarily large".

Communist Charges
Revival of charges of Commu-
ist influences in the FCC brought
pointed questioning from several
committee members. Mr. Fly was
asked why the FCC had ignored
the command of the House that the
chief analyst of its Foreign Broad-
cast Monitoring Service be released.
In the ensuing colloquy, Mr. Fly
mentioned that the matter was be-
ing considered by the Senate Ap-
propriations subcommittee, after
the House had specifically with-
held salary for the officials. After
several direct inquiries by Rep.
Cox, Mr. Fly said Dr. Watson is
still on the FCC staff.

The newspaper-ownership in-
quiry also was opened by Rep. Cox,
who asked Chairman Fly whether
there was any "inhibition" against
newspaper ownership in the law.
He replied that the Commission
was investigating the whole matter
and had not yet decided on its course.
He professed an open mind on the
whole subject and said the FCC has
not foreclosed newspaper owner-
ship, but simply is holding in abey-
ance pending applications until the
matter of policy is decided.

Rep. Cox charged that dissoci-
ion existed between the FCC and
members of the Commission previ-
ously had alleged that the Commis-
sion was "susceptible to outside pres-
sure". The FCC, he alleged, is
"setting up a complete control of
all communications".

Rep. Nichols (Okla.), in con-
nection with the Watson incident
charged that the FCC had an
appeal in utter "contempt". Rep.
Fish said he viewed it as "absolute
defeasance of the House". At one
time Rep. Cox observed that if men
of Watson's leanings were excluded
from the FCC, "more than half of
its personnel would be affected".

Immediately following Rep. Wig-
glesworth's allegations of monop-
oly, Chairman Fly said he was in
agreement with both Messrs.
Wigglesworth and Cox on such matters
and that the Commission's chain-
monopoly rules covered that very
territory. There are "good, solid
points on which the views of the
Committee disagree with the Com-
mision", he said.

No Press Policy Yet
When Committee members
pounded away at the newspaper-
diversion inquiry, Chairman Fly
said that a "number of complaints"
had been received on newspaper
ownership and that the proceedings
were instituted just a year ago. He
said the Commission had not
reached its final judgment and that
it might take one of three courses:
(1) No policy action; (2) issuance of
regulations; (3) recommendations
to Congress that necessary legisla-
tive authority be given the
Commission.

Allegations by Rep. Cox that the
Commission is holding up authoriza-
tions even where "a few shares of
stock" may be held by a news-
paper owner, were denied by Chair-
man Fly. He said the Commission
was in agreement only majority
ownership and control, but has not
ever reached a final determination
on that. He said he had no doubt what-
ever about the Commission's juris-
diction in connection with the net-
work-monopoly regulations, but that
on the newspaper ownership mat-
ter no final conclusion had been
reached.

Hearing in Recess
When Chairman Sabath sought
to recess the hearings because of
the convening of the House, Rep.
Cox observed that "we haven't
scratched the surface yet".

The hearing was recessed sub-
ject to the call of Chairman Sabath,
with Mr. Fly to return to the stand.
Rep. Cox said he proposed to call
other witnesses, however.

Committee members indicated
surprise when Chairman Fly ap-
ppeared at the hearing. The Commit-
tee clerk suggested to Chairman
Fly that he retire to Mr. Sabath's
office until called to testify, but he
elected to remain.

"THIS IS OUR LAND"

So say millions from the four corners of
the globe who have adopted this glorious
U.S., as their home. The home of their future
generations.

This station is proud to be a welcome visitor
in these homes, 24 hours of the day, 7 days of
the week, 365 days of the year.

5,000,000 PEOPLE CAN'T BE WRONG, THEY
WELCOME IN 8 LANGUAGES IN THEIR
HOMES DAILY THE CALL LETTERS OF

**WHOM
1480 Kilocycles FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, Manager

AMERICA'S LEADING FOREIGN LANGUAGE STATION

365,000 people make the Youngstown metropoli-
tan district the third largest in Ohio.

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

Headley-Reed Co.
National Representatives
More and More People Listen to WCOP

Now—WCOP gives Boston for the first time 18 hours of continuous music and news.

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

Now—Before you select radio time in Boston test your campaign on WCOP.

Strong U.S. Protest to Mexico On New Juarez Outlet Is Seen

FORMAL notice from Mexico that a new 150,000-watt station will be licensed to operate at Juarez, on the 800-ke. clear channel, is expected to bring strong protests from both the U.S. Government and in Mexico from the grounds of violation of the North American Regional Broadcasting Agreement.

Advises received official quarter-page ad was learned last Friday, stated that XEKO, heretofore operating in Tiajuana, has been authorized to move to Juarez, using the same call letters. It is assumed that W. E. Branch, an American, operator of XEKO, and well-known as a border station owner, is the proposed licensee of the new Juarez outlet.

Interference费ured

The 800-ke. channel is a Class I-A frequency available for use in Mexico. Under the Havana Treaty, which became effective just a year ago, this frequency was to have been assigned to stations in Sonora, where it would serve Mexican rather than American listeners.

Juarez is just across the Rio Grande from El Paso. Several months ago the Mexican Communications Ministry had sent out notices that XESK would be licensed to operate at Juarez, but the same facilities now earmarked for XEKO. The State Department, on advice of the FCC, promptly protested.

XESK, which did not begin operation because of the protests, was to have been licensed to General Abelardo Dordiguez, former president of Mexico. XEKO had operated on 1190 kc. in Tiajuana, but caused serious interference to KEX, Portland. As a result of official protests, the station was designated as a Lower California outlet.

A station at Juarez operating with 150,000 watts on 800 kc. It was pointed out, would cause serious interference to such stations as WPFA-WBAP, operating on 820 kc. at Dallas-Fort Worth, as well as to other stations on adjacent or neighboring frequencies. Moreover, engineering studies, it probably would blanket existing broadcast operations in the El Paso area.

Aside from that, licensing of the stations at a border point, in lieu of an outlet would clearly violate terms of the Havana Treaty.

Nelson's Messages in Five Languages

DONALD NELSON's two broadcast addresses appealing to the populace to bend every effort toward war production, carried March 2 on the Blue Network and March 10 on MBS, have been translated and transcribed in Polish, Yiddish, Italian, Spanish and German. A further language, Russian, is in the works and are available to stations requesting them. Requests for the 15-minute discs, transcribed by Allied Recording Co.'s Washington branch, should be addressed to Bernard Schoenfeld, chief of the radio section, Office of Emergency Management, Washington.

The other two speeches by the chief of the War Production Board, scheduled on CBS March 17 and NBC-Red March 23, have been called off for the reason that Mr. Nelson feels that his "pep" messages have already been delivered and that he should now await a propitious time to render a progress report to the nation. This is expected to be ready some time in April when one or more other hook-ups will be arranged.

Meanwhile, the OEM radio division is instituting a special broadcast by Assistant Secretary of War Robert Patterson over MBS March 12, and another by Under-Secretary of the Navy Joseph T. Povall to be heard on NBC-Red at 7:15-7:30 p.m. March 21 and Chairman Emanuel Land of the Maritime Commission on CBS 10:45-11 p.m. March 24.

Rex Davis, chief news commentator, WCCT, Cincinnati, will serve as master-of-ceremonies at the American Folk Song Festival, conducted annually on Flag Day, June 14, in Boyd County, Ky.

Schutter Starts Spot Candy Drive

SCHUTTER CANDY Co., Chicago, has started intensive spot announcement campaign on an expanding schedule of nearly 40 stations throughout the country, concentrating on the midwestern bar and including three or five-cent bars, Old Nick, Golden, and Nut Chewers.

Announcements call attention to the current Defense Bar contest explaining the presence of the spot. "Solid Silver Bar," as it is registered wrapped, offering 100 prizes monthly in defense bonds and stamps for ten-word entries on why the contest is important to the bar.

Schedule of 12 to 28 live and transmitted announcements weekly are included on three-week contracts on the following stations: WGN-WEW-WMSL-KHUB-KGIG-KFKA-KOKF-KPDV-KVAK-WLJB-WHOP-WMAM-KPQW-KWYO-WAGM-WMIN-WLWM-WGCM-KGCK-

KAVE-KGFL-WBZ-WATN-KOVC-KVSO-KODL-KNEL-

KXUN-KVHC-KVDF-KVAM-KHRZ-KVAN-KVSS-KVNS.

Candy Agency is Rogers & Smith, Chicago.

KMBC Drops Stage Show

TIRE CONSERVATION caused KMBC, Kansas City, to drop the weekly stage show held in connection with the Brush Creek Pollies. March 14, Arthur B. Church, station president, explained that most of the audience comes from rural areas. Coast-to-coast broadcast of the Brush Creek Pollies will continue on CBS each Saturday afternoon. Members of the cast will continue to make personal appearances in Missouri and Kansas towns.

Headley-Read in S.F.

HEADLEY-READ Co., station representives in New York, Chicago, Detroit and Atlanta, has opened a branch in San Francisco, under the direction of Mitchell, a former representative of Mitchell. Rudder and Redbull, Chicago newspaper representative. The new office is located at 300 Montgomery St.; telephone is Yukon 1265.

TO PROMOTE the Broadway shows, "Priorities of 1942," Blaise-Thompson Co., New York, agency in charge, on March 13 started one-minute announcements six times weekly immediately following the midnight news on WRAF, New York.

Wdrc

Connecticut's Pioneer Broadcaster

It's Colossal

Latest release from Sales Management gives the Connecticut connection family and Stamps Connection family and Postage Stamp Central the opportunity to buy $4.75 in Effective January income. The following statement is in effect: "This color stone advertisement is the result of the cooperative effort by the management of the Connecticut connection family and Postage Stamp Central." The advertisement is for using WDRC in Hartford, one of the major radio stations of the CBS network in Connecticut.
Pepsodent Testing Collapsible Tubes

**Pepsodent Co., Chicago**, sponsors of NBC Bob Hope program for Pepsodent toothpaste, has revealed that it is testing a new collapsible tube made of plastic top and body of aluminum. The tube was invented by L. A. Bensel, Los Angeles, can be used not only for shaving and dentifrice creams, but also as a container for semi-liquid foodstuffs.

The Pepsodent Co., as exclusive licensee, has a financial interest in the invention but has agreed to make package available to competitors for the tests are successful. The tests will be completed in about two or three months, if it proves practical, it may solve the packaging problem for a number of radio advertisers who use products in collapsible tin tubes, present stocks of which are rapidly diminishing.

Jordan to Tour Country

With NBC Executives

MAX JORDAN, veteran NBC European correspondent and former chief of that network's Continen-
tal office, has accompanied NBC executives on their war tours around the country for a series of "radio war clinics" to which affiliates have been invited [Broadcasting, Mar. 9]. Mr. Jordan will give off-the-record talks on European phases of the war during the tour and be headed by William S. Hedges, NBC station relations vice-president.

First meeting will be held at the Waldorf-Astoria, New York, March 16-17. Other meetings scheduled are: Netherland Plaza, Cincinnati, March 18-19; Biltmore Hotel, Atlanta, March 20-21; Baker Hotel, Dallas, March 23-24; Drake Hotel, Chicago, March 26-27; St. Francis Hotel, San Francisco, March 31-April 1.

**Phil. Baseball Plans**

WIBG, Phila., will broadcast all home games of the Philadelphia American and National League teams this season under joint sponsorship of Atlantic Refining Co. and General Mills. Byrum Saam and Taylor Grant will handle play-by-play and commercials respectively. Broadcasts will be fed to other stations of the Atlantic regional baseball network in Pennsyl-
avia, New Jersey and Delaware. N. W. Ayer & Son is the Atlantic agency; Knox Reeves places for General Mills.

**Photo Firm Spots**

HOLLYWOOD Film Studios, Chicago (enlargements by mail), is sponsoring quarter-hour, five and ten-minute live hillbilly and transcribed popular music programs on an expanding schedule of stations including: WHN WNWA WJR WW JWK WJNO WIND WHLB KONO WPUB KPRC WCAC XEG XENT. More stations will be added. Agency is Phil Gordon, Chicago.

**ART SHERIN**, since October 1940 with International News and formerly junior account executive on the Campbell Soup account at Pedlar & Ryan, on March 9 joined the com-
mmercial staff of WBAL, Baltimore. CALL TO ARMS issued to Gene Godt by his local draft board resulted in his capture by the draft office of WHR, Des Moines, for a farewell luncheon party. The WHO assistant news editor, just recently married, was admitted to the saccosan atmosphere of a hen party by (I to r): Miss Mary Nolan, Dorothy Selby, Miss Moon, Evelyn Skidmore, Loranna Ellsworth, Lea Hayes, Thelma Pyle, Quinn Kramer and Ruth Burton. The luncheon, incidentally, was held at Louie Siegel's Home Plate Slide Inn in Des Moines.

**Strotz Takes Over KPO**

UNDER executive orders issued Friday by Frank E. Mullen, NBC vice-president and general manager, Sidney N. Strotz, vice-president in charge of NBC's Pacific Division, will be responsible for the management and operation of KPO, San Francisco, NBC outlet in that city. Effective immediately, Mr. Strotz will in charge of all operating matters as well as personnel of KPO, in addition to his duties in charge of West Coast operations for the network, reporting directly to Mr. Mullen.

**Fourth District of NAB Plans Meeting April 10**

LAST of the pre-convention district meetings of the NAB is scheduled for Friday, April 10, at the Hotel Roosevelt, New York City, by the 2nd district, comprising stations in New York State. Clarence Wheeler, WHC, Rochester, district director, called the meeting, at which the 2nd district director for another two-year term will be elected. Government agencies have been invited to send representatives to discuss industry problems.

The date of the meeting coincides with the George Foster Peabody radio awards dinners, to be held at the St. Regis Hotel, Chicago, April 15.

**Danzig Joins Navy**

JERRY DANZIG, publicity director of WOR, New York outlet of MBS, has been granted leave of absence for an active duty March 16 as a lieutenant (J.G.), U.S. Naval Reserve, in the radio section of the public relations division of the Third Naval District. Acting director of publicity will be Richard Pack, who joined WOR two years ago to handle commercial publicity and contact magazines.

**ASCAP Suit Extended**

NEW YORK Supreme Court last Friday granted ASCAP an extension of time for an answer to the BMI-Marks suit, but stipulated that the Society must file its record of appeal from the recent decision of Justice Louis A. Valentine by March 23. Judge Valente has overruled ASCAP's contention that the case involves copyright and therefore should be heard in the Federal courts [Broadcasting, March 2]. Argument on the appeal was set for April 7 [see earlier story on page 41].

**Goodman's Campaign**

A. GOODMAN & SONS. New York. last week started its annual campaign using duty spot announcements in Yiddish on New York's foreign language stations. WHNY WHOM WWNY WCVN and WWSL, and a Sunday half-hour Yiddish program on WVNY. Schedule will run through the Passover, ending April 1-3. Agency is Winer Ad. Agency, New York.

**SYNDICATE DISCS IN HEAVY DEMAND**

REPORTING "a decided trend among broadcasters for syndicate-registered programs," C. Lloyd Eg-
ner, vice-president in charge of

NATIONAL Radio Sales and Markets, announced last week that since the fall, an increasing number of contracts with 41 broadcasters for this type of program and that several new syndicated shows are in the works.

In addition to making many new recordings for use in both national and local spot campaigns in this country, he said, NBC has had a considerable volume of recordings in Spanish for broadcasting on certain stations in behalf of American products.

New stations recently subscribing to Thesaurus include: KYF KFKA WSON KDDN WWBR KFIY WBLK WRFR CKX CHLT CCHC CJIC.

**New Axton Cigarette**

AXTON-FISHER Tobacco Co., Louisville, is preparing to market a new "kingsize" in cigarette in all American. Priced at 15 cents, a package will contain 24 cigarettes. Predict the year packaging of casuals will have been worked out but advertising plans have not yet been com-

**Tyler Aids Schmid**

JAMES S. TYLER, for two years in the research and promotion department of the Bureau of Ad-
vertising, ANPA, on March 16 joins MBS as assistant director of advertising and promotion to Robert A. Schmid, vice-president and director of that department. Mr. Tyler was previously trade news editor of CBS, and prior to that on the editor-

**MILESTONE**

In the life of Amos 'n' Andy will be reached March 15, which marks the completion of 14 years of continuous broadcasting, with a total of 3,850 broadcasts. The CBS show is sponsored by Campbell Soup Co., Clenden, N. J. Agency is Ward Wheel-

-locations, Co., Philadelphia.
**Pacific Placements**

(Continued from page 11)

advertising campaigns. In agreement with Carl Babin, vice-president of N. W. Ayer & Son, that "it is the responsibility of those entrusted with the preparation of advertising during wartime to exercise the necessary foresight and ingenuity to keep advertising in line with current problems", West Coast firms are revamping advertising budgets, giving more generous appropriations to radio.

Unacal Products Inc., Los Angeles (Bif, Clearax), a subsidiary of Union Oil Co., on March 27 starts for four weeks sponsoring News With Jim Doyle, on 33 Don Lee stations, Friday, 6:15-6:30 p.m. (PWT). Firm is also considering a spot announcement campaign to supplement the network program. Agency is Lord & Thomas, Los Angeles.

**Dairy, Wines and Oils**

Golden State Co., San Francisco (dairy products), in a 13-week campaign which started March 9, is sponsoring News With Jim Doyle on three Don Lee California stations, Monday and Wednesday, 6:15-6:30 p.m. (PWT). Firm, in addition, sponsors Dave Lane Songs, on three CBS California stations (KNX KQW KROY), Monday, Wednesday and Friday, 3:30-4:30 p.m. (PST), having also started March 9 for 13 weeks. Ruthven & Ryan Inc., San Francisco, has the account.

Italian Swiss Colony, San Francisco (wines), through Leon Livingston Adv., that city, in a 52-week campaign, which started Feb. 10, is sponsoring a transcribed version of Fulton Lewis jr. on three Don Lee California stations (KJH KPDR KGB), Tuesday and Thursday, 9:30-9:45 p.m. (PWT).

**Census**

(Continued from page 18)

but this report did not include the projections at that time. Accordingly, it is here with presenting the figures for all of the three States thus far made available.

The housing bulletins for the respective States, which also include other data such as population, household and refrigerating equipment, data on rents, values, etc., may be obtained for 10 cents each from the Government Printing Office, Washington. Ask for Second Series, General Characteristics, but note that only the bulletins for Nevada, New Hampshire and Vermont are available. It will probably take the rest of the year for issuance of data covering the remaining States, which will be issued one by one.

**SECOND DEPARTMENT STORE** in Philadelphia turned to radio for the sponsorship of a regular series of programs when Strawbridge & Clothier scheduled The Singing Master, audience participation show, on WFLI for a half-hour each week. While Philadelphia department stores have continuously used spot campaigns in connection with special sales, Lit Brothers is the only other store using radio on a regular basis. Inaugurating the department store series were (1 to r), Edward Severson, Strawbridge & Clothier advertising manager; Ednyfed Lewis, assistant advertising manager; Dr. Clyde Dengler (The Singing Master); Roger W. Chipp, vice-president and general manager of WFLI.
Call Them ‘RCA’, Weber Proposes
Tells MBS Stations How to Refer to Red and Blue

MEMORANDUM urging all MBS affiliates to “constantly refer” to the Red and Blue networks as “the two networks of RCA,” and so “to prevent the false impression that these are two separate networks,” was sent recently to all MBS stations by Fred Weber, MBS general manager.

Memo points out that NBC and the Blue have made “a very strenuous effort to convince the public, advertisers, government officials, etc.” that the two are separate organizations and states that “NBC has achieved partial success in confusing this issue.”

The Weber memo reads:

“As you know the National Broadcasting Co. and the Blue Network have made a very strenuous effort to convince the public, advertisers, Government officials, etc., that the Blue Network has been separated from the National Broadcasting Co.

“It might be said that NBC has achieved partial success in confusing this issue. To prevent the crystallization of this erroneous opinion of separation, it is essential that everyone connected with Mutual do his utmost to make certain everyone has a clear understanding of the true situation. Therefore, it is recommended that we spread by conversation and other means, the fact that today the Radio Corp. of America owns all of the stock and controls all of the operations of two networks: The NBC Red Network and the RCA Blue Network.

“If you will constantly refer to the two networks owned by the RCA, we will prevent the false impression that these are two separate networks.”

Krueger Placing

G. KRUEGER BREWING Co., Newark, in addition to sponsoring the weekly half-hour Go Get It program on WOR, New York, is lining up stations for a summer campaign of spot announcement and quarter-hour programs six times weekly. Stations already carrying both news and announcements are WKNE, Keene, and WLNH, Laconia, N. H. Announcements only are on WNBC, New Britain, Conn., and WFNC, Fayetteville, N. C. Agency is Compton Adv., New York.

Ritter Heads KYCA

HAROLD RITTER has been named manager of KYCA, Prescott, Ariz., to succeed Mucio Delgado who resigned to join the Office of Inter-American Affairs in Washington, according to an announcement by the station. Mr. Ritter has been a member of the sales staff of KTAR, Phoenix, Ariz. KYCA is a member of the Arizona Broadcasting Co. regional network.

Singing Spot Program Sold as Package Show

NATIONAL syndication of the Kent-Johnson recorded program Say It With Music, which starts March 18 on WJZ, New York’s Blue Network outlet, in the 1-7 a.m. period, has been announced by National Concert & Artists Corp., which will handle sales and sales promotion of the show, with Kent and Johnson in charge of production and programming.

To be offered as a package deal of any desired length to every commercial station in the country, the program will be available to local sponsors for “singing” spot commercials, created by Alan Kent and Ginger Johnson, well known in that field. Each sponsor will have exclusive right to the show in his area, and will pay a special charge for the jingles as well as a recording fee. The only spoken word on the program will be three minutes of news presented on the hour by local news announcers. It is also planned to include singing call letters for each station buying the show.

Paramount on Blue

IN ADDITION to promoting the new picture “The Fleet’s In” on 75 MBS stations (Broadcasting, March 9, 1942), Paramount Pictures will use 91 Blue Network stations for a special program 10:15-10:30 p.m. on March 20. Aveyn is Buchanan & Co., New York.

Park Acquires Control of Agency Promoting Farm Co-Op Advertising

INDICATIVE of a move by agricultural cooperatives to use more time on the air was the announcement this week that Roy H. Park, of Raleigh, advertising consultant for more than a score of farm cooperatives in seven States along the Eastern seaboard, had purchased controlling interest in the 20-year-old Agricultural Advertising & Research Service, Ithaca, N. Y.

A pioneer in agricultural cooperative publicity and advertising, Park has long advocated that the nation’s 10,000 farm cooperatives—generally considered weak advertisers—use more space and more time on the air.

Park has resigned an 11-year connection as editor and manager of the Carolina Cooperator Publishing Co. and a vice-president and manager of the Mutual Press. On April 1 he will go to Ithaca to take over active management.

Included in the list of accounts of Agricultural Advertising and Research Service is the Cooperative GLF Exchange of Ithaca, N. Y., the nation’s largest farm supply cooperative with an annual volume of more than $75,000,000. It is a leader of radio, sponsoring Bert Hughes, the GLF Farm Reporter, over a network of stations in New York, New Jersey and Pennsylvania.
**FEDERAL COMMUNICATIONS COMMISSION**

**MARCH 7 to MARCH 13 INCLUSIVE**

**Actions of the**

**MARCH 11**

WAAB, Boston—Granted CP increase 5 kw install transmitter director D & N move transmitter house to Brookline Studios to Worcester.

WGTV, Ashevile, N. C.—Granted cont. refilnish control by Charles A. Webb, thru Interstate Terminals, Inc.; by licensee corporation to common stockholders, as separate entity.

WNAC, Boston—Granted CP reinstated transmission at 5 kw, change in equipment direction D & N.

WGN, Chicago, Ill.—Granted CP 50 kw, rehouse above ground power plant.

WCTN, Portland, Ore.—Granted CP 1700 kw, change transmitter.

WDBJ, Roanoke, Va.—Granted CP 50 kw, transmission.

WBBY, Chicago, Ill.—Granted CP non-adjacent move to 1105 kw, direction.

WBBY, Chicago, Ill.—Granted CP non-adjacent move to 1105 kw, direction.

**DEFERMENT ATCAA MAY BE PRECEDENT**

DRAFT BOARDS were recently advised by Selective Service Headquarters in Washington of the need for deferment of key employes of the Civil Aeronautics Authority, including radio and communications personnel, it was learned by Broadcasting last week. The number of radio and communications employes in the CAA is approximately 700.

It is the opinion of Selective Service officials that the memorandum applying to the CAA will have definite bearing on station technical personnel. Officials stated that “despite the fact that the Civil Aeronautics Authority is a Government agency, we do not feel that discrimination will be made between employes of the CAA and those engaged in a similar capacity”.

Selective Service Headquarters reported last week that no further action has been taken in the matter of deferring key radio and communications employes pending conferences between representatives of radio, press and Selective Service. As previously reported in Broadcasting, deferment of radio men will have important implications with respect to the employment status of newspaper employees.

**Applications**

**MARCH 7**

NEW, Eastern Broadcasting Co., Paterson, N. J.—Amended appl. CP request 1529 kw, change location.

NEW, Sunland Broadcasting Co., Do- land, Fla.—CP new station 1450 kw w/n.

MARCH 9

NEW, The Fort Valley Broadcasting Co., Hamilton, O.—CP new station 1450 kw w/n.

**Tentative Calendar**

WELL, Battle Creek, Mich., license renewal (March 14).

WJDB, Birmingham, Ala., CP 1070 kw 50 kw w/n, directional N (March 19).

KVOA, Tucson, Ariz.—CP new station 1840 kw 250 kw.

KJOY, Glendale, Ariz.—CP new station 1840 kw 200 kw.

KREM, Spokane, Wash.—CP new station 1450 kw.

**New Listening Peaks**

AS A RESULT of all-out war production, which has radically affected the living habits of radio listeners, times periods which have never previously reached their total potential are achieving something of a heavy listenership rating, according to the “The WOR Continuus Study,” conducted by Associated Press, Greater New York.” A typical new peak period for listening is the 8-22 p.m., Watertown Sunday mornings, which was found to have an audience larger than those attracted by many of the top day-time and evening news spots.

**Arbitration Sought**

AMERICAN Arbitration Assn. has been asked to settle a wage increase dispute between the American Federation of Radio Artists and the management of WRK-WBZA, Boston-Springfield, following failure of union and stations to agree when, as the contract provides, AFRA asked that it be reopened for an increase in wages for staff talent. George W. Coleman, head of WRK-WBZA-Fer, was named as the AFRA representa- tive on the three-man AAA panel to judge the dispute. Negotiations between AFRA and NBC and the Blue Network have begun for a renewal of contracts for network sound effects men in New York. Present contract, drawn when the Blue was a part of NBC, expires April 30.

**Tube Conditioning Plans**

**Available for Stations**

DESIGNED to lengthen the life of transmitting tubes, a new conditioning unit worked out by Bell Labs, Western Electric and WOR, New York, has been made available as a service to the trade through Western Electric, which is dis- tributing without cost a pamphlet titled How to Recondition Vacuum Tubes, by Charles W. Singer, WOR transmitter chief.

Station engineers themselves can build the unit, WE states, for less than $100 complete, and stations can get their investment back in tube savings in less than six months. Not only does the unit make possible the lengthening of tube life, but spares may be saved “certainly of age” no matter how long they are stored. WOR found that after 5,000 hours a 34A tube showed a tendency to become gaseous, yet was reconsidered for 4,000 more hours of service.

**AMERICAN Communications Assn., CIO technicians union, will hold its sixth national convention at the Hotel Astor, Atlanta, the week of April 15. Speakers include James Lawrence Hesby, head of Selective Service, on the public value of “key” radio and newspaper employes and have granted deferments to station personnel on that basis.**

**BLACoutk OuRders FOR TransmITTERS**

ACTING on written orders from the FCC, DBC and the Civil Aeronautics Authority, government lights and marker beacons on transmission towers in the Washington area were illuminated during the test blackout last Friday.

All stations throughout the country were given confidential information on blackout procedure with final authority regarding ex- ecution of rules resting with Interceptor Commands and local civilian defense officials.

Tower lights and marker beacons are allowed to be illuminated because of the hazard to friendly aircraft if darkened. This will apply with a few exceptions. Transmitters on key lights will be blacked out. In the event of an actual raid the local Interceptor Command will issue orders for complete blackouts.

In Washington’s test blackout, Friday, all building lights, identification signs and ground lights of all stations with the exception of marker beacons and tower lights were extinguished.

**Transfer of Employees**

**Causes FCC Difficulty**

DISCLOSING the possible transfer of certain FCC employes to other agencies of the Government which have been classified as critical war industries, FCC Chairman James Lawrence Fly at his press conference last Monday stated that the problem of maintaining the proper war effort would be complicated by the fact that the FCC’s existing personnel, although qualified in civilian and military service, have received confidential training in the field of radio engineering.

Mr. Fly pointed out that the various departments of the FCC are so closely interrelated that any transfer of employees may seriously affect the FCC’s workings. It was indicated, however, that shifts would be cleared as soon as possible. The transfer will affect FCC employes in the military service of a radio engineering character.

**Cosman at Navy Dept.**

JAMES V. COSMAN, president of WABC, the New York City radio sales manager of Federal Tele- graph Co., on March 9 reported to the Surgeon General, Navy Dept., Washington, as a temporary contract engineer, pending action on his application for a commission in the Navy. He leave of absence for the duration from Federal Telegraph.

**Lorillard Officers**

HERBERT A. KENT, formerly manager in charge of sales for P. Lorillard Co., New York, maker of Old Gold cigarettes, has been elected president. Other executive officers are: George H. Hummel, chairman of the board; J. Strother Freeman, vice-president in charge of manufacturing.

KMOX, St. Louis, and KYW, Phila- delphia, have recently signed new contracts with the American Federation of Musicians locals in those cities. In St. Louis, the local union is also negotiating with WCTN and KXO, according to AFM national headquar- ters in New York.
Bryant field, by EFFECTIVENESS Entire Broadcasting year, results adept accessories president.

TWO new Chicago, Southern California. in waters, both is consistent. Therefore, explained. Must

Firm every programs the Mexican programs Guadalajara, 1190 kc. by

L. Roland Store, it has set the 50% stockholdings of KGEF. Los Angeles, in an effort to comply with the court mandate instructing it to reduce its signal in the direction of Milwaukee, where WTMJ also operates on 620 kc. The new antenna, first installed in this country, was designed by Raymond Wilmotte.

HEARINGS on the resolution of Senator Dill (D-Wash.) to equip the Senate Chamber for broadcasting, were held before the Senate Rules Committee March 22, with Frank M. Russell for NBC and Harry C. Butcher for CBS testifying that the plan was technically feasible and that the job could be done for about $30,000.

HING CROSBY on March 1 began new series of sustaining programs three nights weekly over CBS.

**BROADCASTING** • Broadcast Advertising

**March 16, 1942** • Page 51

In CANADA - it's the 'All-Canadian' Stations

In the West, 'All-Canada' stations talk to the money markets—the ones you want to reach. Tell them, sell them, through 'All-Canada' radio stations—the listener preferred stations in each locality.

**The All-Canada Western Group**

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**Exclusive Representatives**

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

**CANADA - All-Canada Radio Facilities Limited**
PARTIES FOR DEFENSE WORKERS
Admission by Cigarettes Helps Soldiers and Civilians-Fun for Defense Workers

By RALPH SUMNER SILVER JR.
WPAT, Paterson, N. J.

Radio's wartime role will long be remembered for its invaluable services, the recounting of which could fill volumes, but the most important of which are the maintenance and perpetuation of civilian and military morale.

An inspiring example of the new programs born each day in which this spirit has been engendered is the unique defense industry workers' parties sponsored each Sunday afternoon by WPAT, Paterson, N. J. Paterson is ranked as one of the country's busiest defense areas.

Workers' Morale

Bumping into scores of these transplanted defense workers wandering through the streets of Paterson looking for amusement, Steve Ellis, WPAT special events announcer, reasoned that the morale of these men was vitally important to Uncle Sam and someone ought to give them a little thought. Which is exactly what Ellis himself did.

First a number of the country's foremost band leaders were contacted and asked to donate their services gratis for parties to be given for defense workers in Paterson. From the start the orchestras, with the sanction of the American Federation of Musicians and USO and help of countless entertainers eagerly plunged into the spirit of the move. Ellis with the consent of Army officials, obtained the huge 113th Infantry Armory in Paterson for the mammoth series.

All was in readiness, but Ellis had more ideas. Why not simultaneously do something for the men in the service as well as defense workers? The answer was simple—as admission price to the parties each worker was to donate one package of cigarettes. These cigarettes were then turned over to the Army for distribution to the soldiers. Plans are to charge razor blades, soap and other soldiers necessities at future parties.

Record Attendances

The idea was a success. Defense workers, showing proper worker identifications, flocked to the inaugural celebration Sunday afternoon Jan. 25, bringing not only one package of cigarettes but in many cases, cartons. Entertainment was furnished by Ina Ray Hutton's Orchestra, the Four King Sisters, Lou Costello, Tony Galento and a number of other celebrated performers.

Since then attendance to the regular Sunday feature has exceeded 8,000 each week. Such popular entertainers as Benny Venuta, WLW's Annie Bunkers, WJR's Magician, Willie Howard and orchestras of Vincent Lopez, Sheep Fields, Vaughn Monroe and Dolly Dawn have been featured already with plans set for scores of others.

The parties are from 2 to 5 p.m. with WPAT broadcasting its pick-up from the Armory between 3 and 4. The station reports sensational audience reaction to the parties. Pleased with the success of its undertaking, WPAT feels that the idea could be employed in many other defense areas. George Felt, of Wright Aeronautical Corp., recently cited the importance of the WPAT parties, stating, "We're all working mighty hard to win this war right now, and it's a pretty important matter to see that the defense workers are provided with the right sort of recreation."

SMOKES FOR YANKS as Marilyn Duke sits in the middle of several thousand packages of cigarettes at the stand at the departure of the parties of WPAT, Paterson, N. J. Each Sunday afternoon WPAT holds parties for defense workers, charging as admission only one pack of the smokes which in turn are turned over to the soldiers. Behind Miss Duke are Mary Izorisa and Jean Koppenol, Wright Aeronautical Corp.

Labor Shortwave Series Sent to United Nations

To Forge a closer link between the workers of America and labor in the countries of the United Nations, Sidney Hillman, labor director of the War Production Board, inaugurated March 11 a series of shortwave labor broadcasts to Great Britain and Australia, which will be continued Wednesdays at 4:15 p.m. (EWT). He spoke over WRUL, Boston, and WBIS, New York, for the program by three shipyard workers of the Federal Shipbuilding Co., Kearny, N. J. It was the first pro-defense program. It was a continuation of the Friendship Bridge series started by WRUL and WMCA, New York, more than a year ago, built around the plan of having child evacuees talk to their parents in Britain. The labor programs will continue under the same name but will bring to the microphone working men and women from essential American war production plants who will speak to workers overseas. The programs originate at WMCA and will also be carried on other stations in this country. Dwight Cook, production consultant to World Wide Broadcast Foundation, produces and directs the series.

DUE TO THE paper shortage and the necessity for curtailing distribution of releases, the FCC has deleted from Section 1180 (b) of its rules and regulations the provision covering notice of filing of all applications under Part 1 of Title III of the Act that "such notice shall be mailed to all persons who, in writing, request such service."
Dramatic Commentator Disappearing Rapidly, Combs Tells N. Y. Club

THE "elaborate hippodroming" of radio commentators in former days has pretty much disappeared during the last few months, George H. Combs, commentator of WHN, New York, told the Radio Executives Club at a meeting last Wednesday. "The news itself is too dramatic to need any artificial dramaticizing," he stated, adding that most commentators today are devoting themselves to arousing the American public to the realities of all-out warfare and to rallying their listeners to do their part in the war effort.

Mr. Combs' brief speech was one of the more serious in the WHN Day program, which included talks by Herbert L. Petree, station director; Bert Lebar, sales manager; Clem McCarthy, racing expert; Dick Fishell, sports director; Adrienne Ames, movie critic.

John Hymes, Lord & Thomas, president of the club, announced that more than 40 members have already donated blood to the Red Cross blood bank. This week's meeting will be Awards Day, when the club presents its annual outstanding program of the year.

Out-of-town visitors at the luncheon included Clarence Cosby, KKXO; William B. Dolph, WOL; Frank King, WBEN; K. K. Hackathorn, WIBW; Mike Layman, WSAZ; J. T. Van Sweringen, Harold Cassill, WGNY.

Camel Troup in Panama

FIRST commercially sponsored entertainment for the nation's armed forces serving foreign bases since the outbreak of hostilities is now under way with the arrival of the Camel Caravan's Grand Ole Opry troupe in the Panama Canal Zone March 10. R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camel cigarettes), sponsor, was also the first to enter the military entertainment field and was exclusively for service men, when it launched its Grand Ole Opry unit last August as a附军Forrest, Tulsa, Ind., Three caravan units are now touring camps, naval stations and naval bases. A complete tour of Caribbean military and naval bases is contemplated for Unit 1, the troupe now in Panama. The shows are offered gratis to service men. Agency is William Esty & Co., New York.

Move to Revamp the NAB

(Continued from page 10)

ECONOMY MOVE

The plea for economies in NAB operation first developed last January by John Kennedy, interim president of WHN, New York, and was paralleled by the establishment of the Domestic Commerce, as a middle line between the Bureau of Foreign & Domestic Commerce and the Commerce Department.

Mr. Kennedy has asked that the NAB budget be reduced, as a result of this, a finance committee, headed by J. Harold Ryan, Fort Industry Co. vice-president and assistant director, at the request of the committee, designated the point of departure. The demand has resulted in a vote, Tuesday and Wednesday [March 17-18] to canvass the work of each department of the NAB, preparatory to the Thursday and Friday board meeting.

The economy move was thoroughly discussed at the executive session of the 4th district meeting at Richmond, C. T. Lucky, general manager of WRVA, in advance of the session on Feb. 14, had circulated the membership stating that he was finding it difficult to convince himself "we are getting our money's worth from the NAB".

He disclaimed any intention of resigning or assuming the role of agitator for lower dues but said he felt more money was being spent than necessary for a trade association and that with uncertainty "staring us in the face" it be hooved stations to watch their step.

Formation of other trade associations in the industry is succeeding, he said, "because of dissatisfaction with our present setup".

He added that all the disadvantages of the amount of money NAB is doing, that it is "high time that our board of directors give due consideration to a reduction of our dues and a consequent retirement in some lines".

Responding two days later, Mr. Kennedy said that one cannot travel around with broadcasters in these times "without coming to a realization that there are a great many general and specific complaints about the NAB and the conduct of its business as a trade association designed to represent all of the broadcasting industry".

He added there was no question in his mind that the NAB budget "can, shall, and eventually will have to be cut drastically". There are many functions for which the NAB is spending large sums of money that can be done without during the war effort, he said, adding that only NAB gun plant. Program follows a Government financing campaign and is heard Fridays 10:30-11:00 p.m. Account was...
Tenth Anniversary of Clinton Buehlman as M. C. of the WGBR Musical Clock was celebrated by the staff of the Boulder station, who clustered about for the usual cake-cutting ceremonies and congratulations. Mr. Buehlman wielded the knife surrounded by (1 to r): John A. Bacon, sales director; I. R. Lounsbury, executive vice-president; Florence M. Scott, secretary; Herbert C. Rice, program director.

AMP to Test Fee on Transcriptions

Kaye Retained to Institute Action Against Publishers

CONVINCED that mechanical recording fees assessed by most music publishers as illegal. Associated Music Publishers Inc., transcription producers, last week announced retention of Sydney M. Kaye, New York attorney and executive vice-president of Broadcast Music Inc., to handle a test case involving the whole matter of mechanical recording fees.

AMP, it was learned, believes that electrical transmissions, within the meaning of Section 1-E of the Copyright Act, are "parts of instruments" serving to reproduce mechanically musical works and therefore are subject only to a royalty payment of 2 cents per mechanical selection.

This fee has been paid for phonograph records but in the manufacture of transmissions for broadcast use, fees ranging up to $10 per selection per year have been assessed for library recordings, while for sponsored transmissions the additional fee is 25 cents to 50 cents per selection per performance.

Million a Year

While no precise figures are available, the facilities of the transcription industry is paying to music publishers well in excess of $1,000,000 per year in these special recording fees. This cost, of course, is absorbed by the broadcasting industry.

To precipitate the litigation, AMP is expected to record selections proffering payment only of the 2-cent mechanical specified under Section 1-E. It is under contract, however, for the payment of the established scales and presumably will continue to make such payments in certain instances.

The fees are assessed through Music Publishers Protective Ass'n. Harry Fox is agent and trustee for the publisher - members of MPPA. In most instances, the publisher - members of MPPA are identical with publisher-members of ASCAP.

Another phase of the litigation is expected to be the question of double assessment, since many stations hold ASCAP public performance licenses. It has been alleged that transcription companies have paid the higher fees to MPPA members because of the threat of restricting certain numbers for performance. Such restrictions are outlawed under the Dept. of Justice consent decrees entered into last year by ASCAP and BMI.

On library selections, MPPA, publishers are paid $10 per selection per year. This fee had been $12 per year but was reduced several months ago. An additional 25 cents for a popular tune and 50 cents for a production number is assessed where the library selection is used in a sponsored program. On tailor-made transcriptions, the 25-50 cents assessment applies.

While no official word has come from other transcription producers, it is understood that NBC Thesaurus may start independent test proceedings among similar lines. Both AMP and NBC heretofore have indicated that they intended to record works under the 2-cent statutory provision for the specific purpose of raising the test issue.

KIRO Revamps Sales

In a reorganization of the sales division of KIRO, Seattle, Joe F. Hilderto, formerly vice-president of Pacific National Adv. Agency, that city, was recently appointed station manager. J. A. (Archie) Morton, local sales manager, is now in charge of national sales. Loren Store, formerly in charge of the latter division of sales, has been appointed assistant station manager. Hilderto was account executive of KOMO-KJR, Seattle, before his agency affiliation.

Palmer Hoyt, publisher of the Portland Oregonian, operating KGW-REX, has been elected national president of Sigma Delta Chi, journalistic fraternity. He is a 23 graduate of Oregon U.
Fate of Newsmen In Java Uncertain

Albright Arrives Safely in Australian Port, However

WITH SEIZURE of Java by Japanese troops last week, CBS and Mutual have received no reports on the safety of their correspondents, stationed in Java. Batavia, capital of the Dutch East Indies, although NBC has heard via cable that Sidney Albright, its reporter in that city, has arrived safely in Australia, foreboded a flight from Java, details of which cannot be revealed because of military censorship.

In his message to A. A. Schechter, NBC director of news and special events, Albright reported that "he was ready for assignment wherever the fighting spreads."

Dunn Unreported

No word has been received from William J. Dunn, head of the CBS Far Eastern staff, who is understood to have sailed for Japan prior to the Japanese invasion, but has not reported his arrival in Australia.

Also missing is Frank Cuhel, Mutual correspondent in Batavia, who had expected to leave the island at the same time as Bill Dunn. Elizabeth Wayne, former MBS reporter in Java, who was supposed to have sailed for this country when Mr. Cuhel took over her duties, has not been heard from either.

None of the networks has heard from its correspondents in Manila, Tokyo, or Shanghai [BROADCASTING, Feb. 28], and John Paul Dickson, MBS correspondent in Berlin prior to the German conquests to this country, is still among the missing. His name appeared, however, in a list of American foreign correspondents, who remained at their posts in Paris, Berlin and Vienna until the outbreak of war last December, and who edited the Bad Nachtum Pudding, only American newspaper now being published in Continental Europe.

Copies of the paper were enroute by Clipper last week to President Roosevelt and the Library of Congress, according to report by United Press, whose Berne bureau discovered the issues. With Australia looming as the next battlefront of the war in the Pacific, UP last week opened a new and enlarged bureau in Melbourne to serve as a center of operations for its staff in the Far East, including Brydon Taven, Harold Guard, Don Casswell and Francis McCarthy.

Turnbull Joins Jones

HENRY TURNBULL, formerly of Blackett- Sample - Hummert, New York, and at one time with Maxon Inc., New York, is now advertising agency. Turnbull has been appointed assitant to Duane Jones, president, to head the firm's service staff.

Six Clear Channel Breakdowns Involved In 19 Applications Pending at the FCC

SIX of the country's Class I-A clear channels are involved in applications pending before the FCC from 19 stations seeking a breakdown of these frequencies.

Under the Commission's present rules Class I-A clear channels are occupied at night by one station with power of 50,000 watts or more with its primary service area, within the limits of the country, free from occasional interference from other stations on the same or adjacent frequencies. Class I-B stations may occupy the frequency if ample protection is provided for the signal of the dominant station. Class I-A clear channels are distinguishable from those clear channels occupied by Class I-B stations which provide protection for one another on the same frequency.

Eight Ask for 640 kc.

Of the 19 applications, eight have asked for 640 kc., currently occupied by KPI, Los Angeles as the dominant station; five for the 650 kc. channel of WBAF, New York; three for the 770 kc. frequency of WCA, New York; each 830 kc., 880 kc. and 1160 kc. On 770 kc., one of the applicants, KOB, Albuquerque, N. M., currently holds a special service authorization to operate on that frequency with 50,000 watts daytime and 25,000 watts night.

Stations applying for assignments on Class I-A clear channels are:

- 640 kc.
  - WJHP, Jacksonville, Fl., 50 kw., DA unlimited; WABC, New York, N. Y., 5 kw. 17A night, unlimited; WOKO, Aiken, S. C., 5 kw. DA unlimited; WCKY, Cleveland, Ohio; unlimited; WBS, Charleston, W. Va., 60 kw. DA night, unlimited; WJZ, Newark, N. J., unlimited; WCLE, Cleveland, Ohio, unlimited; WOR, Newark, N. J., unlimited.
- 650 kc.
  - KGIR, Butte, Mont., 50 kw., unlimited; KOWH, Omaha, 10 kw., unlimited; KOIN, Portland, Ore., unlimited; WRF, Fairbanks, Alaska, 50 kw., unlimited; KYW, Chicago, unlimited; KLVU, Logan, Utah, 1 kw., unlimited.
- 770 kc.
  - KMSC, Kansas City, 80 kw., unlimited; KXK, Seattle, Wash., 10 kw., unlimited; KOB, Albuquerque, N. M., 55 kw.
- 830 kc.
  - WNMC, New York, 1 kw., unlimited; KMOV, Pittsburgh, 1 kw., unlimited; KFRA, Fairbanks, Alaska, 50 kw., unlimited; KYW, Chicago, unlimited.
- 1160 kc.
  - WJZD, Chicago, 25 kw. DA, unlimited.

KLYW Music Pact

KLYW, Philadelphia, after being deadlocked with the local musicians' union for two months, has accepted a new music contract. Retroactive to February 1, January, KLYW agreed to a 5% weekly wage increase for the studio musicians, similar to that secured by other stations in the area. After a four-day strike, UA, according to the new contract, agreed upon March 6, Clarence Fuhrman continues as music director. While negotiations were being carried on, the union permitted the musicians to remain at the station, but cancelled most of the shows it had been originating for NBC.

Alexis radio stations often try to "jam" news broadcasts of other countries to the U.S., but the offending station is seldom identified, according to a March 12 report by CBS. Recently a Japanese station interfered with the news broadcast of John Raleigh, CBS correspondent at Tokyo, on the network's The News of the World program.

The offending operator kept up a continuous code signal: "CQ CQ CQ," and then from time to time gave his station signature, JAU-2. "CQ" is the normal wireless signal for all listeners but its steady sound belied its true purpose. The operator's JAU-2, a Tokio station, was attempting to interfere with the Sydney broadcast.

ASCAP Regional Men Taught New Sales Policy

TWO-DAY midwestern conference of ASCAP district managers, regional supervisors and field men was held in Chicago March 9-10 at the Hamilton Hotel. The meeting, presided over by John G. Paine, ASCAP general manager, was one of five regional meetings held the past two weeks in San Francisco, Hollywood, New Orleans and New York [BROADCASTING, Feb. 25] to explain to the ASCAP men in the field how to cooperate more closely with stations.

The field men were told how to "sell ASCAP to new subscribers instead of threatening litigation for infringement. Or, as Mr. Paine put it, "ASCAP is changing from a protective to a sales policy." Herman Greenberg, ASCAP counsel, and Bob Murray, public relations director, participated in the meetings.

Shell to Expand

SHELL OIL Co., New York, which during the late winter has been sponsoring spot announcements on a group of Florida stations, is enlisting the campaign March 16 with six spot announcements weekly on WHN, New York, and five weekly on Here's Morgan and The Answer Man, participating programs on WOR, New York. More stations will be added this spring, but are not yet set. Agency is J. Walter Thompson Co., New York.
**BMIs Licenses Given Over 500 Outlets Indicating Solid Support by Industry**

PROVING once more that the broadcasting industry is solidly behind its own music organization, BMI reported that as of noon last Thursday, March 12, date the new licenses became effective, signed contracts or wires stating that the contracts were in the mail had been received from 509 stations, representing an overwhelming majority of the industry dollar volume. Furthermore, of this total, 506 stations had elected the blanket license forms, with only three signing up for the per-program arrangement.

Expressing the belief that well over 500 contracts would be in by this Monday morning, Carl Haverlin, BMI vice-president in charge of station relations, said:

"Insofar as I have been able to check, after talking with more than 600 broadcasters at the recent series of NAB district meetings, I have every reason to believe that at least 99% of our previous station subscribers will sign the new licenses.

"In fact, the total list of broadcasters subscribing to BMI should soon be larger than ever before, as we are receiving licenses from stations never before licensed by BMI. These newcomers are saying, in effect, "We didn't think you could do it, but you've convinced us and we're signing up now for the next eight years."

**Blanket Preferred**

The almost unanimous acceptance of blanket licenses, with less than 1% of the present returns calling for the per-program plan, is said to show clearly that the industry generally is counting on BMI for most of its music. As of the first of the year, an analysis of ASCAP licenses showed a 3-1 ratio of blanket and per-program licenses, and subsequent reports have revealed a mounting percentage of the latter form of contract, with indications that the final result will be an even distribution between stations taking blanket and those taking per-program licenses from ASCAP. The average broadcaster is thought to depend on BMI for his backlog of music and will buy only what tunes he needs from the ASCAP repertoire.

Returns of the BMI licenses were almost equally divided between network stations and Independent stations, BMI was reported, and the returns were also distributed fairly evenly among the 20 BMI revenue categories, indicating again that the BMI support is an industry-wide phenomenon and not a matter of groups or blocks lining up for and against.

The fact that there were still some contracts outstanding on March 12 is no cause for alarm, Mr. Haverlin said, pointing out that the number if licenses signed up to Heckter Products, the number of Thrivo dog food announced it would cease sponsorship of the Blue program.

Saying that Modern Food Process Co. was forced to discontinue the show because of the cannibalization of dog foods, Mr. Clements told how he and his wife wrote several advertisers who might be interested in the show because of its high Crosley rating and proved popularity through mail response to a picture offer.

The program was due to go off the Blue in 19 days, but the day after the letters were mailed, executives of Hecker phoned Mr. Clements that they were interested in the show for the HAB oasts. Concluding the broadcast, Mr. Clements said: "On Jan. 25, five days after we heard the bad news from Thrivo, Stuart and I, signed the contract with our new sponsor . . . and the Moylan Sisters kept right on the air without a break."

**Blue Considering 2% Cash Discount**

Auditors Figuring Its Effect On Network's Revenues

AS IT NOW stands, the new Blue Network rate card, which is expected to be released in about a week, contains a provision for 2% cash discount for payment of bills within 10 days of receipt. If that provision withstands the close scrutiny of those getting from the Blue's statisticians, who are now calculating just how much it will decrease the network's net revenue, it will be the first time such a discount has been granted by a major network.

NBC and CBS last fall agreed to the discount for cash plan, long urged by the American Assn. of Advertising Agencies, accepting it "in principle," but as yet neither of these networks has worked out a method of putting this principle into practice.

**Affiliates Affected**

Designed primarily to encourage prompt payment by clients and to protect the media and the advertising agencies from losses by delinquent clients becoming insolvent, the cash discount has been pressed by radio and by agency spokesmen who fear that otherwise it might be discarded by publishers now allowing it.

In the case of a radio network, an allowance rate and a discount is involved, in addition to the actual loss in revenue, a decision as to whether the stations affiliated with the network shall be asked to carry their proportion of the discount, and as to what extent this will have on station relations. Since the discount has been set up as part of the program network, in its present proof stage, the presumption is that it will be included when the card is issued, but Blue officials last week emphasized the fact that the final wording and its retention has not yet been made.

**Oakite Spring Discs**

AS PART of the spring campaign for its cleanser, Oakite Products Inc., New York, the end of March will start three to five-weekly participations on three women's programs: Imogene Wolcott on WBOB, Mildred Carlson on WBZ, Boston, and Laura May and Josephine on WCAU, Philadelphia. Agency is Calkins & Holden, New York.

**Nestle's Latin Lick**

NBC RADIO Recording Division is the producer of 120 recordings in the Nestle's Milk Products (Export) spot radio campaign for Central America.
Price Praises Radio Industry For Patriotic Self-Censorship

HIGH PRAISE for the broadcasting and publishing industries for their “voluntary and patriotic” cooperation with the Office of Censorship was expressed by Byron Price, Director of Censorship, during Theodore Granić’s American Forum of the Air on MBS March 7. At the same time he warned that “if voluntary censorship fails, dark hours may be ahead for free speech in the United States.”

“The Office of Censorship is attempting, at the request of the President, to administer domestic censorship of information on a basis of voluntary and patriotic cooperation,” said Mr. Price. “This process does not curtail free speech in that it places no restrictions whatever upon expressions of opinion. It seeks only to keep information from the enemy.”

Mistakes Can Be Costly

“I should like to say to the credit of the publishing industry and the broadcasting industry that the response, by large and small, has been excellent. There have been some oversights and some mistakes. We have learned that, but I think it pertinent now to remind publishers and broadcasters that in wartime mistakes can be extremely costly.”

“We have found no instance where any publisher or any broadcaster has shown evidence of a deliberate attempt to sabotage this experiment in self-discipline, and I am encouraged to believe that no such instance will develop.”

“I say this with fervent hope, because I know that if voluntary censorship fails, dark hours may be ahead for free speech in the United States.”

James Lawrence Fly, FCC-DCCB chairman, led off the discussion and on the panel also were Roy E. Larsen, president of Time Inc.; Raymond Gram Swing, MBS commentator, and Dwight Marvin, president of the American Society of Newspaper Editors and editor of the Troy (N.Y.) Record.

Mr. Fly asserted that “the task of censorship in our wartime democracy is to ban effectively, judiciously, and uniformly anything which will give aid to the enemy; and beyond that to keep the channels of information open for complete and honest news reports, fair criticism and well-rounded discussion of public issues.”

In the ensuing panel discussion, Mr. Fly raised the question of foreign-language broadcasts, which he said the Government does not want to permit, they said foreign-speaking groups of citizens with Governmental messages such as the defense saving stamp and recruiting campaigns. He said:

“Two things should be borne in mind here. First of all, these stations are owned and operated by American citizens who assumed a great responsibility in operating them and who have shown that they are prepared honestly to discharge that responsibility. Secondly, large groups of our citizens can be reached only in their own native foreign tongue.

Foreign Phrases

“Like yourself, I receive occasional letters from listeners who have heard a broadcast in a foreign tongue, and recognized the words ‘Hitler’, ‘ Mussolini’, and ‘Bin deutsches seig’, which means German victory. The listener assumes the program is praising Hitler and Mussolini and urging a German victory. Actually the speaker is saying, ‘Hitler and Mussolini menace the freedom of every one of us. We must unite, native and foreign-born alike, to prevent a German victory.’

“I think it is as important to say that in Italian, German and Japanese as it is to say it in English.”

The other speakers all expressed satisfaction with the work of the Office of Censorship so far, Mr. Swing in particular asserting that commentators welcome censorship and advice from the censors because they are often faced with “two great responsibility” if placed on their own.

Theoretically,” said Mr. Swing, “every American has a right to speak his mind. But not everyone can have the same right to the radio. It is a platform which is just so large — just as large as there are wavebands and there are suitable program hours.

“These are the peacetime restrictions. In wartime radio the restrictions are even greater. Public interest is concentrated on the war effort and the use of the radio to air unpopular opinions must be limited to those which bear on the war effort.

“As to radio’s own speakers, freedom of speech in war time affects two headings, the distribution of news and the analysis of news. Here radio has accepted the definition that freedom and responsibility mean very much the same thing. Freedom without responsibility is license, and not an American right. Responsibility is something voluntarily accepted; it is the essence of freedom. And radio has set a standard of responsibility for its news and its analyses. The aim is to present news properly edited, accurate in every detail, and produced at the microphone without distortion and over-dramatization. This is the aim. No doubt it is not always achieved. But the effort is there.

“As to the news analyses, they are free and responsible expressions of the men who give them. The burden of responsibility is on them, insofar as directives of the censorship are not involved. And it is the profound desire of radio to make in this sense of responsibility at the highest possible level. It is my impression that radio has set a high standard, and that voluntary restraint is keeping freedom of speech inviolate.”

British Pattern

Mr. Larsen suggested the British censorship as a pattern for the American, observing that “there is less need in England than in the United States.” He said, “in France nothing was proved finally true until it was officially denied.”

NEWSPAPER SALE
SEVERS WCAX TIE

CHARLES P. HASBROOK, one-time publisher of the Richmond Times-Dispatch, who in March, 1939, purchased the Burlington (Vt.) Daily News and its then local outlet, WCAX, has sold the newspaper and is retaining the radio station which now operates WCAX, with 1,000 watts on 620 kc. as a CBS outlet.

Mr. Hasbrouck purchased both the radio and newspaper properties three years ago for a reported price of $57,000, with $17,000 designated as the valuation of the radio station. Former FCC Chairman McNinch had protested against the transaction by the local newspaper monopoly, but was overruled by his colleagues.

The newspaper has been sold to William Loeb, publisher of the St. Albans (Vt.) Messenger, who is a son of the former private secretary to President Theodore Roosevelt.

Mr. Loeb announced that he would combine the circulations of the two newspapers, but did not indicate whether the plants would be merged.

Finney Is Named Head Of Three AMP Firms

C. M. FINNEY, president of Associated Music Publishers, has also been named president of AMP’s affiliates - Muzak Corp., Muzak Transcriptions and Wired Radio - it was announced last week.

Mr. Finney, who formerly served these latter companies as vice-president, is now in complete charge of all operations, taking over this responsibility from Waddill Catchings, who has been chairman of the board of all companies and now is devoting his attention to special matters in the interest of further developing and expanding the business, the announcement stated.

With George Whipple, former partner in the firm of Benton & Bowles and at present associated with the U. of Chicago, as a major stockholder in the AMP-Muzak organization.

MIAMI BEACH TEST

AS THE FIRST STEP in the campaign planned by Steve Hangan to ease the housing shortage in defense areas by promoting the living conditions in Miami Beach [Broadcasting, Feb. 23], transcribed one-man interviews were started last week on WBEN, Buffalo, on a test basis. Scheduled several times weekly, the announcements urge workers in the city who are non-essential to war industries to rent or sell their homes and apartments to defense workers with the assurance of comparable housing on a year-round basis in Miami Beach.

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BROADCASTING • Broadcast Advertising
With the whole nation geared to produce for total war, there is danger that it may create thousands of new "forgotten men"—the wholesale and retail dealers who supply the needs of America's consumers.

As plants are converted to 100% war production, as sources of raw materials are frozen by government priority, it is not surprising that the first thought of some manufacturers is to curtail advertising, conserve resources.

Thus the dealer—in difficult straits—through no fault of his own—may lose an invaluable aid to holding the structure of his business together. These thousands of honest, sincere business men who have given unstinted cooperation to countless promotions and special campaigns deserve a better fate. For, wartime or peacetime, they can—and do—make or break any campaign—at the point of sale.

Meanwhile . . . with restricted automobile travel, the American small community, suburban and rural, is due to return to its own. Hence the importance of cementing strong dealer relations is greater even than in normal times.

To all dealers, continued advertising is the strongest possible evidence of your good faith in helping to protect the investment they have made. Your consistent schedule of advertising, reduced though it may be, is a constant reminder that you're seeing them through.

And after . . .

Advertisers who stick, instead of seeking distribution, will be sought out by the cream of financially stable retailers who have weathered the war . . .

And dealers, who in less strenuous times may be tempted by a longer margin, or free goods, or any one of a score of merchandising deals . . . in lieu of advertising . . . will be infinitely harder to lure from the fold of advertised brands.
YEAR-ROUND SPORTS COVERAGE

Hunting, fishing, skiing, golf, boxing, basketball, baseball, football! Comprehensive, year-round coverage includes ski-casts direct from ski runs, on-the-spot coverage of golf events, interviews with sports notables, and scores of special sportscasts. Thousands of special game and fish maps, sports schedules, and miscellaneous sports information bulletins are supplied listeners. KLZ's sports coverage is just one of the many standout elements the sum of which equals Denver's STANDOUT Station.

KLZ Denver
5,000 WATTS—560 Kc.

Affiliated in Management With The Oklahoma Publishing Co. and WKY, Oklahoma City * Represented by The Katz Agency, Inc.