An Accounting of Our Stewardship, 1941

for Agriculture
Total Hours 497
Number Programs 1,409
Guest Speakers 671

for Religion
Total Hours 209
Number Programs 281

for Education
Total Hours 68
Number Programs 215

for Women
Total Hours 314
Number Programs 637

for National Defense
Total Hours 110
Number Programs 415
Guest Speakers 333
Announcements 940

WLS is a half-time station doing a full-time job of service in the public interest.

In 1941, 30% of WLS' broadcast time was devoted to these five specific types of service features. WLS has always recognized its great obligation to the homes and families of Mid-West America—on the farms and in the cities and towns. WLS is a half-time station doing a full-time job of service in the public interest.

Our schedule of such services as those listed here is the WLS way of winning friends and influencing Mid-West listeners to BUY. Because listeners depend on WLS for constructive service and entertainment, WLS Gets Results!
In the Air—on the Sea—Planes and Ships are a Great Combination—bringing about powerful results in today's conflict.

In Radio, it's Frequency and Power that brings results. Soon WAGA will be operating on 590kc with 5,000 watts — A Great Combination — geared for powerful results!

5,000 watts at 590kc will deliver a 500 microvolt signal 57 miles! And at 1480, WAGA's present frequency, 280,000 watts would be required to do the same job.

WAGA's new frequency and power "will deliver the goods" in greater coverage, better penetration and increased selling power.

Yes, at 590 kc with 5,000 watts WAGA will give you the "power appeal" you've been seeking in the rich industrial area of the Deep South — plus, greater coverage in the South's Biggest Wholesale Market!

WAGA FIRST ON THE DIAL IN ATLANTA
WAGA FIRST ON THE DIAL IN GEORGIA
Ask John Blair
NOWHERE can you find anything to equal the majestic beauty of Niagara Falls and the mighty surge and roar of its turbulent water.

Nor can you find another medium like WTIC for selling the Southern New England market—a market where buying income is far above the national average.*

Reach the prosperous people here through their favorite source of news and entertainment . . . WTIC . . . and discover why wise national advertisers agree that

THERE'S NOT ANOTHER LIKE IT!

*Sales Management, December 1, 1941.
America's Most Modern Short-Wave Station, Designed and Manufactured for Columbia Broadcasting System by I. T. & T. Associate Companies

Just as radio helped make America one big family, so short-wave radio is making the Americas one big neighborhood. The President speaks—and the ears of Central and South America listen... The Philharmonic plays—and below the Rio Grande hearts are warmed... Olga Coelho sings—and her continent welcomes back a favorite artist.

Helping set the Good Neighbor philosophy to words and music are America's most modern short-wave stations—WCBX and WCRC. New voice of the Columbia Broadcasting System, the great directional antennas were designed and erected by I. T. & T.'s associate company, Mackay Radio. This company also installed the 50,000 watt transmitters which were designed and manufactured by another I. T. & T. associate, The Federal Telegraph Company.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION
67 Broad Street, New York, N. Y.
A New Voice to Our Good Neighbors... by IT&T
IN 1942

Exclusively Yours

ON THESAURUS-PROGRAMMED STATIONS!

Good news for stations that program with NBC THESAURUS—"The Treasure House of Recorded Programs!" 1942—THESAURUS' Seventh Year—will be a "Lucky Seventh" for you. Leading the parade of important names that attract greater audiences will be those shown here. All of them are recording sufficient material to build a well-rounded series of programs that you can sell to local advertisers...

TO NON-THESAURUS STATIONS:
These 15 names are just one of the reasons you should investigate THESAURUS—Drop us a line and we'll gladly give you the rest of the story.

NBC THESAURUS
"A Treasure House of Recorded Programs"
RADIO RECORDING DIVISION—NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
NEW YORK CITY • CHICAGO • WASHINGTON, D.C. • HOLLYWOOD
WHAT IS MORALE?

Morale, like happiness, is a state of mind. It is faith, hope, confidence, cheerfulness. Morale is tapping your foot to Xavier Cugat's rhythm and dreaming to a Stokowski symphony.

Morale is smiling at the cleverness of John Kieran and laughing out loud at the gags of Jack Benny.

Morale is completely forgetting yourself as you lurk in the shadows of a dark alley tracking down a sinister criminal with Mr. District Attorney.

Morale is Kaltenborn giving you the news and then analyzing it so you'll have a clearer picture of what is happening... today.

Morale is a wooden dummy on Edger Bergen's knee.

Thus, Morale is comfort and confidence through entertainment and information. And the great Fifth Estate serves it free in 55,000,000 American radio homes every day and every night.

WSM is proud that as a part of the great Fifth Estate it is helping to build morale in millions of American hearts eighteen hours a day.
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


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Ps-st! %*(; xx Want to buy a new TYPEWRITER?

Choose KFAB, instead. Reaches more customers in one minute than you could touch in a year of typing letters. Gets better results, too. A less cost. Farm men and women have confidence in KFAB—they know what their station recommends. You need KFAB, to do a complete selling job throughout Nebraska and her neighbors.

With no rationing of time in radio, you have some choice availabilities on KFAB. Better wire, today.
About 22 weeks ago, WCCO first introduced Darragh Aldrich on the air to the 1,400,000 women listeners in its primary area. Her novels and plays, the articles she had written for women’s magazines had already made her nationally known.

She knows Northwestern women well...has lived among them...written about them...for 25 years. Thousands of listeners, on farms and in small towns, from the Twin Cities to Twin Valley were moved to write. Mrs. E. P. H. summed it up: “Lady, are you psychic? How else could you happen to discuss, on your program almost every day, some problem that is uppermost in my mind and in the minds of so many of my friends?”

Small wonder her program has a Hooperating of 6.4% in the Twin Cities—33.6% of the available audience at the time she’s on the air!

You needn’t be psychic to know that “Yours Truly, Darragh Aldrich” (Mondays through Fridays, 1:30-1:45 p.m.) is one of the year’s best buys in the Great Northwest. For rates on a participation basis, call us or your nearest Radio Sales office.

WCCO 50,000 WATTS WHERE IT COUNTS THE MOST - MINNEAPOLIS-ST. PAUL

Owned and operated by Columbia Broadcasting System. Represented nationally by Radio Sales with offices in New York, Chicago, St. Louis, Charlotte, San Francisco, Los Angeles.
NEARLY ten years ago, when "Pete" Peters came to us as Chief Cook and Bottle Washer in our three-man organization, all three of us (including Pete) knew that some day, inevitably, he would become our President. Today we are happy to announce the consummation of that ten-year hope. Today, James L. Free is moved (not kicked) up to Chairman of the Board, and Pete Peters takes over the office his energy, his talents and his unremitting work have so justly earned for him.

At the same time Pete becomes President, Russel Woodward replaces him as our one and only Vice-President. Hardly less than Jim Free and Pete Peters, Woody has enormously contributed to our business progress. We are proud to have him as an officer and as our third in command.

With these two well-deserved advances we formally record the affectionate and admiring regard we hold for Pete and Woody. There has been no change in stock ownership. Jim Free continues as Chairman, Treasurer, and Manager of the Chicago Office. All the rest of us, too, continue "as is" in our various branch offices. Congratulations to you, Pete and Woody! Both of you are "men after our own heart"!

EXCLUSIVE REPRESENTATIVES:

- WGR-WKBW BUFFALO
- WCKY CINCINNATI
- KDAL DULUTH
- WDAY FARGO
- WZMK INDIANAPOLIS
- WZGO KALAMAZOO-GRAND RAPIDS
- KMBC KANSAS CITY
- WAVE LOUISVILLE
- WTCN MINNEAPOLIS-ST. PAUL
- WMBD PEORIA
- KSD ST. LOUIS
- WPBL SYRACUSE
- WHO DES MOINES
- WOC DAVENPORT
- KMA SHENANDOAH
- WQCB SOUTHEAST
- WSC CHARLESTON
- WIS COLUMBIA
- WPTF RALEIGH
- WDDJ ROANOKE
- WDDI SOUTHWEST
- KOMA OKLAHOMA CITY
- KTUL TULSA
- KARJ PACIFIC COAST
- KZNA FRESNO
- KECO LOS ANGELES
- KONG PORTLAND
- KROW OAKLAND-SAN FRANCISCO
- KIRK SEATTLE
- WTRG SONOVEX, INC.
OFF Tests Broadcast Priority System

Sponsors, Stations
Call on Public
To Buy Coal

NINE SPONSORS of 13 high-ranking programs on the national networks were enlisted this week by the Office of Facts & Figures for a Government radio campaign designed to mitigate the threatened coal shortage—a campaign which, while important in itself, is of special significance to the broadcasting field because it reveals just how the so-called system of “priorities” governing war emergency broadcasts is expected to operate.

OFF’s Division, headed by William B. Lewis, is not yet ready to promulgate its priorities plan, now scheduled to be launched some time in April, but last week it was suddenly called upon by the Department of the Interior to muster radio’s forces to meet the wartime coal crisis.

Quick Cooperation

Accordingly, after study of the complete charts of network sponsored and sustaining programs it has been preparing for its priorities plan, Mr. Lewis’ division called upon the sponsors of picked programs to do the special job during the weeks of March 30 and April 6. The request met with immediate promises of full cooperation.

On the 13 selected programs the sponsors have been asked to carry special messages publicizing the fact that homes which do not purchase their next winter’s coal supply now, or prior to April 15, may run the risk of finding they cannot get any coal at all next fall and winter due to the transportation shortages growing out of the increasing use of the railroads for hauling war materials.

Not only were the nine sponsors asked to devote time to this publicity, but the networks were asked to carry it on specified sustaining programs, while some 200 broadcasting stations in Eastern, North- ern and North Midwest States are being shipped, direct from the Interior Dept., packages of 20 one-minute transcriptions which they have been asked to spot at suitable periods during the next two weeks.

Stations in these areas were picked because they are the areas where the most acute shortages are expected to occur. They may tie in the campaign with local coal-dealer sponsorship if they desire.

In contrast to the pre-fabricated spots being sent to the stations, the network sponsors and the networks for their sustaining are being sent a simple one-page memo explaining the facts about the coal problem. They are asked to write their own “commercials” therefrom, weaving them into their programs in any way they see fit.

This is in line with the basic idea of the priorities plan, which is not to force anything down either the medium’s throat or the listeners’ ears. Particular programs were picked on the several networks to avoid undue repetition—over-selling—while at the same time insuring maximum audience coverage.

“We are purposely not sending any sample commercials,” states a letter to the sponsors and their agencies signed by Seymour Morris, recently appointed advertising agency liaison of OFF’s radio division. “We prefer simply to give you the facts of the situation and then let you work out the treatment which in your opinion will be most effective on each of your particular programs.

“As far as we are concerned, the gate is wide open: you can handle this message either as part of your script, as a straight commercial announcement, as a special interpolated dramatized spot, or any other way that you see fit.”

That, in essence, is the way the forthcoming priorities plan—actually called an “allocations plan” so far as it applies to networks and their sponsors and a “program priorities” plan so far as it applies to stations—will be designed to work.

FCC Working on Final Report
Covering Press-Radio Hearing

Day or Two of Hearing May Be Held to Complete Record of Proceedings Begun Last Summer

EVEN THOUGH the record has not been closed on the FCC’s newspaper-ownership inquiry, the law department staff already has begun preliminary preparation of its final report, with the possibility of full Commission consideration before summer.

Another day or possibly two of open hearings may be required to complete the record according to FCC sources. No date yet has been set for the setting of the hearings, which recessed without date Feb. 6 when the Newspaper-Radio Committee, representing more than 100 newspaper-owned stations, concluded presentation of its testimony. The hearings began July 23 last year.

Donald Harris, FCC attorney, and Allen W. Sayler, of the law department’s inquiry staff, are understood to be working on preliminary aspects of the report. Both have other duties, however, but it is expected that as soon as the record formally is closed, a full staff will be designated in the hope of completing the report as soon as possible. One estimate was that the law department would complete its work within six weeks or two months.

Open Hearing Likely

At least one additional open hearing day will be scheduled—probably within the next fortnight. The FCC desires to place in the record a sheaf of technical exhibits, winding up its case. Moreover, Louis G. Caldwell, counsel for WGN and the Chicago Tribune, likewise has requested opportunity to present brief additional testimony. Unless other matters of an unforeseen character develop, it is presumed the record formally will be closed after this single session.

FCC Chairman James Lawrence Flye declared last Monday at his press conference that it was still the plan of the Commission to hold (Continued on page 58)

The scheme has the unqualified support of the Advertising Council and the agency-network and stations committees of OFF, which have been in long huddles during the last six weeks with OFF radio officials in preparation for the new system.

The coal campaign, from the radio point of view, is actually a “trial balloon” for the basic scheme shortly to be announced. The main idea of picking out certain programs on which to convey certain messages is to put over a current war policy idea, yet at the same time avoid constant repetition and annoyance to both medium and audience.

For example, if it should be decided by the Government’s policy-makers that a certain week or two-week period broadcasting should emphasize war production, then sponsors, agencies and stations will receive from OFF a set of instructions telling them that the programs suggested by the War Production Board should be “played up” above all else. Thus, too, will the Federal Security Agency’s nutrition campaign, the Army, Navy and Marine Corps recruiting campaigns, the Office of Price Administration’s rationing and conservation campaigns, etc. be given right-of-way.

Priority Method

Under the system of network allocations, networks and their sponsors will be asked to carry particular messages at designated times. They will be under no compulsion to do so, but in view of their expressed eagerness so far to lend their facilities to the war effort they are expected to agree willingly. For their part, they can then omit any references during that special period to defense bond sales, for example, or to other appeals for time coming to them from other Government agencies, so many of which are pouring out volumes of scripts and transcriptions and suggested broadcasts.

Stations, many of which have long been complaining about the super-abundance of Government propaganda coming to them in all forms from the various Government agencies without definite plan, now should give priority to the topic of the week—and that they may reject, without
computation or fear of reprisal, any and all other demands for free time from other Government agencies during that particular period. At the present time, belt-skelter issuance of Government material for broadcast has caused the air to be cluttered with "war messages"... The result of excessive zeal on the part of Government publicity men. As has been charged in the case of defense bond appeals, they have also perpetrated the air that valid criticism has been raised that the public is annoyed if not bored.

In fact, many of the Government's own radio chieftains, after their protracted sessions with the administration, network, agency and sponsor representatives, have agreed frankly that perhaps they have been "overcommercializing" their agencies and their causes.

"War Fatigue"

The fundamental psychological principle of over-scheduling via the radio has been given the label "war fatigue" by the experts. Fortunately for both the radio medium and its sponsors, the task of channeling Government broadcasts through OFF has been under the direction of practical broadcasting men who have won the confidence of the Administration's leaders by their frankness and zeal.

They have told men like the President, Donald Wilson, members of the Cabinet and the military leaders that they can overdo a good thing—especially when it involves the radio of a particular theme. The over-commercialization of the radio can be accomplished by the right doses.

OFF's part, the coordination efforts of OFF are being welcomed as a means of alleviating the pressures placed upon the medium by Government "information" and "radio" directives, each with their own axes to grind, each confident that his is the most important message of all and each sending out for additional allocations and stations with the implied threat that they be carried or else.

When the network allocations plan is put into effect—and the coal campaign of the next two weeks is geared up to its schedule—criti- cal—selected sponsored and sustaining periods on the networks will be asked to stress the selected subject of the particular period or destination. Their cooperation will be voluntary; the way they weave the material into their shows will be left to them; they may refuse to handle it at all if they choose. Other programs will simply be asked to "lay off" that particular subject.

When the station priorities plan goes into effect, the networks will all be told that they should "plug up" the particular topic of the period to the exclusion, if they deem necessary, of anything else that may be competently handled by the particular period or destination. There will be no compul- sion to carry the material at all, but there also will be protection from OFF if any Government press agent complains that his stuff is being ignored.

In the case of the coal campaign, OFF is not directing the station phase because the job was thrust upon it so suddenly. The series of transmitted announcements being sent out to the 200 stations in the critical territory is being handled entirely by Shannon Allen, Dept. of the Interior radio director.

Sponsors Carrying Coal Plugs

The sponsors, agencies, programs, networks and times selected for the coal announcements are:

Campbell Soup Co., Camden, N.J., thru Ward Wheelock Co., Madison, Wis., CBS, Monday, March 30, 11:15 a.m.; same sponsor, thru Pellar & Ryan, Mr. District Attorney, NBC, Monday, March 30, 1:15 p.m.

Bristol-Myers Co., New York, thru Young & Rubicam, Inc., 15-30, 6:30 p.m.; same sponsor, thru Clevenger, 6:30 p.m.; same sponsor, thru Eveleth, 6:30 p.m.

LADY ESTHER on 45

LADY ESTHER Co., Chicago, which has been testing five-weekly announcements on two Hartford stations since March 9 (BROADCAST- ING, March 2), during April will add stations to bring the total to 45. The five-week period campaign, consisting of evening chain breaks and one-minute daytime announcements, promotes the company's cosmetic products. Agency is Pedlar & Ryan, New York.

WHHD Joins Blue; CBS Gets WTAG

KXEL, New Waterloo Outlet, Will Join Blue as Basic

TWO NEW changes in network affiliations will be negotiated last week, with WHHD, Boston, definitely signed for the BLUE effective June 15, while WTAG, Worcester, is slated to sign with NBC to CBS within a year.

Simultaneously it was announced that the new KXEL, Waterloo, Iowa, will go basic BLUE when it begins operations June 15, with a power of 50,000 watts on 1540 kc. The station is licensed to the Josh Higgins Broadcasting Co. Among the stockholders are Joe DuMond, general manager, and John A. Babbitt, Jr.; John E. Fetzer, owner of WKZO, Kalamazoo; Paul F. Godley, consulting engineer of Mont- clair, N. J., and John Blair, head of the Brown representation firm bearing his name.

Lengthy Negotiations

Selection of WHHD by the BLUE, under a regular contract affiliation, was ascertained last F rid a y, terminating several months of negotiations between that network and WHHD, as well as WMEX, Boston. WHHD now is operating on program tests for fulltime operation on 850 kc. with an ERP of 1,000 watts at night, while WMEX operates with 5,000 watts fulltime on 1510.

It was learned that WTAG had completed negotiations with CBS for a switch in affiliation from the Red. Since one year's notice is required, it was assumed the switch is not slated to become effective until March, 1945. By consent, however, the station is in addition to the network. It is WORC, the present CBS Worcester outlet.

WBZ, 50,000-watt Westhouse-owned outlet in Boston, switches to WBZ as of June 15, dropping the BLUE. WNAC, key station of the Yankee Network, goes MBS.

With the New England-NBC-BLUE-MBS shifts, no arrange- ment has been made for regular broadcasting of BLUE programs by other stations on the Yankee Network. The question of placing the BLUE Ballantine program on certain of these stations has been discussed with the agency, it was said at BLUE headquarters, but no definite arrangement has been made.

Keith Kiggins, BLUE vice-president in charge of station relations, said the network will feed programs to non-affiliated stations in areas not covered by BLUE outlets, but for stations in new areas, no such arrangements have been made.

Affiliation of the BLUE with WHHD occasioned considerable inter- est among other stations that were invited to consider the assignment of the station on the same channel occupied by (Continued on page 50)
**NEW BID FOR BLUE REJECTED BY RCA**

A SECOND offer to purchase the BLUE, made by a syndicate of private investors headed by George E. Allen, vice-president of the Home Insurance Co. of New York, and former Commissioner of the District of Columbia, was rejected about a month ago by RCA, parent company of the BLUE, it was learned in an authoritative week.

The amount of the offer was not disclosed. About a year ago the same group made its first offer for the network.

While no details were available, it was learned the offer was condition upon retention of John A. Woods as president and directing head of Blue Network Co. Inc. Mr. Woods formerly was vice-president and treasurer of NBC, but with the separation of the BLUE from NBC early this year, he resigned those positions and was elected president of the independent network operation.

Mr. Allen’s offers, it was reported, were made on behalf of Chicago and Cleveland investment houses representing private investors.

**Grape Nut Serial**

THE STORY of a school teacher who tries to get her broad views on education accepted by a small-town school board will be told in *We Love & Learn*, dramatic serial starting April 8 on 90 CBS stations by General Foods Corp., New York, for Grape Nut Flakes and Grape Nut Serial. Agency is Young & Rubicam, New York.

**Paint Firm Appoints**

DEVOE & RAYNOLDS Co., New York (paints and varnishes), has appointed William A. Woods, New York, to direct its advertising. A limited use of radio for house paints will probably be made this year, according to the agency, which reported that plans for the account were still in the formative stage.

**American Oil Renews**

AMERICAN OIL Co., Baltimore, has renewed *Human Side of the News* on CBS, effective April 27. Program, starring Edwin C. Hill, news commentator, winds up its third consecutive year on CBS on April 2d. Sponsor has had programs on CBS since September 1932 for its gasoline and oil products. Account is handled by Joseph Katz Co., Baltimore.

**Quaker Oats Spots**

QUAKER OATS Co., Chicago (Sparkles), is placing one-minute-transcribed announcements and early morning five-minute periods on approximately 10 New York and New England stations to start April 16. Rutherfurd & Ryan, Chicago, is agency.

**War Insurer’s Series**

FIRST INSURANCE agency to promote war and bombardment insurance via radio is John C. Weghorn Agency, New York, fearing five-minute talks on WOV, New York. Frank Kiernan & Co., New York, handles the account.

**ASSUME NEW EXECUTIVE DUTIES**

**MR. KLAUSER**

**MR. KESTEN**

Klauber and Kesten Promoted In CBS High Command Shift

Klauber Becomes Executive Committee Chairman With Kesten Named VP and General Manager

EDWARD KLAUSER, executive vice-president of CBS was elected to the newly created post of chairman of the executive committee, and Paul W. Kesten was named vice-president and general manager by the CBS board of directors at their meeting last Wednesday.

In announcing the changes, William S. Paley, president and principal stockholder of the network said: "Hereafter all departments with the exception of the program department will report to the vice-president and general manager, Mr. Kesten. The program department will report to me."

Long-Range Problems

Moves were inspired by a three-fold purpose, Mr. Paley stated: "To eliminate some duplication of executive activity; to create the office of chairman of the executive committee which, free from daily operating duties, can give its whole time and attention to some of the network’s long-range problems, and "To afford Mr. Klauser a needed relief from his overburdening duties of many years standing."

Explaining that since last May Mr. Klauser has given most of his time to problems raised by the new FCC rules, Mr. Paley said that Mr. Klauser’s "immediate task will be to continue his work in that connection and in connection with the approaching hearing on the proposed new radio legislation in Congress."

The statement continued: "Although Mr. Klauser will assume a less active role in the company’s affairs, his sound judgment and his invaluable experience gained through nearly 14 years of important work in broadcasting, will continue to the benefit of the company. I am sure that all of you, knowing of the significant contributions made by Mr. Klauser to the progress and development of our company and to the broadcasting industry generally, will be gratified to learn of his new role especially since it will enable him to enjoy a certain degree of richly deserved leisure."

Mr. Klauser has been "second man" in CBS for the last 11 years, when he joined Mr. Paley as assistant to the president. He left Lennen & Mitchell to take over the post, having developed numerous radio accounts, including Old Gold. A native of Louisville, Mr. Klauser had a distinguished newspaper background prior to entering agency and radio work. He was city editor of the New York Times and, during the last war, was credited with many outstanding news beats.

Although assistant to the president at the outset of his tenure with CBS, Mr. Klauser soon was elected executive vice-president. Unlike the heads of most other substantial business operations, Mr. Paley always has directed CBS policy.

Kesten’s Career

Mr. Kesten likewise is a graduate of Lennen & Mitchell. In his early days, he has been with CBS since 1931, and served for about four years as sales promotion manager. He had won widespread acclaim as the most gifted sales promotion man in radio before his promotion in 1935 to a vice-presidency.

A native of Milwaukee, Mr. Kesten has had wide experience in all phases of advertising and sales promotion. He was assistant advertising manager of the Gimbel store in Milwaukee, parent of the present group, in 1918 and afterward served in executive capacities with McJunkin Adv. Co., Chicago, Foreman & Clark stores, Chicago, and Lennen & Mitchell. In the mid-twenties he traveled in Germany, England, Italy and France, studying European ideas and their development.

At the start of the CBS board last week in promoting Messrs. Klauber and Kesten more or less formalized the operating procedure of the last six or eight months. Mr. Kesten, under whose charge Mr. Klauser has handled affairs relating to sales, public relations, programs and new developments. This relieved Mr. Kesten of hour-to-hour direction of CBS affairs. Mefford R. Runyon, CBS vice-president, is assigned to direction of managed and operated stations, station relations and labor.

Further Extension Ordered by Court

Chicago Court Grants Appeals In Anti-Trust Actions

A THIRD extension of time for filing of answers to the anti-trust suits of the Dept. of Justice against NBC-RCA and CBS was granted last week by the Federal District Court in Chicago, thus putting on the shelf the suits for the time being.

The order, signed by Federal Judge John P. Barnes, gave the parties 10 days, or until April 27, to file counter-motions with respect to the far-reaching Government complaints, and 60 days or until May 26, to file answers.

The Government complaints, paralleling in large measure the points originally raised in the FCC’s chain-monopoly regulations, were filed under the Justice Dept. in connection with the FCC’s denials of NBC-RCA’s application for NBC’s broadcast stations.

The Government complaints, now in the form of an amended antitrust action, were filed in the Supreme Court of the United States on the FCC’s chain-monopoly regulations. Arguments before the Supreme Court tentatively are scheduled for the week of April 27, with a decision on jurisdiction expected prior to the summer recess of the high tribunal in June. NBC and CBS are the appellants in these proceedings, with the FCC, joined by MBS, in opposition. The rules are under suspension as a consequence of the FCC’s chain-monopoly regulations.
House Committee Schedules Inquiry On Radio April 15

Cox Still is Confident That His Plan Will Be Adopted

WITH THE HOUSE slated to remain in session over the Easter holidays on a "corporal's guard" basis, hearings on the Sanders Bill (HR5497) to rewrite the Communications Act of 1934, as well as preliminary hearings before the Rules Committee on the Cox Resolution (HR4624) are expected to proceed on schedule, according to Congressional legislative sources.

The commercials. The Cox Resolution is still pending before the Rules Committee, after two days of study during which FCC Chairman James Lawrence Fly appeared.

At least two more days of hearings, with Mr. Fly to make a third appearance, are planned by Rep. Cox (D-Da.), author of the far-reaching measure to conduct a select committee investigation of the FCC, its personnel and its stewardship.

TOP EXECUTIVES of companies spending a million dollars or more for advertising will write advertising copy for the trade paper advertising of WLW, Cincinnati, in a new promotion series announced by Milton F. (Chick) Allison, promotion manager.

The executives are being asked by WLW to explain their plans for continued advertising during the war and what functions they expect it to perform, he said. WLW promotion will be kept at a minimum, he explained; "in order to make the contribution a more valuable one to advertising agencies, advertising managers and all others who may find themselves faced with the necessity of justifying an advertising expenditure when there is little to sell and when plants are engaged in almost 100% wartime production."

Three-Point Program

A three-fold objective is outlined by Mr. Allison to explain the WLW promotion project. "First, it will be informative," he said, "because it will contain the true plans of the very top executives for their advertising during the war. Second, the knowledge of what other big business is going to do will give all management courage to continue to advertise in one form or another. And finally, it will dramatize, for the benefit of all business, the fact that advertising is a vital part of the fundamental economy of our people, and not just a means of increasing the sale of consumer goods."

Our thought is not to encourage advertising as such—rather it will be the purpose of this campaign to show how war is bringing into being an entirely different conception of advertising, both as to basic nature and function. To us, it is not so important that a company may have cut its advertising appropriation—the important thing is the remaining 50% and how it is to be used.

First of the WLW series, to break early in April, will present a statement by Carle C. Conway, chairman of the board, Continental Can Co. The copy carries a headline, "No manufacturer can afford to enter into the post-war period without all the good will he can possibly lay up." Under a large portrait of Mr. Conway, the advertisement carries a three paragraph statement bearing out the theme of the headline.

WLW has a signature panel at the bottom of the ad, which runs in two colors, and in small type this message appears, "To the great names in American business whose continued advertising is a flaming symbol of faith in American future... whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy... this space is dedicated by The Nation's Station."

REXALL SALES conference mapped out commercials for the transcribed quarter-hour programs, "Parade of Stars" prior to cutting by NBC Hollywood Radio-Recording Division. Series is to be released on 250 to 300 stations during early April by United Drug Co. to plug semi-annual Rexall one-cent sale. Committee consists of (1 to 1) Walter Craig, WMCA, New York program director, in charge of production for Street & Finney agency; Ned Tollerig, network director assigned to assist; Harlow Wilcox, commercial announcer; S. E. Harton, Boston advertising and sales promotion director of United Drug Co.

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Atlantic Books Largest Baseball Series

Over 2,000 Games Will Be Carried on 50 Stations

WITH Government announcements featured in commercial messages, Atlantic Refining Co., Philadelphia, on April 14 will open its schedule of major and minor league baseball games on the most extensive system in its seven-year-old Pittsburgh broadcasting base.

Atlantic's Eastern Marketing area will be covered by 50 stations, four more than were used in 1941. More than 2,000 games in six leagues will be broadcast play-by-play with 17 hours given over to the game reports, according to N. W. Ayer & Son, Philadelphia, the Atlantic agency.

More FM Outlets

Again this year Atlantic will broadcast news reports during game breaks, without interfering with play-by-play descriptions. Use of news will be broadened from hookups carrying major league games to all the stations carrying the broadcasts, according to present plans.

As was the case last year, Atlantic will use frequency modulation stations but will increase the number of FM outlets. The New England baseball hookup will include W43B, Boston, and W39B, Mount Washington, associated with Colonial Broadcasting Co., Philadelphia.

Daily reports of games of three National and two American league clubs—Phillies, Braves, Pirates, Athletics, Red Sox—will be broadcast along with three teams of the International League; six of the Eastern League; two of the South Atlantic League; and two of the Piedmont League. Still in progress are negotiations for broadcasting the games of two other International League teams, Rochester and Baltimore.

Special Network

A special Atlantic network of 12 stations in New England—Rhode Island, Delaware and New Jersey will carry home games of the Athletics and Phillies, keyed from WIBG, Philadelphia. Home games of the Red Sox and Braves will be heard on a hookup of 19 stations in Maine, Massachusetts, Rhode Island, Connecticut and Vermont.

For the games of the Pittsburgh Pirates home and away, a new Western Pennsylvania network will be employed. Last year KDKA and WWSW, jointly carried the games but KDKA was unable to cover the final time this year. The reports will originate at WWSW and be fed to WFBG, Altoona; W43B BUTLER; WJAC, Johnstown; WKST, New Castle; WMBS, Uniontown.

Joseph R. Rollins, Atlantic advertising manager, in announcing the games said:

“In its seventh consecutive year of sports broadcasting, Atlantic will gear its baseball broadcasting program closely to the nation’s war effort. We have planned to devote our national attention to the immediate needs of our community."

Public Service

“The balance will be devoted to information aimed to keep the public informed of conditions in the petroleum industry as a tip to help people to get the greatest possible use from their automobiles, with a minimum wear-and-tear on vehicles and tires. In this way we will be able to make the summer season’s broadcasting schedule an even greater public service than was the case in previous years.”

HIGHWAY PROMOTION aimed at motorists is one of the 15 signs of WJWT, Jamestown, N. Y., placed throughout southwestern New York and northern Pennsylvania. Boards are in the patriotic motif of red, white and blue and call attention to WJWT’s position on the radio dial, 1240 kc.

Luken’s Steel Spot

FIRST VENTURE into radio advertising was made by Luken Steel Co., Coatesville Pa., winner of the Navy “E” award for excellence in production, with a one-hour broadcast of five programs of exhibitions ceremonies on WJZ, New York; WFLIL, Philadelphia, and Jack Katcher outlets last week. Luken’s said to be the largest producer of rolled arm plate in the country, made six new all-time production records during the broadcast. For the second year in a row every month of 1942. Its production rate is 100 percent more than the previous all-time high.

HEARING ON WGST

SET FOR APRIL 20

WITH ALL parties agreeing to a continuation of hearing, the license renewal application of WGST, Atlantic’s largest broadcasting outlet in Massa-
Sponsors Juggle Programs for Spring

Seasonal Realignments Affect All Types Of Net Shows

REPORTS on network programs during the last two weeks show a variety of moves by advertisers, some of whom are ending seasonal campaigns and realigning their five-times-weekly serials and others shifting networks, time or programs in line with war production demands.

Three new programs are starting on CBS during April, while P. Lorillard Co. is shifting its New Old Gold Show to that network from the BLUE on April 29.

In the 9:45-10 a.m. Monday through Friday spot on CBS, formerly occupied by two General Mill serials, the company has started Harvey & Dell for Gold Medal Flour the first three weekdays, and the last two days will turn over the time to the American Red Cross for a special non-commercial program produced by BBDO, New York.

Gulf Signs 'We' The We, the People program, dropped by General Foods Corp. March 17 in favor of Duffy's Tavern, is taking its place, according to Gulf Oil Co. as the summer replacement starting April 26 for its Screen Guild Theatre.

Renewals on CBS, all effective in April, include Bob Hawk's How'm I Doing for R. J. Reynolds Tobacco Co.; Edwin C. Hill for American Oil Co.; The Theatre of Today for Armstrong Co., and Amos 'n' Andy for Campbell Soup Co.

The last-named company also is shifting products and agencies for the CBS Lanny Ross program on April 6 from Rathruff & Ryan for Franco - American spaghetti to Farlow Block Co. for concentrated soups.

Continuance through the summer of CBS' Silver Theatre show, Sundays at 6 p.m., was in doubt last week but Vice Pres. Walter Hughes, when Anacin Co. took over twice-weekly sponsorship of his talks on 79 MBS stations. The week of April 5 marks the renewal of Gabriel Heatter on Mutual, Tuesday and Thursday nights by Zenith Products, and Sundays by Barbosol Co.

Drama Returns A second summer replacement program also set last week with Bristol-Myers Co.'s announcement that Eddie Cantor's Time to Smile program for Ipana and Sal Hepatica, heard on NBC, Wednesdays at 9 p.m., will be replaced consideration whether to continue the program after April 26 or substitute a special summer program, according to Young & Rubicam, New York.

Mutual, on March 24, gained a sponsor for its Far Eastern news commentary, John Hughes, when Anacin Co. took over twice-weekly sponsorship of his talks on 79 MBS stations. The week of March 23 marks the renewal of Gabriel Heatter on Mutual, Tuesday and Thursday nights by Zenith Products, and Sundays by Barbosol Co.

Contracts of BMI Are Signed by 500, 100 Others Ready Fast - Growing License List Covers 90% of Industry

BMI's new eight-year licenses have been signed and returned to the industry musical organization by 560 broadcasters, Carl Haverlin, vice-president in charge of station relations, reported last Thursday, adding that more than 100 additional broadcasters have notified BMI by letter, wire or phone that their contracts will be signed and returned to the immediate future.

Stating that in 21 states, every previous licensee of BMI has either taken out the new license or pledged himself to do so, and that the remaining states lack only one or two stations each of being solidly renewed, Mr. Haverlin said that in all the country only two stations have definitely informed BMI that they do not intend to take out licenses.

Wholehearted Support A third station, he added, has expressed indecision, and about 100 broadcasters have not yet made any response, but with stations accounting for more than 90% of the industry dollar volume lined up behind BMI, including more than 90% of the previous BMI licenses, the industry has demonstrated its wholehearted support of BMI.

NBC affiliates last week received a letter from William S. Hedges, vice-president in charge of station relations, outlining the network's position regarding BMI. Similar to that sent by CBS to its outlets the week before [BROADCASTING, March 23], NBC's letter explained that the only reason it was not sent earlier was the network's feeling that it "was quite unnecessary, and that when BMI and NBC were already determined to do their part in maintaining BMI—which had so valiantly served them during the past year.

The letter continued: "No better indication of the position of NBC in respect to BMI need be given than the report to you that we have executed and delivered on behalf of NBC as a network and for the stations we own and operate, the new eight-year contract with them, conditioned only upon the continued support of BMI by the rest of the broadcasting industry and upon the assurance that BMI will pay their proportionate share of the cost of clearance at the source.

"As a further evidence of our good-will toward BMI, we are paying our license fees six months in advance to assist the industry during the present between-contract periods. These two things should demonstrate beyond doubt our desire to stand shoulder to shoulder with the rest of the industry in the continued support of BMI."
Now in the mail

...a new 50,000-watt Coverage Map with a BIG INCREASE IN COVERAGE and a new Rate-Card but with NO INCREASE IN RATES

Only some modifications on WHN's "better programming" policy curtailing spot announcements.

Back of that pretty picture of one of WHN's two 410-foot towers is a still prettier picture of the greater WHN Market together with some perfectly wonderful facts and figures which belong in your files.

If you haven't received your copy, let the WHN Sales Promotion Department know and you'll get one in a hurry.

WHN 50,000 WATTS • 1050 CLEAR CHANNEL
NEW YORK • 1540 Broadway • Bryant 9-7800
Chicago Office • 360 N. Michigan • Randolph 5254
Convention to Get NAB Revision Plan

Board Committee Will Submit Proposal At Cleveland

A PLAN for reorganization of the NAB, "to avoid tardy and ineffectual distribution of functions and concentration upon important problems and objectives", will be laid before the NAB convention in Cleveland May 11-14 by the investigating committee named March 20 by the full board of directors from its membership.

Cognizant of the need for more prompt action in the light of the war emergency, the committee, headed by Don S. Elias, executive head of WWNC, Asheville, and of the Asheville Citizen-Times, met in New York March 21, the day following its appointment. Retention of a qualified expert on public relations, to serve under the president, was made the first order of business. Prompt steps are being taken, the committee announced, to employ such a man, in which will it undertake a detailed study of the administrative organization.

Committee Named

Appointment of the committee by the NAB Board followed the two-day session in New York, March 19-20. The board by overwhelming action signified its support of President Neville Williams Miller and deprecated moves attributed to FCC Chairman James Lawrence Fly seeking a full-scale reorganization of the NAB, including the ouster of Mr. Miller and disenfranchisement of networks [BROADCASTING, March 23].

After disposing of these and other matters during its sessions Thursday and Friday morning, the board late Friday afternoon decided upon appointment of the committee. It was named ostensively to consider the resolution adopted by the 4th district of the NAB at a meeting in Roanoke March 7, urging designation of a committee to study the management, structure and finances of the trade association, looking toward "greater unity, economy and efficiency".

Appointment of this committee, however, is not tantamount to formal voting down the 4th district resolution. While utmost support was given President Miller, the board nevertheless impaired its committee to make a fact-finding study of the entire NAB operation. The detailed plan will not be worked out, however, until a public relations director is put in place by Edward M. Kirby, who has been on leave of absence for the last year-and-a-half as radio chief of the Anglo-American mission in China. Kirby, shortly will be commissioned an officer and has vacated his NAB post.

Serving with Mr. Elias on the investigating committee are John J. Gillin Jr., WOW, Omaha; Howard Lane, McClatchy stations; John Elmer, WCBM, Baltimore; Edward Klauber, CBS executive committee chairman, and Paul W. Mor-ency, WTIC, Hartford, as an alternate for any member unable to attend. All are not only members of the board but have been prominently identified with NAB activities for a number of years.

Following the Saturday session, Mr. Elias said he felt a "good deal of progress has been made." The committee met for several hours in New York March 21 and decided upon its immediate course "in sensible and dispassionate fashion", he said. Mr. Ethridge, former NAB president and general manager of the Louisville Courier-Journal, operating WHAS, also sat with the committee during a portion of its deliberations by special invitation.

Network Status

It was freely admitted that unless prompt steps are taken to strengthen the NAB, serious combination of networks which will take place in the Cleveland convention. Even with a reorganization plan, it was predicted the Cleveland sessions would be hectic, since there are several different schools of thought on the manner in which the NAB should function.

The board, in voting down a proposal sponsored by O. L. (Ted) Taylor, KGNC, Amarillo, executive secretary of Broadcasters Victory Council, which would have deprived networks of active membership in the NAB, except through their managed and operated stations, temporarily at least disposed of one of the most controversial questions regarding NAB organization.

This resolution proposed that the networks themselves be made associate members, without voting privileges and without representation on the board of the NAB. The board that managed and operated stations be entitled to active membership and directorships, where elected at district meetings.

There have been allegations from industry groups and from FCC quarters that the networks have attempted to "dominate" industry affairs through active participation of the NAB and through membership on its board. The board voted to recommend to the convention abolition of the executive committee, but at the same time proposed that the membership provisions be broadened to permit the networks to hold active membership as such in the NAB, in addition to the membership of individual stations [BROADCASTING, March 23].

Seek Kirby Successor

The question of the 4th district resolution was the principal informal topic. After the board had voted down the proposal for appointment of an executive director, Mr. John W. Craig, WSM, Nashville, who had led the group supporting Mr. Miller, himself proposed that the board reconsider its action. It was concluded that a segment of the NAB membership, as represented by the 4th district, was entitled to recognition and that its views should be taken into account. This developed at the flag-end of the two-day board session. Mr. Miller was not present during the executive session discussion which resulted in the appointment of the investigating committee.

Seek Publicity Head

Emphasis was given by the committee to the retention of competent public relations counsel. A man of outstanding caliber, well recognized in the field of journalism or public relations, is being sought.

The committee, after its March 21 session, announced formally it had reached the conclusion that the NAB had suffered during the last year from the extraordinary amount of time Mr. Miller had been committed to give the internal situation in the industry "because of the launching of various dissident movements threatening the unity of the industry and even the dissolution of the NAB itself."

Moreover, the committee pointed out that, owing to the fact that Mr. Kirby, due to his duties with the Army, has been able to render only nominal service to the NAB, Mr. Miller and his staff had been compelled to assume the burden of carrying on the public relations functions, with the result that "at times sufficient energy was not available to carry out the carrying out of other functions, and at other times it was not possible to be as effective in public relations as would have been desirable."

The committee then made three recommendations as follows:

1. That the members of the board and all other board members be given the assurance of the sincerity of the purposes of the NAB, so that in the utmost of their ability relieve the president of the organization of the burden of maintaining order and activity within the industry; and

2. That the president employ as promptly as possible a thoroughly competent director of public relations, able under the direction of the president and the board to carry out the public relations functions effectively and efficiently both to the end of accomplishing a better public understanding of the industry, its purposes and its needs, and to the end of effective representation of the executive committee as a functional rather than a functioning part in public relations activities.

3. That the committee recognizes that the NAB has suffered during the past year from the immediate availability of its former director. It therefore proposes a continuing effort to find ways and means to strengthen and streamline the organization. Specifically it proposes that the full-time director of the NAB have been employed, further study be given the administrative organization be made, in cooperation with the president, in an effort to effect a more effective and efficient distribution of functions, and consolidation upon important problems and objectives.

In view of the shortness of time before the next convention, and since no further board meeting is scheduled to that time, the committee said it felt the plans it had outlined were acceptable to the board as a whole. The committee said it would try to secure from the public relations and to make a specific recommendation to this end, if it is successful in its search. It was expected that another recommendation might be made immediately prior to the May convention, for the purpose of considering the detailed plan brought in by the committee.

Press Conventions

SPRING conventions in the newspaper field have been announced for mid-April at the Hotel Waldorf-Astoria, New York, as follows: Associated Press national convention; April 18-20, National Newspaper Photographers Assn.; April 18-19, annual meeting of the Associated Press; April 21-23, inclusive, 56th annual convention of the Newspaper Photographers Assn., with April 22 set aside for a session in charge of the Bureau of Advertising, ANPA subsidiary.

MAJ. EDWARD BOWERS' yacht Oo Deo has been accepted by the Navy, the ship having served over 10 years in service. In 1940 he gave the Navy his yacht Edmar and an auxiliary cabin cruiser Edward J.
More Good News About
BUSINESS
in
BALTIMORE

WBAL? Let me talk to the Esso Reporter.

WBAL This is your Esso Reporter.

ESSO We, here in the Delaware-Maryland-D.C. Division of Esso Marketers, want to compliment you on the war-time job you’re doing for us.

WBAL Thanks, Mr. Evans, but everyone is interested in authentic news these days... and I give them headline news right off the U.P. wire.

ESSO That’s exactly what you’ve been doing since 1935... on nearly 9,000 Esso Reporter broadcasts.

WBAL And speaking of figures, don’t forget 50,000... my new 50,000-watt voice.

ESSO More power to you! That means more motorists hear how Esso Dealer Care Saves Wear!

WBAL And may I say your company is far-sighted to keep right on telling motorists how many ways Esso dealers protect their personal transportation.

ESSO Thanks. Let’s all drive wisely to Victory. Remember, Care Saves Wear.
Two Stations Seek 1220 kc. Channel

Use of Mexican Wave by U. S. Speculated in Capital

POSSIBLE assignment of 1220 kc., Class I-B channel available for use in this country under the Havana Treaty, in Northeastern Ohio, is being speculated in Washington radio circles, in the light of two pending 50,000-watt applications for the facility.

The frequency, under the Havana Treaty, is assigned to Mexico as a Class I-A channel and is being used in Mexico City by XEB, now using 20,000 watts but having a potential authorized power of 100,000 watts. Arrangements were made under the Treaty that the 1220 kc. channel could be used in the United States in the Michigan area originally earmarked for Detroit. Allocation complications because of adjacent frequency assignments were such that placement of a station on this frequency in Detroit or any nearby area was abandoned.

W GAR, WADC Petitions

Now pending before the Commission are the applications of W GAR, Cleveland, and WADC, Akron, each seeking 50,000 watts on 1220 kc. The application of WADC, is for location of the transmitter at Tallmadge, O., adjacent to Akron.

Repeated mention has been made by the FCC, notably in its network-monitor report, that the Cleveland area is underserved from the network standpoint. Before a definite assignment can be made in the Cleveland or Akron areas, revision of the agreement with Canada, Mexico and Cuba, on use of a Class I-B station on 1220 kc., is essential.

Because the channel is earmarked for the Detroit area, the petition was accompanied by a waiver application, that the FCC would have to be made. While no formal word has come from the FCC, it was pointed out that before action could be taken on pending applications for the facility, the matter would have to be cleared with the other nations signatory to the Havana Treaty.

KGNO Request Opposed

PROPOSED denial of the application of KGNO, Dodge City, Kan., seeking to increase its night power from 250 to 500 watts with continuance of its present daytime coverage of 1,000 watts, was announced last Tuesday by the FCC. In its proposed findings the Commission concluded that granting the application of KGNO would result in interference to KGIR, Butte, in certain areas. Accordingly, the petition is opposed for denial. Both stations operate on 1370 kc.

Ace's 13th Year

THIRTEENTH YEAR of broadcasting for Jane and Goodman Ace, stars of the Blue Network serial, Easy Ace, sponsored by A. Harrisson Co., New York City, began with the March 24 show. About 3,000 different characters have been heard on the series, since Goodman started the show on KMBC, Kansas City, in 1929.

CINCINNATI'S imposing Elks Temple, built in 1923 at a cost of $1,000,000, will be the new and permanent home of WLW, WSAI and WLWO. The Crosley Corp. purchased the structure recently. Included in the purchase was the fraternal order's large pipe organ and the air-conditioning system. Work of remodeling will start soon and it is expected that the new stations and studios will be ready for the early fall. The picture shows the entrance and about one-third of the building.

250-Watt Station Given Elkins, W. Va.; Rep. Randolph Is President of Company

SECOND new station grant since the DGB's freeze order of Feb. 12, recommending that the granting of applications for new facilities by the FCC be curtailed except where there is a proven exigency [BROADCASTING, Feb. 18], was made last week when the FCC issued a construction permit to Allegheny Broadcasting Corp. for 250 watts fulltime on 1220 kc. in Elkins, W. Va.

The other new station GR, granted Feb. 17 for a local in Kodiak, Alaska, was rescinded fortnight ago and designated for further hearing [BROADCASTING, March 23].

Rep. Randolph Interested

Principal stockholder in the Elkins Company, which lists Rep. Jennings Randolph (D.-W. Va.), chairman of the House District of Columbus Committee, as president with 1 share, is James A. Wilverding, treasurer and business manager, with 148 shares. Though Mr. Wilverding has no interest in the Elkins Intermountain, the only daily paper in that city, he is business manager of that newspaper in addition to being correspondent for United Press, Clarksville (Va.) Exponent, Pittsburgh Press and Baltimore Sun.

Other stockholders are H. C. Clark, stockholder holding less than 5% in the Wheels News-Register, secretary, 50 shares; C. S. Hoffman Jr., Wheeling accountant, 50 shares; E. L. Maxwell, Elkins attorney, vice-president, 1 share.

The grant aroused comment in view of the prevailing shortage of materials and the fact that the construction permit was issued to an applicant with stockholders having newspaper connections. Herefore the Commission has religiously placed in its pending file, under its Order 79, all applications with even the slightest amount of newspaper control.

At its meeting last week the FCC, presumably under the freeze order, also denied the motion for a grant without hearing of the new station application of South Florida Broadcasting Inc., Miami, seeking 250 watts fulltime on 1450 kc. Of the stock in the applicant company, 98% is held by Carl T. Hoffman, a local attorney, with his secretary H. Hall, having 1%, and L. L. Robinson, another lawyer, 1%. Case will be subject to hearing per the usual FCC procedure.

Designated for hearings were the new station application of Sancagia Broadcasting Corp., Greensville, N. Y., 250 watts on 1340 kc.; WCBS, Springfield, Ill., seeking a change to 1170 kc. with increase to 1,000 watts night and 5,000 days; WSOY, Decatur, Ill., applying for an increase to 1560 kc. and power increase to 10,000 watts.

SERIALS SHIFTED ON NBC BY P & G

PROCTOR & GAMBLE Co., Cincinnati, announces its usual season change in time for the serial programs heard Monday thru Friday on NBC, starting April 13.

Road of Life, 10:45-11 a.m. on 50 NBC stations and on CBC for Chipso and Oxydol, shifts to the 11:30-11:45 period now occupied by The Ventures on 46 NBC stations and Lone Journey on 23 NBC stations, both for Duz. Lone Journey will not move but advertise Chipso and Oxydol instead of Duz.

Story of Mary Martin, which advertises Ivory Snow, will move to 10:45-11 a.m. from 12:30-1:30 p.m., starting on Feb. 20.

Vic & Sade, 3:45-4:00 p.m. on 66 NBC stations for Crisco, will be displaced to 4:00-4:30 on 50 stations, starting April 13.

Chicago's two weekend shows, 10:05-11:05 a.m. and 7:30-8:30 p.m., will now be broadcast by The Ventures on 46 NBC stations.

Brewer to India

SAM BREWER, MBS correspondent in Cairo, Egypt, last week was reported to be in India covering the battlefronts there. Replacing him on Mutual's Far Eastern roundups in his last two reports at 12:30 p.m., is Leslie Nichols, who will broadcast news from Cairo on the same program with Owen Cunningham from Hawaii and John R. Hughes from Los Angeles. Weekly reports from the Australian front are now being handled by Fred Cuhel, the network's correspondent in Melbourne, who escaped to that city from Java after a period of 11 weeks spent in the Netherlands by the Japanese [BROADCASTING, March 23].

Slosberg Honored

MERVIN K. SLOSBERG, NBC Far Eastern correspondent, has become the first foreign journalist to be admitted as a press gallery member in the Parliament of New Zealand.

He was recently chosen by the New Zealand Parliament to broadcast from Sydney, Australia, until recently when he was sent to Wellington, New Zealand, by A. A. Schechter, NBC news and special events director, to broadcast from there.

Plan A&P Spots

PARIS & PEART, New York, is working on plans for a spot campaign in the French language on various divisions of the Great Atlantic & Pacific Co., New York, for a three-month period. The start of April, the campaign will probably consist of spot announcements, but no definite details have been announced.
Iowa Farm Income for 1941 far exceeded all estimates and finally reached the staggering total of $919,515,000, Two Hundred Million Dollars more than 1940, more than any year since World War I. And now comes World War II with demands for "Food and More Food". Present estimate of Iowa Farm Income for 1942, more than a Billion Dollars.

More important, however, to those who have merchandise to sell than the dollars Iowa Farmers take in, is what those dollars will buy. Purchasing power in Iowa and the Corn Country has been spiraling upward, is far above the boom year of 1929.

Yes, the Iowa Farmer is a most promising prospect now if you're interested in selling merchandise. But to reach him requires Wide Coverage—that's where WMT comes in. With the Finest Frequency in Iowa, 600 on the dial, it has by far the greatest daytime coverage of any station in Iowa, irrespective of power, and the rates are not 50,000 watt rates, but 5,000 watt rates, lowest per farm family in the State. You can reach these prosperous farmers in Iowa and the Corn Country economically by using WMT, "The Voice of Iowa", now. The formula is Sales Power, not just power.
Emotional War Program Appeal Sought At NBC Station Affiliation 'War Clinics'

A PROPOSAL that those responsible for preparing programs dealing with the nation's war effort aim as appealing to the emotions rather than to the intellect was advanced by Campbell Arnoux, manager of WTAR, Norfolk, in a discussion of wartime broadcasting during the meeting of NBC affiliates of the Fourth District, held in Atlanta March 29-30.

Harry Stone, manager of WSM, Nashville, Fourth District member of NBC's Advisory & Planning Committee, presided at the two-day session, third in a nationwide series being held in regional centers by NBC.

Says Programs Are Dull

Contending that the Government is trying to 'cram what people should do down their throats in a boring and dull way', Mr. Arnoux criticized the war programs as being overly factual rather than inspirational.

He also protested against too strict Government censorship, stating that the belief that it should be relaxed to permit the broadcasting of interviews with members of the armed forces who have had actual war experiences. Backing up this point of view, C. L. Menser, NBC national program director, suggested that perhaps bands, flags and parades might be more helpful than purely intellectual approaches. He added that radio, like the press, is today bound to abide by the censorship rules laid down by the Government.

Mr. Menser expressed the thought that these programs fill a definite need in the lives of the average listeners and that they are just as much a natural part of radio as the same type of story is a part of newspapers, while stories of even less intellectual value find their way into millions of homes through the pulp magazines. Roy C. Witmer, vice-president in charge of Red Network sales, stated that he hoped

Ray Wins at Last

RAY HAMILTON, recently joined member of the BLUE sales staff in Chicago, claims that in many years trying he has never been in a winner in any kind of contest, lottery or sweepstakes. However, when numbers were drawn March 18 for the latest draft lottery, Ray's number was 54th to come from the "fish bowl".

NEW Outlined

DETAILS of the new program series which NBC has in preparation were revealed by Thomas Rishworth, executive director of public service programs for the network, at the meeting of NBC affiliates in the Southwest held in Dallas last Monday and Tuesday.

Session, attended by some 30 radio executives, was the fourth in a nationwide series of meetings at which a dozen NBC executives are explaining the effects of the war on network operations and discussing with the station operators the best means of carrying on during the war period. William H. Hedges, NBC vice-president in charge of stations, is in charge of the tour.

One of the new programs is in the religious field, Mr. Rishworth reported, and will feature the music of all faiths, with soloists, a choir of 30 to 40 singers and a 70-piece orchestra. The other new series is designed to tell youngsters between 14 and 21 what they can do to help win the war and will include talks by top-flight writers, music by Irving Berlin and appearances by Judy Garland, Mickey Rooney and other juvenile stars of stage, screen and radio.

During his talk, Mr. Rishworth presented development of an exchange of sectional programs, so that NBC can avoid the danger of getting an overabundance of East Coast shows. Those who bring into network radio new ideas that will be important in its future development, he stated.

Campbell Presides

Meeting, presided over by Martin Campbell, manager, WFAA- WAPB-Dallas, Fort Worth, in the absence of O. L. Taylor, head of KGNC, Amarillo, and representative of the Fifth District on NBC's Advisory & Planning Committee, approved the plan of C. L. Menser, NBC program director, for the interchange of both talent and operating personnel between the network and its affiliates [BROADCASTING, March 23].

Attending the Dallas meeting were: Martin Campbell, Miss Patsy Foy, Miss Diane Moss, Alex Reese, Ralph K. Maddox, Ralph W. Nimmons, Karl Lambert, Stewart Dean, Irvin Bross, Harford Wood and Ray Anderson of the AAA; Allin; J. H. Morris, WPTF, Raleigh; Staley; George Conkle, DXEM, Atlanta; W. E. Hall, WABP-KGKO, Fort Worth; B. G. Robinson, KTBs, Shevrepot; Kern Tips, KPRL, Houston; Gayle V. Grubb, WKY, Oklahoma City; Ken L. Sibson, Ted Taylor Stations, Inc.; R. B. Hedges, KGNC-KYCL, Amarillo; Nel Izzard, KGNC; William B. Way and Edward C. Counts, KVNO, Tulsa; Guy W. Bradford, WERC, Lakeland; Hugh A. Hall, WOAI, San Antonio; Paul Godt, G. E. Zimmerman and C. K. Beaver, KARK, Little Rock; Ray Collins, WFAA, Dallas, and Harold Hough, KGKO, Fort Worth.

CBC Board Meeting

CANADIAN Association of Broadcasters will present briefs on a number of aspects at the meeting next week of the board of governors of the Canadian Broadcasting Corp. at Ottawa. The independent broadcasters will ask for revision of the existing regulations regarding electrical transcriptions to improve the night use of recordings on small stations between 7:30 and 11 p.m. and change in the regulations regarding sponsorship of news to allow such sponsorship; ask for change in the regulation prohibiting price mention make representations for a change in ruling which prevents an advertiser from using more than one station even in centers where three or more stations are located; ask for the lifting of requirements that sponsored and sustaining news commentators, which was recently permitted for CKLW, Windsor-Detroit.

Ties for Easter, Father's Day

STANDOUT
SERVICE TO EDUCATION IN COLORADO

KLZ Denver
5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY * REPRESENTED BY THE KATZ AGENCY, INC.
Mr. Hymes to Mr. Pellegrin

The other day I received a letter from a station manager regarding a proposed new rate structure for his station. In that letter he wrote: "Most stations are operating on time-frequency discounts and the old plan is unfair. If a client purchases 280 of our lowest priced units, his frequency discount is 25%: if he buys the same number of hours his frequency discount is the same, although his expenditure is more than 20 times that of the lowest priced unit buyer. I have in mind a dollar volume discount."

I am sure you will agree that this station manager's basic idea of frequency discounts is excellent, with a premium discount over the low cost time user is an excellent and a sound one. However, in adopting the proposed dollar volume plan, the small advertiser is penalized while the large advertiser is benefitted.

While this plan is not fair or practicable, it contains the nucleus of an idea for a revised rate structure which I should like to suggest to other station managers who have the same feeling against the present unfair frequency discount structure.

Minimum Point

The basic idea of this rate structure is to grant a dollar volume bonus discount, but only on the time-frequency discounts, and to give a new base of $2,000, at 10% for 30 minutes, 15% for 28 minutes, 20% for 24 minutes, and a maximum discount of 25% for 250 times.

I would suggest a minimum dollar volume bonus discount base of $5,000, which is the gross cost of 250 evening announcements, and a maximum dollar discount base of $20,000, the gross cost of 100 evening hours. The discount table would look as follows:

<table>
<thead>
<tr>
<th>Frequency Discount Basis</th>
<th>EVENING</th>
<th>DAYTIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000 - $9,999</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>$10,000 - $19,999</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>$20,000 and over</td>
<td>20%</td>
<td>20%</td>
</tr>
</tbody>
</table>

To retain the simplicity of rate cards which is so desirable, this bonus dollar volume discount could be worked into the rate card with the frequency discounts, showing the combination of dollar volume and the frequency discounts on the rate card. For comparison, below are the rate structure of the example station on the old frequency discount basis and on the new frequency plus dollar volume discount basis.

A Present Frequency Discount Basis

<table>
<thead>
<tr>
<th>Time</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>$200</td>
</tr>
<tr>
<td>15</td>
<td>$180</td>
</tr>
<tr>
<td>12</td>
<td>$160</td>
</tr>
</tbody>
</table>

B Frequency plus Dollar Volume Discount Basis

<table>
<thead>
<tr>
<th>Time</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>$200</td>
</tr>
<tr>
<td>15</td>
<td>$180</td>
</tr>
<tr>
<td>12</td>
<td>$160</td>
</tr>
</tbody>
</table>

As can easily be seen from a comparison of the two rate structures, the dollar volume discounts were worked in with the frequency discounts, as earned, and become applicable on a sliding scale in accordance with the volume of purchase. For instance, the dollar volume discounts first appear on the rate card on the 26 time frequency of the evening hour rate, the 52 time frequency of the half hour rate, the 104 time for quarter hour rates, and the 250 time frequency for the announcement rates. Thus, this new rate structure does not make the estimation of spot schedules any more difficult than it is on the present basis. On this new plan a fair evaluation of discount is granted without any penalty from the present structure to the small advertiser.

Undoubtedly many station managers will object to this new rate structure; however, it will actually mean a slight reduction in rates in the form of greater discounts. However, this reduction will only affect large volume users of time and actually, it might serve to encourage the greater use of them. Hence it will benefit the stations in the long run. At any rate, in no instance is this increased discount greater than the 10% will be rebated which is granted at present by some of the stations. I am sure you will agree with me that this new basis is sounder for an increased discount than is now in use on the straight frequency basis. In my opinion, this new structure is a sound one and one which will greatly benefit the spot radio industry.

Mr. Pellegrin

Small World

Ben Gage, NBC announcer who succeeded Bill Goodwin when the latter was signed for the Burns & Allen show, is now a private at Camp Haan, Cal. And, coincidentally, one of his first duties was to make advance arrangements for the Burns & Allen show of March 31 from that Army post.

Mr. Pellegrin to Mr. Hymes

Thank you very much for your letter of Feb. 12 regarding radio discounts, and you are right in believing that any subject affecting rates is of great interest to the NAB Sales Managers Division. We shall be glad to study all proposals thoroughly, and if a better system can be worked out we would be the first to endorse it.

Two basic points should be kept in mind, as representing the thinking of a substantial number of broadcasters:

1. That radio rates in general are too low.
2. That radio is already overdiscounted; that present discounts are too high. This group maintains that a maximum discount of 25% is excessive and hardly in accord with sound business practices. Thus any movement to allow new or additional discounts will be opposed. Aside from this, one might grant that the amount of the discount is one thing, while the form or the basis for the discount is something else, and it is this latter point that your letter really covers.

Unit Problem

A system of discounts based only on dollar volume fails to take into consideration rate differentials on the different time units, whereby a minute evening announcement costs, for example, $20, but a 15-minute program costs only $80, or only four times as much (instead of 15 times as much); a 30-minute program costs $120, or only six times as much (instead of 30), and a 60-minute program costs $200, or only two times (instead of 60). Thus, the big volume advertiser already gets his additional discount (although we don't call it a discount). In this case, the discount amounts to 75%, 80% and 83%, respectively, off an extension of the 1-minute rate.

I grant that the program buyer does not get all this time in commercials, but that the NAB Code provides for daytime maximums of 3:15 minutes on quarter-hour; 4:30 on half-hours and 9:00 on hourly announcements of 2:30, 3:00 and 6:00 respectively. But the other minutes devoted to program content are worth a lot to the advertiser, too, or we obviously wouldn't have any program sponsors. All advertisers have the privilege of selecting the radio service they wish; programs or announcements.

The "big volume" advertiser is almost invariably a user of program time, and already gets the big "discounts" mentioned above. For those few big-volume clients who buy announcements in huge

Page 24 • March 30, 1942  Broadcasting • Broadcast Advertising
WNAX A Consistent Sales Winner For Advertisers!

It takes plenty of SOCK to drive home an effective SALES PUNCH in this big five state BILLION DOLLAR MARKET. To effectively cover this market of nearly 4,000,000 people is no job for "bantams"... it requires a "heavyweight champ."

WNAX the BIG station, with its favorable wave length, soil conductivity, and distance from other network stations delivers the necessary "haymaker" to unlock the purses of this rich five state territory.

Perhaps that's why advertisers are now backing "the champ" with the largest commercial schedule of any station in the territory. WNAX has an amazing record of consistently delivering MORE results at less cost. We would like to send you some startling facts and figures. Write WNAX, or call your nearest KATZ AGENCY office.

IT'S Economical TO BUY THE Big Station
AFFILIATED WITH CBS

5000 WATTS
C. P. 5000 WATTS NIGHT

WNAX A BILLION DOLLAR MARKET
SIoux CITY, I.A. * Yankton, S DAK.

570 KC.
A COWLES STATION
Represented by the KATZ AGENCY
THE 20 BEST RADIO ADS
Kansas State Professor Lists His Choices Of Best Copy Last Year

The survey of which this is a summary was undertaken by Prof. Heberer of his own accord and with no previous arrangement with, or acknowledgment of, this publication. He advises us that it covered all trade journals in which radio stations and networks placed advertising last year.

By H. M. HEBERER
Professor of Radio Advertising
Kansas State College of Agriculture
and Applied Science

THE BATTLES of Bataan, Burma, Dutchman and others are putting the little fellows in the headlines. Once more it is being shown that bigness and effectiveness aren't necessarily bedfellows. The Mighty Mites who know how to use what they have are doing pretty well in this war.

What about the little fellows in advertising? Are they getting the job done? From what I have learned in choosing the 20 best advertisements used by radio stations and networks in the trade journals during 1941, I'd say that the little fellows in radio are in there punching. They may not advertise as extensively as the big stations and local advertisers; but in proportion their advertising is definitely as effective.

To show what is being done I divided the networks into two classifications—national and regional. For the stations I used three divisions, according to power—stations over 10,000 watts; stations from 5,000 to 10,000 watts; stations under 5,000 watts.

In this way it was possible to choose the best advertisements in each group. No attempt was made to limit the number of representative ads in any group. I decided to find what I considered were the 20 best advertisements. Among them, each of the classifications was to be represented by the best advertisements from each division.

The result: Two national networks were included; two regional networks; eight stations over 10,000 watts; four stations between 5,000 and 10,000 watts; four stations under 5,000 watts.

These advertisements were chosen as "best" on the basis of the effectiveness of their eye-appeal and their copy. An analysis of the types of eye-appeal shows that nine of the best advertisements used cartoons. These represented the Columbia Broadcasting System, the Z-Bar Network, WCCO, KMOX, WHO, KGO, WSCG, WPDE, WRNL.

Second in popularity among the eye-catchers were photographs and catch phrases; four of the ads used each of these. WABC, WOR, WBW and WEEI used photographs; the Don Lee network, WVL, WAVE and WBT used catch phrases. Format was the attention getter in the advertisement for the NBC Network and WLB. KINY used the totem pole symbol familiar in all of their ads.

The exploit in the advertisements covered a wide variety of subjects—conventions, local programs, spot advertising, available markets, defense, sponsor testimonials and success stories, local tie-ins, advertising philosophy, broadcast listening, and was the most popular subject the advertisements which were chosen using that trite subject for copy handled it in an outstanding manner. It is a pleasure to note that stations are broadening the scope of their copy.

As we conclude with 1941, I shall remember with distinction NBC's The Story of Two Novembers, WLB's World's Largest Radio Entertainment Problems Today, WBT's Blew a 50,000-Watt Bugle, WHO's happy cartoons from a happier decade, WEEI's freedlyk boy, and WPDE's clever ideas and suggestions.

And most of all, No. 1 on this Paradise, the year's "$84" ad, WOR's Dear Mom.

MacArthur's Talk Heard And Broadcast by MBS

A FEW days following a request by MBS to bring Gen. Douglas MacArthur's voice, from Australia, General MacArthur was heard March 20 during a description of his arrival in Melbourne on a shortwave broadcast, being monitored by WOR, New York. After greeting the Australian, Dutch and American press, the General read a brief prepared message, later released in the United States. WOR's recording of the broadcast, which brought national and international attention to the American people, Gen. MacArthur's voice for the first time since he left the United States was released by MBS. Mutual's request for authorization for a shortwave broadcast was made to the War Department by Fulton Lewis Jr., commentator, offering facilities for the talk at any time convenient to Gen. MacArthur. Radio equipment on Bataan Peninsula did not permit voice transmission.

Morrison Elected

FRED MORRISON, of MBS, was elected president of the Radio Corporation Correspondents Asn., at a meeting last week. He succeeds H. R. Baukham, who becomes a member of the ex-officio. Other officers are: Eric Sevareid, CBS, vice-president; Francis W. Tully Jr., Yankee Network, secretary; and Earl Godbey, NBC, treasurer. Officers will be installed at the annual dinner to be held later in the spring.

Lucy Monroe's Bond Tour
FIRST of the radio and concert artists to give up commercial activities for full-time war work, Lucy Monroe soprano, is conducting a country-wide tour sponsored by the Treasury and RCA Victor Co., to promote the sale of defense bonds and stamps.

N. Y. Health Series

NEW YORK Tuberculosis & Health Assn., for its 1942 "Early Diagnosis" campaign, has planned a series of 26 morning and afternoon broadcasts by noted doctors and educators to run through the month of April on seven New York stations, including WQXR, WNYC, WAAB, WABC, WCBC, RCA and WNEW. Also scheduled are a series of daily spot announcements on New York stations WINS, WEYE, WNYW, WJOM and WOW. The radio portion of the campaign is presented in cooperation with the Medical Information Bureau of the New York Academy of Medicine.
Recently one of the South's leading radio advertisers made a simple "free picture" offer on 12 half-minute announcements over WLAC. This offer brought 3,500 pieces of mail from 834 towns in 18 states.

This response came while WLAC was still operating on 5,000 watts. Think how much greater response in coverage WLAC will obtain when it goes to 50,000 watts, sometime in the very near future.

F. C. Sowell, Manager
J. T. Ward, Owner
Nashville's CBS Outlet
Paul H. Raymer Company
National Representatives

WLAC
Nashville, Tenn.

Going soon to 50,000 Watts

The Station of the Great Tennessee Valley
How to Care for Transmitter and Tubes

Wartime Shortage Requires Caution in Handling Equipment of Stations

This article should be required reading among the technical staffs of every broadcasting station in the land. Mr. Singer draws upon his own experience, as well as the experiences of others related at the recent Broadcast Engineering Conference at Ohio State U., to tell broadcast engineers how to maintain transmitter plants and how to lengthen the life of tubes—vital problems for all stations in view of the wartime shortages of critical materials. Mr. Singer prepared this article at the request of Broadcasting, but further details of the tube conditioning unit which he worked out in collaboration with Bell Laboratories engineers may be obtained without cost either from him or Western Electric Co.

By CHARLES H. SINGER

Technical Supervisor, WOR-W71NY, New York

TO OPERATE and maintain a transmitter is a man-sized job.

During these times when materials are as scarce as ever, we must do some very careful planning on how we can keep our station protected and running efficiently to prolong longevity during the material shortage period. Please study our station and try to foresee difficulties and do what we can to substitute for each part.

What to Do

How to go about it?

Economize as you never did before. Get the longest possible service out of every tube as well as every nut and bolt.

At WOR, spare parts are classified and kept in ordinary cardboard transfiles, costing $1.29 each. The contents of the transfiles are clearly marked on index cards attached to each transfile.

Tube lockers, used to store spare tubes, are of the standard office locker made of metal and painted to a suitable color. Tube racks, which hold each individual tubes in an upright position, are made of plywood or any suitable material handy and drilled to accommodate different size tubes. The lockers may also be used for storage of logs, forms and other data.

For fewer carrier breaks and less program loss, two factors become of prime importance:

1. The dependability of the transmitter.
2. A systematized plan of operating and maintenance practices which are followed hour by hour, day and night, year in and year out.

These plans may be set down in book form, such as are used at WOR. They list every routine duty to be performed, as well as the handling of any emergency which may arise. Every procedure is described in the minutest detail and we feel that these manuals tend to tell men why he is doing a job as well as how.

If you run into difficulty incomplying your routine manual, we at WOR will be glad to offer helpful suggestions.

A permanent record is kept of each tube's current reading, so that comparisons can be made from week to week.

From past records the approximate end of the tube's useful life can be predicted. Thus, instead of risking tube failures on the air, the tube may be removed from service before complete failure can occur.

X-rays taken of tubes help the operators to understand more clearly just what happens when a tube fails:

A 10 kw. station can maintain its transmitter in 10 hours per week.

A 5 kw. station in 8 hours per week.

A 1 kw. station in 6 hours per week.

State Dept. Files Protest to Mexico On 150 kw. Outlet Assigned to Juarez

PURSUING complaints of stations in this country and of the FCC, the State Department last Thursday, submitted to the Mexican Government formal protests against assignment of a 150,000-watt outlet at Juarez, across the border from El Paso, on the 800-kc. clear channel.

The Department transmitted protests on grounds that interference would be caused to reception in this country and that under the Havana Treaty, the 800 kc. channel probably should be assigned in the Province of Sonora, remote from the border.

Previously, actions had been received in official quarters that XELO, licensed to W. E. Branch, an American, had been authorized to remove from Tijuana to Juarez, using the same call letters. Originally, the report was that the station would begin operating March 15. Subsequently, while it was ascertained that the station was being installed, a March 29 starting date was given.

Acting Secretary of State Sumner Welles, it is reported, transmitted the protests to the Mexican Government. The Chamber of Commerce of El Paso, as well as stations which feel they would be adversely affected, had registered complaints.

It is pointed out that a station with 180,000 watts on 800 kc. at Juarez would cause severe interference to such stations as WPAA-WBP, on 820 kc. at Dallas-Fort Worth, as well as to the stations on adjacent or neighboring frequencies. Engineers contend that the high-power station also would tend to blanket broadcast operations in the El Paso-Juarez area.

Under the treaty, it was generally understood that border stations, as such, would be eliminated except where they are designed to serve Mexican rather than American nationals. The Mexican law provides that Americans may not be licensees of Mexican stations, but such licenses are held through Mexican corporations controlled by Americans. The Mexican law reported the XELO operation would fall in that category. On the question of location, however, it was felt that the 800 kc. channel properly could not be assigned to Juarez, when it is specifically earmarked for the Province of Sonora.

Stations of lesser power can effectively do their maintenance in 4 hours per week.

But always keeping in mind that continuous inspection, proper attention to circuit changes, as evidenced on your logs, and passing information to your fellow co-workers is absolutely essential.

Trouble anticipation may be kept to a good routine together with careful operation. For example:

Warm and hot spots may be evident in condensers. This condition may be disastrous and become evident and if you find this to be the case, remove the condenser and put it in a circuit where its requirements are not so stringent.

Relays are another prominent source of trouble. They should be cleaned monthly, using a very careful and well planned routine.

Four Main Points

Resistors are the most difficult place to anticipate trouble, but experience has shown that aside from overload, the first indication is disoloration, the root! We do not test resistors.

Resistors should be measured three times per year, in some cases more often. They should receive nightly inspection at night such failures in the transmitting circuit that your master operating log will help to indicate circuit changes which facilitate the maintenance crew to help find the faulty part.

Our experience has shown us that the four most vital and valuable points of transmitter maintenance are, in this order: (1) tubes; (2) condensers; (3) relays; (4) resistors.

These vital points should be checked regularly and a permanent record of current, capacity and resistance measurements kept in the proper section of maintenance books.

Naturally, successful operation ultimately rests in the hands of the technicians. Accuracy, neatness, consideration and cooperation are the essential qualifications. Originality, too, rates high, for the station lends an eager ear to new ideas.

The technician who takes his watch seriously, digging into the job for all he is worth, is the one best fitted to shoulder greater responsibilities.

In practically all types of radio transmitters, through the ingenuity of the radio engineer, it is possible to make repairs and replacements without, except the vacuum tube which, as we all know, is the very heart of a radio broadcast station.

Some manufacturers of radio tubes have indicated that materials are becoming more scarce and the quality of the elements is tapering off.

It is obvious that, regardless of the high standards previously maintained by the makers, the poorer quality of tube elements will have an effect on the performance and life of tubes.

Gassy Tubes

Regardless of the rigid inspection a manufacturer puts in all parts to see that they are free of checks, blisters, surface scales, and high voltage of the tube at potentials far in excess of that used in transmitters in the field, etc, some tubes at the station will become gassy.

It has been said that no material or progress known today can provide a tube entirely free of air or gas.

There are many factors that enter into the life of tubes. The main ones are as follows: Filament voltage, plate voltage, operating temperature, amount and nature of residual gas in tubes, etc.

Tungsten Filament Tubes

The source of emission is quite evident and operates at fairly high currents as compared to other types. If direct current is used on the filaments, the plate and grid circuit returns are usually connected to the positive filament terminal. It is because of this connection that you strongly consider reversals of the filament polarity. As a precaution, it is the additional current of these two circuits that flow through one side of the filament. If left in one position, the result will be the gradual thinning of one side of the filament, which ultimately will re-
To much, perhaps, has been said too often about Central New York as a "rich industrial market."

It completely overlooks the fact that here is a tremendously wealthy farming area as well. Its 75,726 farm families - 48% of all those in the state - produce 5% per cent of the total value of the country's farm products ... an annual farm business of $131,154,000.*

WSYR - with its new five fold increase in power - reaches, influences and sells all of Central New York and then some - 24 counties by latest survey. Why not get in touch with us for details?
The filament and bias voltages should be checked weekly, using a standard calibrated meter. The filament should be checked at the terminals. In this way a precision check is made on the transmitter voltmeter and it may be set to read the proper value. By decreasing the filament voltage, the life of the tube is doubled. This can easily be done in transmitters with slight effect on peak power distortion by using a carrier current in the filament. In fact, peak currents amounting in value to the total emission available may be drawn continuously without damage to the filament. Reference to the tube manufacturer's chart will reveal data on filament saturation versus peak grid and plate currents reaching total emission value.

Voltage vs. Hours
A quick glance at some figures will show the effects of filament voltage versus total hours of useful life. By decreasing the filament voltage 5%, the life of the tube is doubled. This can easily be done in transmitters with slight effect on peak power distortion by using a carrier current in the filament. In fact, peak currents amounting in value to the total emission available may be drawn continuously without damage to the filament. Reference to the tube manufacturer's chart will reveal data on filament saturation versus peak grid and plate currents reaching total emission value.

In many transmitters, because of the excess amount of emission designed into tubes of this type, it is possible to insert dropping resistors in series with the filament leads and achieve many hundreds of additional hours.

In transmitters of the WE 306-A type, it is strongly urged that you drop the filament voltage of the 2nd P.A. stage from 20 to 19 volts, since all the emission is definitely not needed and tube life is extended to possibly 30,000 hours, with little or no effect upon the positive peaks or distortion.

Much discussion may come about by the increase of transmitter distortion versus decrease of filament voltage. This factor should be given individual consideration dependent upon the spare tubes you have on hand or are in a position to get.

Thoriated Tungsten Filament
The source of emission is a layer of thorium on the filament surface which during operation is constantly being removed by evaporation and attraction towards the plate. The thorium is constantly being replenished from within the wire during operation. To effect a proper balance between the loss and replacement of active material, very careful consideration should be given its filament temperature.

The filament should be maintained at its rated voltage and in many cases may be permitted to be low by 1%, dependent on the peak currents drawn which in most cases is recommended by the manufacturer, not to exceed one-half of the maximum of which the filament is capable of emitting. The manufacturers in most cases provide at least double the emission in these tubes that would normally be needed in any class of operation.

Use a precision voltmeter and check the voltage at the tube socket each week for long life expectancy. It is this type tube that is being used by the armed forces, resulting in a real shortage.

If the thoriated tungsten filament tube is in any way gassy, the thorium is carried off much faster and tube life shortened.

Proper bias and plate voltages must be maintained and the latter should be applied with care and consideration of its output capabilities.

In cases where a severe and prolonged overload has temporarily impaired the electronic emission of the filament, the activity may be restored by operating the filament (with plate and grid voltages off) 30% above normal voltage for 10 minutes followed by a one or two-hour period at normal voltages.

Thermionic Mercury Vapor Tubes
This type tube usually operates at a low voltage, high currents using an oxide coated filament. This is the source from which electrons are emitted, but once the coating is removed the tube is rendered useless. The filament is usually operated on a voltage basis from A.C. source.

Oxide-covered filaments must operate at specific temperatures. Therefore sufficient time must be allowed for the filament temperature to reach its normal operating value, and for the mercury vapor pressure to become normal before the plate is applied. If you have good filament voltage regulation, a five-minute preheat period will suffice. Filament voltage on these tubes should remain at the rated voltage. Never go low. In fact it is good practice to operate 1% above rated voltage.

Use a precision voltmeter to check the voltages each week to insure longer life.

Operating Voltage
If a tube is operated at ambient temperatures of 20° C. or below, a larger period of time is required for the mercury pressure to reach a satisfactory operating value.

For 14° C. preheat, 5 minutes
For 5° C. preheat 10 minutes
For 3° C. or below, 15 minutes etc.

It is urgent that mercury vapor tubes remaining on the shelf be given a three months preheat period for one or two hours to insure its operation when the time arises. It has been found that these tubes, if allowed to remain on the shelf for a longer period of time, will become useless due to the mercury vapor eating into the pores of the anode and cathode.

Tubes of this type must remain in an upright position, otherwise mercury may pool on the anode and cathode and must be preheated to vaporize this mercury from the elements and be permitted to condense on both sides of the tube where the air should have free circulation of air either through forced circulation or any other means so that lower end of tube is cool to achieve this condensation of the mercury.

Keep all drafts and cold blasts of air from the rectifier tubes. Keep all objects from touching glass.

Keep tubes in a vertical position at all times. This also prevents filament sag, and mercury will not be deposited on active elements of the tube.

Discontinue the practice of preheating these type tubes at half voltage. It has been proven in practice that this poisons the tube. Because of the day-in-and-day-out operation of radio transmitters, along with the starting and stopping of the units, the filaments of the tubes are constantly going through a hot and cold cycle which causes an extreme strain on the elements and supports.

Provision should be made to limit the initial filament current when the tube is cold—prior to starting.

This may be done by inserting additional resistance in the filament circuit when voltage is first applied, or to use a transformer having sufficiently high enough resistance.

It is considered good practice that, prior to turning on the filament, the voltage of first reduced to as low a value as possible. Allow to operate this way for five minutes, then increase to its rated voltage, or to a value you found desirable to operate at.

Retarded Voltage
In closing down the retarding of filament voltage after plate voltage has been removed is also recommended. Five minutes in this retarded position will greatly aid, and possibly prevent the thermal shock the tube gets when shutting down. The currents and thermal voltages from these elements are high, and a quick shutdown in many cases has caused the filament tension springs to snap back too quickly and jam, causing the filament to wrench out of shape. The gradual low voltage preheating start and stop method rectifies this.

In air-cooled tubes it is recommended that the same procedure be used, but at shut down include the following: Retard the filament to minimum for five minutes after plate voltage is removed. Turn off filament, hold for one minute. Then completely shut down transmitter.

Metal parts in tubes, through their lengthy use tend to evaporate and become brittle and are subject to severe shock.

All tubes should be mounted and stored vertically in a manner

DODDING IS AN ART with Ken Dyke, director of promotion of NBC-Red. As a matter of fact, the cartography above denotes dodging with a purpose, for in his "Enbee Seaham" every top executive of the company has his own county, town or village.

Page 30 • March 30, 1942 BROADCASTING • Broadcast Advertising
CBS sets net daytime circulation at 313,000; net nighttime at 425,000. Ask Brannan Company for details.

Member South Central Quality Network

The welder's bead is the strongest link in the network of pipe lines joining the prolific oil fields of the KWKH area with American Industry.

“Layin' a Bead”

Alert spot advertisers are “layin’ a bead” on the oil fields of East Texas and North Louisiana. Thirty thousand producing oil wells are pouring "black gold" into the wide-open wallets of 370,000 able-to-buy radio families. These are the listener-buyers in the primary and secondary coverage areas of the most potent sales medium in the South—50-kw KWKH.

Include KWKH on your "A" schedule... for more sales in the world’s richest oil and gas fields, an area selected by federal agencies for more than 300 million dollars of war construction.

KWKH
50 KW
SHREVEPORT, LOUISIANA

* CBS sets net daytime circulation at 313,000; net nighttime at 425,000. Ask Brannan Company for details.

Member South Central Quality Network

The SELLING POWER in the BUYING MARKET

BROADCASTING • Broadcast Advertising  March 30, 1942 • Page 31
to prevent mechanical shock or electrical vibration. This type of vibration may cause breakage of the filament and in some low power tubes cause misalignment of the elements.

In cases of water-cooled rectifiers and power amplifiers the filaments and grid elements become brittle, and if subjected to vibration may cause elements to distort or break. It is therefore recommended that these tubes remain in the socket until they burn out, since practice has shown that removal of these tubes has caused shock to the elements and aggravate the condition, the result being continuous flash areas.

The glass should be protected from scratches caused either from abrasives or diamond rings worn by the personnel during maintenance or cleaning periods.

Some tubes have filament leads attached. Care should be exercised not to drop them against the glass and possibly cause a crock.

**P. A. Bugles**

THAT overworked phrase “I’m gonna make the bugler” is passing into the limbo of Army terms of yesterday. The modern soldier, M. M. Blink of Standard Radio reports, is summoned in many camps by recorded radio sound effects of bugle calls broadcast on the camp’s amplifying system. Standard Radio in the past few weeks has received numerous requests for recorded bugle calls of mess, reveille, and taps from Army camps throughout the country.

Cooling of smaller type tubes is a known factor, but the cooling of larger type water-cooled and air-cooled units shall be treated here. It has been suggested that water-cooled tubes remain in their sockets until they burn out. This brings up the problem of removal of scale from the tube. The water used in cooling of tubes should be of sufficient purity to retard the tendency toward the formation of scale in the anode and at the same time keep leakage current as low as possible.

As heretofore published in many articles, the important point is not to operate tube plates at high temperatures.

This tends to radiate heat inward as well as outward, and although the plate itself will be withstand excessive temperature without damage or gas evolution, the heat radiates to the grid or causes the filament to run at a temperature outside of its designed operating range.

It follows that any scale formation on the anode itself will reduce its ability to dissipate heat resulting from the scale, which is a poor conductor. Its comparatively rough surface tends to break up the smooth sheath of water flowing over the tube plate, and creates localized boiling which may cause a blister in the tube plate and possibly injure the tube, plus leading to difficulty in removing it.

**Removing Scale**

This scale may be removed by putting two pounds of tri-sodium phosphate or a commercial product, known as Oakite into one socket. Replace the tube that permitted the Oakite to be poured into the system and flush throughout the water system for an hour with the filaments on and the water about 140°F.

This will remove an amazing amount of sludge and residue. It will require that you flush out the system with pure distilled water before the final filling of the system. This will suffice for at least 8,500 hours of operation before it will need refilling. In air-cooled type tubes, it is important to keep fins clean and thereby maintaining its efficiency.

Free air circulation around other type tubes is recommended, plus the avoidance of using cold, damp rags on tubes while they are hot. Adequate cooling of the glass during operation is a factor since the source of heat is within the tube. The heat is applied to the inside surfaces by radiation and conduction along the lead wires.

Keep water and air temperatures as low as possible.

**How to Go About It**

Should you find it necessary to remove the tube from the socket, the following procedure may be used for removing the scale from the tube:

For this condition the plate may be cleaned with a 20% solution of muriatic acid. This is easily mixed in a stone crock by pouring 8 glasses of water into the crock first. Then slowly pour two glasses of the acid into the water. Never pour water into acid, as this will cause boiling and splattering of acid and may cause serious bodily injuries. Do not inhale fumes while the solution is mixing. Stir with a wooden stick. Fold up a small piece of rag into a square three inches. Wet with solution and gently rub

(Continued on page 40)
Gosh... Mr. Hooper

Ordinarily we're pretty modest fellows out here at Don Lee, Mr. Hooper, but your January report on the Pacific Coast... It almost embarrasses us. It shows 85% of Don Lee's evening programs in the 4 major markets went up, only one program down and the rest even... why, no other network came even close to that. Gosh... your recent survey taken outside the Los Angeles, San Francisco, Seattle and Portland markets showed that in half the cities from 65% to 100% of the listeners were tuned to Don Lee*... and now this – it even shows that 40% of our programs were up more than 25%... you shouldn't have done it. It positively makes us blush. No wonder more Pacific Coast advertisers use us than the other 3 networks combined.

FOR THOSE WHO LIKE TO TOY WITH FIGURES:

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...And the February figures just out show Don Lee up 76% over January and still leading substantially all other networks.

*For copies of this survey write Wilbur Eickelberg, Gen. Sales Mgr.
BLUE NETWORK ★ SAINT LOUIS MISSOURI
REPRESENTED BY WEED & CO. ★ NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO ★ AFFILIATE
THE NEWSPAPER THAT HAS GAINED IN CIRCULATION FOR 41 CONSECUTIVE MONTHS
In Sales Management Magazine’s “Income Forecast Map” for March to May, revealing how states compare in effective buying income per family, KXOK’s primary area penetrates three states shown as excellent and includes five counties in Kentucky, this state being shown as good.

Floyd B. Odlum, Special Adviser to the War Production Board, in a recent address, stated that St. Louis has won far more defense contracts than any other comparable area. In addition, he stated that St. Louis, with one and one-half billion dollars in war orders and more in the offing was becoming the center of the arsenal of democracy.

Retail sales are on the incline. St. Louisans spent nearly two million dollars more in department stores in January, 1942, than they spent in January, 1941!

St. Louis industrial employment is up 20.8% ... industrial payrolls are up almost 50%, and living costs have increased only 11% over the same period last year!

These are the indicators ... KXOK, after 41 months of operation, is a better buy than ever!

**KXOK**

* 630 KC. 5000 WATTS DAY AND NIGHT

* OWNED & OPERATED BY THE ST. LOUIS STAR-TIMES

* EACH MONTH BEING GREATER THAN THE SAME MONTH IN THE YEAR PRECEDING
Thinking as Usual
WE SHudder to contemplate radio's fate were Fr. Coughlin and the other radio rabblerousers of peacetime vintage still on the air. Yet some of them are still going great guns in their uncensored periodicals such as Coughlin's provocative Social Justice, which neither Attorney General Biddle nor anyone else in the Administration seems as yet willing to put under wraps.

It is no particular credit to radio that the Coughlins should now be off the air—the voluntary code of self-regulation, set up even before the Wartime Censorship Code was ever thought of, took care of that. But they represent examples of “thinking as usual” and “talking as usual” which radio's newscasters and commentators can ill-afford to emulate in these times.

Not that responsible opinions should be barred from the air; the chief censor, Byron Price, himself has decreed otherwise. But in wartime a certain loss of independence by both radio and the press is inevitable, and the commentators must be absolutely sure of their ground before venturing upon crusades, quoting the crusaders or voicing their own opinions.

A tendency to regard everyone as “agin” the Government who voices the slightest criticism was noted last week when President Roosevelt, at his Tuesday press conference, blamed radio as well as the press for contributing to so-called “sixth column” activity in this country, quoting ex-NBC Vice-President Dick Patterson's remarks about those who spread false rumors and create confusion and dissension, and thus not only support the fifth column in this country but aid the enemy abroad.

The newspapermen at the conference didn't like it; neither did the radio men—and with good reason, for the President was not at all specific. Unless he meant that everyone on the radio must support everything the Administration and its satellites do, manifestly impossible, he might have specified just what and whom he meant.

The Office of Censorship has made it clear that it has no intention of stifling either the press or the radio, except insofar as what they put out lends aid and comfort to the enemy. That is subject to broad interpretation, but the Office of Censorship has not had any basic complaints against radio so far and no one, so far as we know, has challenged the intense patriotism of the industry.

Now comes the Committee on War Information, the Government's high command on news policy, with the pronouncement [BROADCASTING: March 27] that there will be no effort to hide facts, good or bad, and that there is no intention to misinform the public with respect to the all-important news of the war. There can be no quarrel with the CWW's policy statement, which should be read closely by everyone in the Administration who has any idea of doing with news. But if radio or any other thereof is failing in its mission so far, as hinted by the Chief Executive, it should be given a bill of particulars.

Is This War?
FOR NEARLY two months now, there has been on the books what is called a "freeze order" covering the physical broadcast structure. The Washington war authorities identified with radio—the War Production Board, the Defense Communications Board and the FCC—collaborated in the mandate curbing new grants of facilities unless essential in prosecution of the war.

The facts are that, while new grants have been set for hearing or definitely curtailed, some nevertheless have been made. There is no point in belaboring the merits of each individual case. It is clear, however, that in practically every instance both the spirit and the letter of the freeze order have been violated. At least one primary signal is available in every area affected, and critical materials of some nature are required for completion of installations.

We shouldn't kid ourselves about the outlook. Any day now, WPB can be expected to issue new regulations banning new civil construction of any kind involving critical materials. Where absolutely essential war enterprises are concerned, whether in communications or in other fields, of course necessary priorities will be available.

Let's look at the broadcasting situation. There's adequate service in practically every inhabited cranny of the country during day and night. Admittedly certain isolated areas are dependent upon secondary signals at night. But these areas economically can't support stations anyway.

Every new broadcast grant means trouble later on. Equipment used for these non-essential authorizations means less vital materials for repair and maintenance of existing transmitters. Considering all of the facts, no new broadcast construction can be justified as a true measure of essential war effort.

Instead of looking for loopholes, or yielding to pressures, the FCC should stop all new construction grants now, not when the WPB bans all civil construction.

We're all out to win the war! Let's make the most of what we've got and make it tick until the last Jap and Nazi is beaten to his knees!

Not So Funny
A NEW WORRY bobs up for radio as a war baby. Some of the more celebrated comedians who are helping morale by personal appearances are currently on duty for the Army, and while, well, we hear, on morals. They're veering away from good taste in ad libbing occasional double entendres in swift comic copy.

All this wows 'em at the camps. But it goes out of bounds in the living room where the mothers and fathers of the boys listen in. They're getting antsy about those expedientary forces in Australia and Ireland and Iceland. Off-color gags aren't particularly funny to them.

This situation was brought about forcibly by Paul W. Morency, manager of WTC, Hartford, and chairman of NBC's Advisory & Planning Committee for Radio No. 1, at a meeting in New York a few days ago. Broadcasters of this New York-New England group, Mr. Morency said, regard the problem so seriously that they are prepared to discontinue the offending shows. They expressed "grave concern" over the tendency of certain comedians and comic strip writers to "use situations, references and "double entendres" not consistent with good taste."

It is perfectly natural for comedians to go burlesque when they get the enthusiasm and warmth of a young, masculine audience. And it would be entirely proper if these shows were not broadcast. Once on the air, however, with parents not particularly conditioned for comedy anyway, and with children in the audience, common-sense restraints must be imposed.
We Pay Our Respects To —

ARLON X. PANGBORN

A Seed planted in 1929 bore fruit a dozen years later when Arden X. Pangborn, in the spring of 1941, became managing director of KGW and KEX, Portland, Oregon. Pangborn (the X. is an assumed initial) was editor of the U. of Oregon student daily newspaper The Oregonian when he conceived the idea of an exchange arrangement between the paper and the local radio station. The series of programs, thus begun, continued for several years through changes of station management and even call letters.

Not so with Pang. He announced the first program, but over black coffee later that night it was agreed by all concerned that his radio talents, if any, lay outside the announcing field.

Through the ensuing dozen years his contacts with radio were casual, but his interest never flagged. When the opportunity came to assume management of KGW and KEX in March, 1941, he promptly resigned as managing editor of The Oregonian, the Pacific Northwest’s largest daily newspaper, to accept the new responsibility.

Born in Kansas Feb. 2, 1907, Arden Pangborn actually has spent more than 50 of his 35 years in Oregon. He joined the staff of The Oregonian as a sports writer in 1925, then left in order to continue his schooling.

Returning to The Oregonian during the depression year of 1929 as a police reporter, Pangborn rose rapidly. He became city editor in 1932 at the age of 25, executive news editor in 1936 and managing editor in 1938.

In those years he took an active part in the development of The Oregonian as a paper read from a rapidly declining circulation of 90,000 copies daily to a steadily increasing circulation of more than 150,000 copies daily.

One of his pet ideas was that if men readers are entitled to a section of their own for sports, women readers likewise should be entitled to a section of their own. This, he was told, was a great concept in the press room, but the paper is now printed in three complete sections, one of the three devoted entirely to material of women’s interest. As reported, has reduced breakfast table arguments over family distribution of the newspaper to a virtual minimum in The Oregonian’s circulation area.

For several years, until pressure of other duties made it impossible, Pangborn continued writing pulp detective stories as a hobby, his work appearing in magazines such as Detective Fiction Weekly, Argosy, Detective Story and Detective Tales under his own name and under the pseudonyms Philip Sydney and Adam King.

When he moved from newspaper to radio, he carried with him no preconceived ideas. Since his arrival at KGW, station organization has improved, salaries have been generally increased and program structure overhauled. Installation of a directive antenna has increased the nighttime power of KGW to 6,500 watts and improved both the day-time and nighttime signal. Application for 50,000 watts operation for KEX now rests with the FCC, and a further improvement in facilities for both stations is planned.

That Pangborn has been accepted by the industry on the Pacific Coast is indicated by the fact he was recently elected the Coast’s member of the Red network’s planning and development committee, representing Oregon, Washington, California, Nevada, Arizona and Hawaii.

“Pang,” as he is known by his staff, co-workers and friends, married Marie Mathison of Portland in 1932. They have two children, Kim and Mary Alice, the oldest not yet 3. They have two great enthusiasms — phonograph records, of which they have some 3,000 scattered about the house—and New York City. They do a reverse on the usual phrase describing New York, and say: “It’s not so much of a place to visit, but it would be a swell place to live.”

GEORGE P. ADAIR, assistant chief engineer of the FCP in charge of the department appointed to the executive committee of the Federal Radio Education Committee, succeed- ing Gerald C. Gross, Dr. Lyman Bry- son has been named to represent CBS, replacing Dr. Gross.

H. E. WESTMORELAND, formerly co-publisher of the Milwaukee Journal, has accepted managing editorship of WLW, Milwaukee, succeeding Frederick H. Davis, resigned because of ill-health.

RALPH B. ANDERSON, assistant vice-president of RCA Mfg. Co., is on leave to work with the WBP Planning Division overseas.

JAMES J. GOMER, general sales manager of Philco Corp., has been elected vice-president in charge of merchandising.

ARTHUR POPPENBERG, former salesman of WCKY, Cincinnati, has joined the NBC national spot and local sales department, New York. Previously he was with International News Service, Moser & Cotkins, New York agency, Fuller & Smith & Ross, Editor & Publisher, New York.

R. B. LOWDERMILK, for three years research associate with the Evaluation of Broadcasts Projects of Ohio State U. has been ap- pointed to the newly-created position of radio education specialist and technical advisory consultant of the U. S. Office of Education in Washington. The appointment was made by John W. Studebaker, U. S. Commis- sioner of Education.

B. W. CLARK, vice-president in charge of the Westinghouse merchandising division, has been appointed director of sales. He succeeds Ralph Kelly, who resigned to take over the post of vice-president of Baldwin Locomotive Co.

DUKE MCEBD, manager of CFAR, Fins Flon, Man., has left the station. The post is to be filled by Edward E. Jackson, former Hollywood editorial director of Earle Ferris Assoc., on a business trip to New York.

GEORGE L. BRANTLEY, former salesmen of KPDE, Salt Lake, Utah, has been named station manager, succeeding John W. Stutz, who resigned to take over management of WMVA, Martinsville, Va.

FRANK G. BARBOLT, director of ownership of KZTV, Kansas City, is the father of a boy, David, and his wife, Watson Barbolt, born in March.

JAMES HAYMAKER, former salesman of the Coca-Cola Co., Rock Island, Ill., now in charge of sales of Hygrade Sylvania, has announced, has been appointed sales- man.

LYNN MYER, former advertising manager of Pepsi Cola in the Twin Cities, is now salesman of the Studebaker, sales staff of WLOL, Minneapolis.

C. P. BURGOSS, former assistant to C. A. Hunt, vice-president of the Hygrade Sylvania Corp., New York, has been appointed director of manufacturing.

COL. HARRY C. WILDER, president of WSYR, Syracuse, has resigned as president of the Skaneate- les Country Club.

EDWARD S. ROBINSON, of the commercial staff of WSYR, Syracuse, is appointed to the board of the Aviation Cadet Selection Board, New York.

FRANK HARRINGTON, of the commercial staff of WSYR, Syracuse, is the father of a boy born recently.

The new WBFM, Toledo, O., has joined the sales staff of WBFM, Indianapolis.

MATT GORDON, CBS news editor, is on leave of absence to complete his book News Is A Weapon, scheduled for summer release.
BEHIND THE MIKE

HERBERT MORRISON, of the merchandising staff of WCAE, Pittsburgh, has been commissioned as a first lieutenant in the Air Corps, reporting to Oklahoman City.

ENSIGN HOWARD M. PAUL, on leave from WTMJ, Milwaukee, a now public relations director at Navy Pier, Chicago.

CHESTER CLARK and Bob Cochran, announcers of WCAE, Pittsburgh, have joined the Army, the former as a flying cadet at Maxwell Field.

NICK STEMMLE, formerly of WSYR, Syracuse, has joined KWK, St. Louis, as sports announcer.

MYRON J. BENNETT, of KWK, St. Louis, has left Scott Field, Ill., as a first lieutenant in the Army Air Corps.

LESLIE GORRALL has joined the announcing staff of WGBK, Charleston, W. Va.

HOWARD KEEGAN, formerly production manager of WQNL, Chicago, has joined WGN, Chicago, as producer.

GEORGE CASE, former program-manager-producer of WCFL, Chicago, has joined the editorial staff of Variety, Chicago.

HILL KENNEDY, announcer of KIU, Hollywood, resigned his position, having been signed as a Warner Bros. film actor.

HILL ROY, former farm agent, has been named farm adviser of WWNY, Watertown, N. Y.

ZACK DOWLING, formerly announcer of WWRL, New York, and at one time Brooklyn Eagle reporter, has joined the announcing staff of WOY, Montgomery, Ala. Dowling has been with WWNC, Asheville, N. C.; WSPA, Spartanburg, S. C., and WATT, Atlanta.

BERT BUZZINI, newsreader and farm reporter of KQW, San Jose, Cal., was induced into the Navy as a yeoman.

A. JARVIS, m. r. of the six-weekly columns, Make-Believe Ballroom on KFWB, Hollywood, has been cited by the Navy department for rounding up 165 radios, seven pianos, and sufficient other musical instruments to equip a full Navy band.

ROD HOLMBRED, newsreader of KSN-KRT, Des Moines, is the father of a baby girl born recently. Lieut. Harry Gerth, formerly of Iowa Broadcasting Co. and now in Hawaii, is also the father of a baby girl.

MERRILL M. ASH, formerly program manager of KSAC, Port Arthur, Texas, has joined KID, Idaho Falls, as program manager and chief announcer.

Grant D. Hoff, from KUTA, Salt Lake City, has been named sports-newsreader of KID.

HERB DAVIDSON, announcer and publicity director of KWIL, Albany, N. Y., has married Dorothy Gallagher, Portland.

TONY SHARPE, musical director of WTRI, Troy-Albany, N. Y., has been commissioned an ensign in the USN Reserves.

JEAN LAW, from WPAR, Parkersburg, W. Va., has joined WLTI, Beckley, W. Va., as continuity director and will handle all women's programs.

RUSSELL HUGHES, KFWB, Hollywood, writer-producer, has joined the Army.

HANK GARDEN has been added to the Hollywood writing staff of the weekly CBS Radio Sherman Show.

WES HALLACE, formerly of KBNC, Cheyenne, Wyo., has joined the announcing staff of KOA, Denver.

RICHARD NEHER, of the staff of WHO, Des Moines, is the father of a boy born March 17.

H. R. TABER, publicity director of Wbir, on April 11 joins the Army.

LEW AIKENS, from KMON, St. Louis, has joined the announcing staff of WING, Dayton.

DON GARDINER, BLUE Washington announcer, has joined the KPO staff in New York.

EDWIN LILJA, graduate of the Le- land Preparatory School, Burlington, Vt., has joined the announcing staff of WHEB, Portsmouth, N. H.

GERTRUDE CHAVIR, formerly of KFEO, San Francisco, has joined the KPO accounting department.

ROBERT EMERICK, announcer, formerly with Hollywood stations, has joined KYA, San Francisco.

TED DURHAM, announcer of KQW, San Jose, Cal., has been induced into the Marine Corps as a lieutenant.

MEL WILLIAMS, announcer of KQW, San Jose, Cal., recently became the father of a boy.

KEN ACKERMAN, announcer, formerly of KFBK, Sacramento, Cal., has joined KQW, San Jose.

BILLY ROBERTS, chief announcer of WSYR, Syracuse, has taken over the duties of sports director.

RICHARD KEPLER, announcer of WDC, Duluth, Minn., has entered FCC service. New members of WDC's announcing staff include Norman Page, from WHLB, Virginia, Minn., and Bob Irving, Duluth band singer.

JERRY CARLETON, former arranger for Buddy Rogers' orchestra, has joined WAAF, Chicago, as a record-turner.

An Announcement

LOOKING forward to the shortage of male announcers due to the draft, WING, Dayton, Ohio, has assigned a woman, Jo Andrews, to a full-time announcer's schedule. Miss Andrews will learn the full male role to the operation of the control board, use of remote equipment, etc.

LORNE GREENE, Canadian Broadcasting Corp. national announcer, has been appointed chief announcer at the Toronto CBC studios. Besides his services in the department, he has been identified with many of the war service broadcasts and has been the voice for the Dominion's National Film Board's propaganda features.

EUGENE PATTERSON leaves WLOF, Columbus, Ohio, to be assistant program director in the radio division of the New York office of the Coordinator of Information (Donovan Committee).

RUSSELL JOHNSTON, CBS West Coast program director, has completed a six-week special Government assignment in Washington and New York. He has returned to his Hollywood head- quarters.

Jack Colp, formerly of KFRO, Longview, Tex., has joined the announcers of KFIZ, Fort Worth.

John W. Miller, former program director and director of the civic art's course of WEBC, Dubuque, has been appointed promotion director succeeding Leo Fremont, who has joined the Army.

Lillian D. St. Aubin, music librarian of WAAF, Chicago, has been appointed musical director succeeding Kenneth Nelson, who joined WJJD, Chicago, as musical director.

Jim Matthews, announcer, formerly of KPO, San Francisco, has joined WQW, IL., as sports director.

Paul Buening, formerly of KTOK, Oklahoma City, and Paul Williamson, recently public relations director of Oklahoma City U., have joined the announcing staff of KOMA, Oklahoma City. Announcer Bob Dow of KOMA, has enlisted in the Army.

Lucile Cohan, who was the Nancy Dixon of WJSV, Washington, has resigned to care for her husband who is convalescing from an operation. She is succeeded as Nancy Dixon by Nancy Osgood.

Johnny Coke, formerly of WNN, Louisville, has joined WVFBM, Indianapolis, handling publicity and promotion.

Lillian Holmes, sales coordinator of KYA, San Francisco, has returned to her desk following an illness.

Gertrude Lanza, formerly in charge of sales promotion and advertising at Columbia Artists Inc., has joined the headquarters staff of ASCAP as assistant to Robert L. Miller, director of public and customer relations.

An Advertisement for WMAL in Washington

This is the brief story of two bulges. One is power effectiveness. The other, population:

It is a technical fact (even without a directive antenna) that:

At 630 k.c., 5000 watts will develop a signal strength of 2 millivolts at a distance of 31 miles from Washington.

At 1000 k.c., on the dial, 46,300 watts are needed for the same job.

At 1250 k.c., on the dial, 131,000 watts are needed for the same job.

At 1500 k.c., on the dial, 220,000 watts are needed for the same job.

WMAL operates on 630 k.c., with 5000 watts. Its directive antenna further increases the power effectiveness to 11,700 watts in the direction of Washington and the Washington Market.

Check for yourself the dial positions of the other Washington stations to get the full meaning of 630 k.c. to you. The favorable dial position of WMAL gives it an extra bulge of effectiveness.

The other bulge is Washington's terrific growth in population. Not satisfied with a 40% increase up to the 1940 census, it has since then, zoomed another 21 1/2, boosting the Washington Metropolitan Area to over 1,100,000.

These two bulges are important to you, salewise. Need we say more?

WMAL Blue Network Station in Washington, D.C.

WRDC

IT'S BASIC

Here's some basic thinking for you. WRDC is Basic CBS for Connecticut. WRDCRemote in W DC gives you the basic-and-what’s more, gives you the basic-combination of coverage, audience, rate, and tone. Every basic analysis shows why you should choose WRDC.
Meet the LADIES

JEAN SULLIVAN
ONE of radio's youngest is 22-year-old Jean Sullivan, of Omaha. On the air for one sponsor, she handles two 15-minute shows across the board for two Omaha stations, a fashion and answer program on KOIL — and Women in the News on KOWT.

Born in Sioux City Oct. 17, 1919, Miss Sullivan spent most of her younger years in that vicinity. She attended Creighton U in Omaha, acquiring a Bachelor of Philosophy degree from the School of Journalism. She also earned a teacher's certificate at Creighton and spent one year teaching in Nebraska.

Miss Sullivan started in radio when she appeared as an associate announcer and producer of fashion shows on KOIL. Her experience also includes appearances at other Midwest stations.

Her journalistic experience includes the editing of her school newspaper and several contributions to national magazines and midwestern newspapers since her graduation. Her hobbies are travel and photography.

Tucker Joins KOB
MERLE H. TUCKER, former general manager of KROD, El Paso, has joined KOB, Albuquerque, as assistant manager. He left the El Paso station March 14 and joined KOB March 16, according to an announcement by Frank Quinn, KOB general manager. Mr. Tucker began in radio in 1930 with WBAP, Fort Worth, and has served with a number of stations in production and executive capacities.

KATZENTINE, in Air Corps,
Leaving Post at WKAT
A. FRANK KATZENTINE, owner of WKAT, Miami Beach, left March 21 for duty as a major in the Air Corps. His assignment is unrevealed though it is understood he will serve in an administrative capacity. Mr. Katzentine, whose civilian activities also include a full-time law practice, has turned over the WKAT policy management to his wife in collaboration with John McCoy, WKAT station manager.

Mr. Katzentine came to Miami Beach in the early days of its development and was one of the city's first municipal judges. In 1932 he was elected mayor and two years later won the award of the U. S. Chamber of Commerce for outstanding community service. During his absence his law office will continue under the direction of his associates, W. Sanders Gramling and Alice S. Wilder.

HAROLD PEARLY, Hollywood star of the weekly NBC Great Gilderdale, has been signed by RKO as host in new series of films, first of which bears same title as the radio program.

"LOOK AT THE LABEL."

advices Suzy, our Steno, "to determine quality. Big names make WSAI news tops in Cincinnati. . . . Wires of the ASSOCIATED PRESS, INTERNATIONAL NEWS SERVICE and REUTERS. Twenty-five news writers and editors of national reputation. Famous news commentators and reporters."

"Yes—and WSAI is tops in merchandising, too."

CUTTIN' ANY CAPERS IN SKIP (Ky.)?

In all probability, the business you get from Skip, Skale and Sky (Ky.) doesn't really make you jump for joy! And why should it — when 54% of Kentucky's total retail business comes from the Louisville Trading Area? . . . The Louisville market is what you wait in Kentucky. The way to get it is with WAVE— the station that gives you complete coverage at lowest cost! Any questions?

LOUISVILLE'S WAVE

800 WAVE... WOOL K.C. . K.S. Basic Unit FREE & PETERS, INC. National Representatives

WSAI'S SALES AIDS
1. Street car and bus cards
2. News signs
3. Display cards
4. Newspaper ads
5. Tabloid covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" broadcast

IT SELLS FASTER IF IT'S IDENTIFIED

CINCINNATI'S OWN STATION
NBC & BLUE NETWORKS . 5,000 WATTS DAY AND NIGHT

BROADCASTING • Broadcast Advertising

March 30, 1942 •
ED STARNEs, chief engineer of KNJZ, Fort Worth, has resigned to join the FCC intercom operator staff at Los Angeles. Charles Sutton of the KNJZ technical staff has also joined the FCC staff, stationed at Kingsville, Tex.

ROBERT TURNER, engineer of WBO, Des Moines, has been transferred from the research laboratory to studio control room duty.

CHARLIE BLOOM, former control operator of KOMA, Oklahoma City, who left to serve in the war, is reported lost at sea. Frank Burns, KENR, has taken over Harry Edwards, former KOMA engineer, in his place in the service.

TOMMY REDFORD, operator of KOMA, Oklahoma City, is the father of a baby girl born recently.

WALTER O. SMITH, formerly of WWDC, Washington, has joined the engineering staff of KYW, Philadelphia.

JAMES CARMEN, engineer of WSB, Savannah, is the father of a boy born recently.

DENZIL PULLEY, formerly of WAGA, Cedarwater, Ga., has joined the engineering staff of WGRV, Charleston, S. C.

WALTER GLAUS, of the technical staff of WCAE, Pittsburgh, has left for the Marine Corps.

BEX ACKLEY, formerly of an FCC monitoring post, has joined the engineering staff of WCAE, Pittsburgh.

CHALVER YARNUM, studio engineer of WLS, Chicago, who developed portable equipment used by Art Starres to record heart beats and reactions during his recent world record jump of 35,000 feet, has joined the research department of RCA, Camden.

CHARLES WARRINER and Floyd Timberlake of the engineering staff of WBBM, Chicago, have joined the civilian engineering staff of the War Dept.

PAUL BERNARD DIXON, formerly of WATT, Watertown, N. Y., and WSB, Ogden, Utah, has joined the engineering staff of WHBZ, Utica.

MAURICE W. SCHMITZ, announcer and owner of KGBB, Santa Barbara, Calif., has joined Don Doe as announcers on the Hollywood, as K34LA transmission

ROBERT G. SOULE, Jr., a transmitter engineer of WFLB, son of Robert G. Soule, vice-president of WFLB, Syracuse, has been named radio command officer of Squadron 1, Group 211, New York Wing, Civilian Air Patrol.

JOINS N. Y. VIDEO FIRM

LOUIS THOMPSON, formerly with CBS as engineer and program supervisor, has been appointed operating manager of Metropolitan Television, New York, and is beginning construction of this company's FM station atop the Hotel Pierre in that city. Metropolitan Television, jointly owned by Abraham & Strauss and Bloom, the owners of the Brown-New York department stores, has construction permits for both an FM and a television station, and with Mr. Thompson's appointment plans to begin work immediately on the former. Materials have been ordered for quite some time and delivery is expected, it was stated.

HALL OF FAME at KOA, Denver, is reserved for members of the staff who are serving with the armed forces. And end wall in the KOA lobby holds photographs of the men who are on military leave for the duration. Honored are Starr Yelend, announcer, USN; Tor Torland, newscaster, American Ambulance Service in Africa; Lieut. J. A. Slusser, engineer, USN; Lieut. Robert Young, announcer, A.P. Cadet Ed Brady, newscaster, Student Army Air School; T. C. McClellan, engineer, USN, (killed in action); George Mathews, accounting department, Army; Lieut. Glen Glasscoek, engineer, USN. Picture of Norman Sorenson, who just recently left to join the Army, will soon join the other photographs.

False Alarm

STRANGE actions by unidentified men around the KQW transmitter on the San Francisco peninsula put nearby house- holders on the alert recently. Believing them to be saboteurs the notified the authorities. Arriving on the scene the officers found several men in a testing equipment and note-books. But they were merely John Brunton, of the Brunton family; James Edwards, student; Robert Young, announcer, KQW; and several Civil Service news men, along with engineers and representatives of the FCC.

Care of Transmitter and Tubes

(Continued from page 29)

over scale. Wait a moment and re- peat.

The bottom of the tube plate may be rested on the bottom of the crock, but hold the tube so that it does not lay against the top rim of the crock, as this will damage the glass seal of the tube.

Caution: Do not clean above clamping ring on the tube plate, and be careful not to drip acid on glass seal.

Hands may be dipped into the solution, which is not of sufficient strength to cause damage or injury.

After cleaning the tube plate be sure to wash hands in warm water and soap.

In higher power tubes, more lati- tude is allowed for peak operation, but in thoriadated tungsten type tubes the picture is entirely different and voltages must not exceed their manufacturers' rating.

Relay Adjustments

Type tube may increase by careful attention to efficiency of the various r.f. stages. It is recom- mended to get as high efficiency as possible which will lead to longer life of tubes and associated equipment.

Water-flow relays should be care- fully adjusted and frequently ob- served for performance. All over- load d.c. relays should be operating at their required currents and fre- quently observed and maintained. Keep d.c. leakage at minimum with pure water in transmitter water system.

Tubes operating at plate volt- ages between 500 and 2,000 volts are not generally affected by gas nor by time on the shelf.

The larger high voltage-high power tubes have a tendency to be- come gassy if allowed to remain idle for too long a time which we find to be a period of three months. This gassy condition is not neces- sarily brought about by air leak- ing into the tube but by the liberation of gas from the pores of the elements inside of the tube long after the tubes have been operating and conditioned for operation at high plate voltages. The gas gradually seeps into the vacuum during this idle period and this manifests itself in excessive plate current, pings or flash arcs.

The manufacturer makes it a practice to degas tubes prior to shipment to the customer, and if used immediately when received, it is very unlikely tube flashes would result. Due to the achieved long life of these tubes, the spares re- main on the shelf for possibly too long a time before being used, and too long a period before tests are made.

Salvaging Tubes

Gas condition of tubes not only show up because of inactivity on the shelf, but also occur when the tube has been operating in the transmitter for many thousands of hours. This gaseous condition and its causes can enter into much con- troversy as to its origin. But the point of interest is: How can we salvage a tube that is gaseous and in its present condition all that is left is to discard it because of its continuous flash arcs when operating at its rated and applied plate potential and power? If placed in a circuit under low operating potential, it is definitely possible to get con- tinued long life from it. Therefore, considerable thought should be given this point before discarding it.

Since we have concluded by say- ing that gas in a tube influences the life in many ways, there are but three of the most important, namely, chemically, physically, electrically. Electrically is our problem.

The tube condition in use at WOR has in several cases dis- lodged this conducting gas and in- creased tube life by several thou- sands of hours and saved many hundreds of dollars.

Fly Asserts Television Should Be Kept Vigorous

STATING that "we must keep television in a vigorous condition" so the television industry will have a firm post-war foundation for anticipated great developments, FCC-DCB Chairman James Lawrence Fly at his press conference last Monday, indicated that every effort would be made by the FCC to assist all possible requests for aid by the in- dustry.

Chairman Fly, in numerous in- stances, has indicated his wish that the television industry be given all aid possible within the reach of limited allocations of materials under priorities rulings and "freeze" orders.

At his conference Monday, how- ever, he indicated that television, like other broadcast fields, would have to suffer under priorities rul- ings. He gave no hint that attempts would be made to favor television.

Grand Canyon Services

YVR for the eighth consecutive year Easter coverage services will be held on the floor of the Grand Canyon of Arizona and will be broadcasted by the Blue Network through KTBX, Phoe- nix. J. Howard Pyle, KRAT program director is arranging the service which will be heard at 7 a.m. (MWT) Easter morning. • March 30, 1942

BROADCASTING • Broadcast Advertising

"The World's Best Coverage of the World's Biggest News"
Look ahead!...through these museum cases

You engineers in broadcasting have always been a forward-looking lot—working constantly for the growth and improvement of your chosen industry. Now we're at war, no one can see just what's ahead. Many of your hopes and plans—like ours—must be laid aside until the war is won.

Meantime, let's glance back a moment to strengthen our confidence in the future of radio. Look into case after case of once-outstanding developments that are preserved in the Bell Labs Museum. Many of them are just "museum pieces" now because research brought forth far better communication equipment!

Here's proof of the amazing progress made in years past—and a promise of still better things to come. For today Bell Laboratories engineers are pushing ahead in radio research under the increased pressure of war.

Look ahead with confidence! Count on Bell Labs and Western Electric to adapt war-time discoveries and developments to your peace-time needs—for Better Broadcasting—when the threat to America has been crushed!
PRODUCED in cooperation with the Radio Branch of the War Department Bureau of Public Relations, a new five-a-week serial, Chaplain Jim—U.S.A., starts on Army Day, April 6, on the BLUE. Originating in New York and scheduled to run for the duration, the feature will be heard nationwide 10:45-11 a.m. The new series, produced with War Department research aid, is designed to describe military life through the eyes of an Army chaplain. The central character of the story, a two-fisted chaplain, will recount various phases of Army life through his contacts with men in the services as he helps solve the men’s problems in camp and at home.

“HERE’S A BEE FER YOUR BRITCHES! WDAY IS THE ONLY STATION COVERING THE WHOLE, RICH RED RIVER VALLEY! JUST BUZZ FER THE WHOLE STORY!”

D. C. Defense

UTILIZING the audience building power of the networks! This Is War!, WJSV, Washington, cues in its own localized war program, Civilians at War, at the conclusion of the network feature. The local version gives a quarter-hour of Washington defense news, incorporating appeals for defense workers.

Date With Ten

AFTER TAKING ten strange women to lunch, Don Norman, of WOR, New York, puts them through a rapid-fire question bee with emphasis on romance. This forms the basis for Your Date With Don Norman heard on WOR, Mondays through Friday at 1:45 p.m. Sponsor is Andy Lotshaw & Co.

Sound Guesses

FEATURING interviews with Southern California defense workers, a new variety show, Look Who’s Here, conducted by Art Linkletter and Jacqueline DeWitt, has been launched on CBS Pacific Coast stations. An audience participation game, called Soundies, in which participants guess a historic or current news event merely by pertinent sound effect, is highlighted. Prizes of $5 are awarded. Joe Twerp writes the series while Al Span is network producer.

Strictly Naval

KOIN, Portland, running Know Your Navy, 10:45 p.m. Fridays, has given the program a new twist with a series dealing with the privateers, colonists who guarded America’s shores before the birth of the Navy. Scripts are prepared by the Oregon WPA Writers Project and men from the Portland Naval Recruit Office add a salty touch. Production is supervised by Johnny Carpenter, head of KOIN’s special events staff.

Knowing WGN

TO GIVE listeners a better knowledge of programs and personalities on WGN, Chicago, the station has started This Is WGN, weekly half-hour Monday through Friday, 2:30 p.m., produced by the special events department. The program consists of interviews with behind-the-mike personnel on the station—actresses, sound effects men, announcers, engineers, writers, telephone girls, etc.

PANAMA LATEST STOP

Camel Show Performing for Troops in Zone

PANAMA is the latest stop for the Grand Ole Opry unit of the Camel Caravan after traveling more than 50,000 miles in the United States where the unit played in 19 States at Army camps, hospitals, flying fields, naval bases and Marine barracks. The unit is doing four shows daily before the fighting forces at Panama. It is claimed this is the first time a show of this kind has played in Panama and the first time a similar show has left the United States.

The troupe was accompanied to Panama by Richard Marvin, radio director for Wm. Esty & Co., New York, and Irwin Nathanson, vice-president of Tom Fidaleo Inc., doing the publicity for Esty and also handling bookings for the Caravan. It is said the troupe will again tour this country to fill requests for return engagements at Army and other camps.

Physical Fitness

TO SPUR the nation into physical fitness, BLUE will salute American heroes who have achieved recognition for stamina and courage, in a weekly series titled The Show of Yesterday & Today. In cooperation with the U. S. Division of Physical Fitness, BLUE will bring before the microphone guest stars from the roster of living athletes, war heroes and others and will pay tribute to the exploits of American heroes who have distinguished themselves in the past as well as in the present. The programs will be interspersed with music by Blue Barracks, featuring a changing panoply of war old and new tunes in keeping with the theme of the program.

Dog and 'Cubbard'

WCSC, Charleston, S. C., which replaced its street quiz with All Gold Mother Hubbard’s Cubbard, sponsored by All Gold Canned Foods, reports the new show has equalled the audience-drawing power of previous programs. Charles McMahon, program director of WCSC is m.c., Tommy Means, publicity director, furnishes piano-melodization music, and the show also features “Nugget,” the All-Gold washed dog.

Keystone State

A NEW SERIES of programs dramatizing the history and development of Pennsylvania will be started March 28 on WPIL, Philadelphia, called Pennsylvania, Keystone of Democracy, the programs present dramatic accounts of the highlights of Pennsylvania’s past, emphasizing most especially the state’s contribution to American democracy. The programs have been prepared by the Pennsylvania State Historical Commission and produced by S. K. Stevens, State Historian.

War Quiz

BOOKS ON THE WAR are given to listeners whose questions are used on Quizzing the War, weekly program on WMCA, New York, featuring a changing panel of war experts. The bonus for those who stump the authorities includes a war map and the latest series of war savings stamps. Ted Cott conducts the program [Broadcasting, March 16].

KOIN and KALE

CBS • PORTLAND, OREGON • MBS

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising
LEARNING THE ANGLE at which to hold the pen when inking a BLUE contract are new salesmen of the BLUE Central Division, E. R. Peterson (left), formerly of the Chicago Better Business Bureau, and Ray V. Hamilton (right), formerly general manager of the St. Louis Star-Times radio properties, KXOK, St. Louis, and KFPL, Columbia. Mr. E. R. Boroff, vice-president in charge of the Central Division, is the teacher, while M. R. Schoenfeld, sales manager, looks on.

Vick Knight Aids Army
VICK KNIGHT, director-producer since October, 1941, of Fred Allen's "Texaco Star Theatre," sponsored on CBS by Texas Co., New York, on March 30 will be released from his contract to join the radio branch of the War Dept., as director of short-wave broadcasts serving without compensation. Mr. Knight's first assignment will be the preparation of 12 Command Performance programs.

Anti-ASCAP Bill in N. J.
ANTI-ASCAP legislation has been introduced by George H. Stanger, of Vineland, N. J., in the New Jersey State Legislature. The measure seeks to regulate copyrighted vocal and instrumental musical composition monopolies and was referred to the Judiciary Committee. Anti-ASCAP legislation has been introduced in New Jersey each year, but no bill has come out of committee.

Hook Drug Store Chain,
After Year on the Air,
Enlarges Its Schedule
INDIANA'S largest chain of drug stores, the Hook Drug Co., which embarked on its first venture in radio advertising only a year ago with the use of six one-hour morning periods on weekdays over WIRE, Indianapolis, has signed a new contract with that station calling for additional time in the amount of seven half-hour late evening periods weekly and a full-hour daytime program on Sundays as well as continuance of its morning series.

Hook, with drug stores throughout the State, previously had spent the bulk of its advertising budget in newspapers. No radio advertising had been used until a year ago when John Hook, president of the drug chain, signed a year's contract for a musical clock program six mornings a week. As a result of the success of this program, the drug organization has not only renewed its contract but has also increased its time on the air from six hours a week to its present total of 10½ hours a week.

Hook's new half-hour strip every evening from 10:30 to 11 p.m. has been named "Starlight Trail" and features Sydney Mason with music, poetry and philosophy.

MAYO BROS. VITAMINS Inc., 339 S. Spring St., Los Angeles, has started an advertising campaign for Family Formula and Vitamin B products, placing direct. A. A. Butterworth is advertising manager.

STARTED GROWING MARCH 1932
WHOM
"AMERICA'S LEADING FOREIGN LANGUAGE STATION"
NOW CELEBRATING TEN YEARS OF PROGRESSIVE MANAGEMENT
PAUL HARRON
JOSEPH LANG
WITH PREVAILING CONDITIONS and the constant necessity of keeping the foreign language radio audiences well informed of the Government's War efforts . . . this station is performing a patriotic service.

HAVING THE FACILITIES to broadcast in 8 different languages . . . on full time operation . . . to provide genuine help in guiding and directing buying emotions . . . has given this station the largest foreign language audience in America.

OVER 7,000,000 FAMILIES . . . America's biggest foreign language market . . . look to this station for advice on what to buy . . . on how to adjust their purchases to the changing times . . . they rely on this station for help in solving many of their home problems.

ANY SATISFIED CUSTOMERS have been using the facilities of this station continuously over a period of years. You owe it to yourself . . . as an advertiser . . . to investigate these facilities that afford you an established market today . . . a market you can be sure of tomorrow.

1480 Kilocycles
FULL TIME OPERATION
New York Offices & Studios
29 West 57th Street
Telephone: Plaza 3-4204
Going to Niagara Falls for the international convention of the Canadian Broadcasting Stations? Wondering what is in store for you? Well, the meeting of the Canadian Broadcasters Association (CBCA) is scheduled for November 15-17, at the Sheraton Hotel, Toronto. The agenda consists of a number of important sessions including:

- A panel discussion on the role of broadcasting in promoting national unity, featuring speakers from the Canadian Broadcasting Corporation (CBC) and other organizations.
- An examination of the impact of digital technologies on broadcasting, with presentations from industry experts and market analysts.
- A workshop on audience engagement strategies, aimed at helping broadcasters connect with their listeners more effectively.
- A keynote speech by a renowned figure in the broadcasting industry, discussing the future of media in the age of social media.

Attendance is open to all members of the CBCA, as well as interested individuals and organizations. Register now to secure your spot and be part of the conversation!

Don't miss out on this opportunity to network with colleagues and learn from experts in the field. Register today!
Diminishing Returns

But if this were further extended to provide for additional “volume” discounts, the economic law of diminishing returns could very conceivably apply and make it unprofitable for stations to handle accounts running above a certain maximum. This may sound like a far-fetched statement, but if you work it out for any one of many stations you know that are already in a fairly well sold-out condition, you will readily see what an effect it would have on their total revenue.

Furthermore, the adoption of such a policy would tend to a concentration of high-volume business on relatively fewer stations, to earn the added volume discounts. This would penalize the second stations, the supplementary stations, the stations in secondary markets and the local stations. In the promotion of a healthy, competitive industry, diversification of advertising is to be encouraged. And on this basis, the

ultimate, long-range interests of the clients are likewise best served.

The networks were pioneers in allowing volume discounts, for excellent reasons dealing with the peculiarities of network operation. M & O stations, following network pattern, likewise allow them. These plans have long been known to all stations and available to them. Network affiliated stations have the advantage of advice from the network business office. National sales representatives, long skilled in all rate techniques, advise their stations closely on rate matters. Therefore if the industry as a whole has retained the frequency discount plan in preference to all others, it would weigh that fact carefully in considering any changes.

Perhaps this is a proper subject for discussion at the agency session during the NAB convention in Cleveland next May, to be handled by your committee. We are very much encouraged to know that you are thinking so seriously about radio problems, and I'll look forward to more from you on this subject. I sincerely believe that only by the application of a lot of thought and thorough discussion can radio continue to make progress. We certainly want and need the help of all our friends."

No Disturbance

UTILIZING the joke-weary telephone line for a new purpose, a sponsor on WLAG, LaGrange, Ga., finds it perfect for avoiding disturbance when he listens to his news program. He calls WLAG before the program goes on the air and has the telephone of the control room left off the hook and placed near the mike. Psychological results, says the sponsor, is that no one will disturb him while he is using the telephone.

Two Educational Groups To Hold Radio Sessions

TWO STATE conferences on radio were announced last week, to take place in April. On April 18 the newly-formed New Jersey Assn. for Radio in Education will hold an all-day meeting at Trenton State Teachers College, with Lyman Bryson, recently appointed CBS director of education, as speaker.

The second Wisconsin Conference on Better Radio Listening will be held in Madison April 25, bringing together representatives of the Wisconsin division of the American Assn. of University Women, the County Rural Federations, Catholic Women, Council of Jewish Women, Wisconsin Congress of Parents & Teachers, Wisconsin Council of Church Women, and Federation of Women’s Clubs.

GILBERT BRAUN, freelance publicity man, specializing in radio programs and personalities, has moved to larger offices at 97 W. 44th St., New York.

Mr. Pellegrin Replies

(Continued from page 32)

quantity, many stations have a standard rate (or frequency discount) based on 500 announcements, 1,000 announcements, etc. At least, this extra discount is allowed by those stations that want that type of order. Many stations, remember, cannot afford to take many such accounts, because by so doing, and allowing substantially larger discounts, they actually reduce their total revenue.

The whole theory of frequency discounts is based, not so much on the idea of offering an incentive to clients to buy more, as much as the fact that it is more economical for a station to serve one client with 52 announcements than it is to serve 52 clients with one announcement each. Therefore the station is able to effect certain economies in handling a quantity order, and can pass that saving on to the client in the form of a frequency discount (which also does serve as an incentive to the buyer).

$678,024,000.00 ANNUAL INCOME OF WIBW FARM FAMILIES*

YES, "come and get it", because WIBW has been establishing and influencing farm buying habits in this area for almost two decades.

There are two reasons for this—both mighty important to you. First, our neighborhood, person-to-person way of selling is nothing less than the sincere recommendation of one friend to another. Second, our easily-heard, 6-state signal reaches 4,811,731 loyal, responsive listeners. That's because of the tremendous 5800 kilowatts has on our enviable frequency of 580 kc.

"COME AND GET IT" WITH WIBW

5 11 months only

Source: Farm Income Situation, Jan. 1942 USDA

WIBW in "The Voice of Kansas" IN "The Voice of Kansas"

IN TOPEKA COLUMBIA OUTLET FOR KANSAS

COLUMBIA OUTLET FOR KANSAS

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

BROADCASTING - Broadcast Advertising March 30, 1942 - Page 45
Radio Advertisers

SOCONY-VACUUM OIL Co., New York, has started its Chicago drive on WBBM, Chicago. Program, a quarter-hour Saturday morning comic serial, is heard in the interest of Socony household products such as Bugs-A-Boo insecticide, floor wax and others. Company has also renewed for 52 weeks its early morning and late evening quarter-hour newscast on Monday through Saturday, making a total 7½ hours it sponsors weekly on WBBM.

BUNTE BROS., Chicago (candy), has renewed for 13 weeks its present varied schedule of time signals, station break announcements, and news programs on WBBM, Chicago; WISH, Indianapolis; WLD, Cincinnati; WJR, Detroit. Agency is Presba, Fellers & Fellers, Chicago.

CREATIVE AGE PRESS, New York (Tomorrow Magazine), has started thrice-weekly programs on Lisa Bergio’s Colors of the Air, six times weekly quarter-hour program of news analysis, on WNYC, New York. Agency is Cowan & Dengler, New York. Programs on alternate days are sponsored by Botany Wondert Mills, Passaic, N.J.; Agency is A.A. Sterling, New York.

WESTCO Co., Los Angeles (Van’s shoe polish), new to radio, on March 23 started using a staggered schedule of 36 transcribed announcements weekly on KECA and KPAC, that city, and KMQF. Beverly Hills contracts are for 13 weeks. Elwood J. Robinson Adv. Agency, Los Angeles, has the account.

Vigorol Spring Series

SWIFT Co., Chicago (Vigorol plant food), in its annual four-week spring campaign has placed a total of 7, one-minute announcements on WMAQ; 26 on WFL; 24 on WJJD in Chicago; 24 on WINS, Milwaukee; and 13 on KSJJ, Sioux City. Agency is J. Walter Thompson Co., Chicago.

SEEMAN BROTHERS, New York (Flame-Blue, White Rose tea and coffee, and Kitchen Magic), has renewed Kitchen Quiz, thrice-weekly ten-minute programs on WJZ, New York, for 13 weeks. J. T. Tischler & Co., New York, has the account.

PARAFFINE Co., San Francisco (Paloalto paints), on March 17 started a 13-week sponsoring a twice-weekly five-minute recorded program The House Next Door, featuring Ann Hollyen, interior decorator, on KFI, Los Angeles. Agency is Brischler, Davis & Staff, San Francisco.

WILSON PACKING Co., Los Angeles (Tender Made ham), in a three-week pre-Easter campaign ending May 4, is using a total of 51 spot announcements on KFI, Hollywood, and KGB, San Diego. Placement is through Brischler, Davis & Staff, Los Angeles.

GREAT NORTHERN Life Insurance Co., Los Angeles, out of radio for six months, on March 23 started a six-week quarter-hour program of recorded concert music on KTKK, that city. Adv. Arts Agency, Los Angeles, has the account.

GILMORE OIL Co., Los Angeles, in a spring test campaign, is sponsoring a weekly quarter-hour newscast on KTMS, Santa Barbara. Firm later will extend schedule to include other West Coast stations. Agency is Ruthrauff & Ryan, Hollywood.


LIBBY, MCNILL & LIBBY of Canada, Chatham, Ont. (food products), has renewed for the fourth season the French quarter-hour program Pierre et Pierrette Tuesday, Thursday, Friday, on CKAC, Montreal; and CHRC, Quebec. Account was placed by McConnell Eastman & Co., Toronto.

PERFECT CIRCLE Co., Toronto (piston rings), has expanded its spot campaign in Eastern Canada to a number of Western Canada stations and plans to expand further in the West, with transcribed announcements five times weekly. Account is placed by McConnell Eastman & Co., Toronto.


CHICAGO RUG & CARPET CLEANER Co., Chicago, on March 23 started six announcements weekly for nine weeks in WSGC, Chicago. Agency is Robert Kahn & Assoc., Chicago.

LEA NORD BROS. Department Store, Fort Worth, is sponsoring Hi Neighbors on KFIZ, Fort Worth. Mondays through Saturdays, 6:30-7:30 P.M. Contract is for 52 weeks.

USING RADIO for the first time, Finlay-Streusas Stores, New York, started sponsorship last week of 25 transcribed programs weekly on WNEW, New York, for its jewelry. The year’s contract calls for 500 musical periods. Agency is Arthur Kudner, New York.
I leaned back last night and listened . . . .

It was a good night for laughs. General Charlie McCarthy was a riot. Jack Benny stopped the show at the Marine Base. Dinah Shore's "He's A-1 in the Army" almost made me join up.

It was a good night for learning. Donald Nelson spoke. He says things. The news roundups took me 'round the world. I heard a forum on "what the individual can do to assist the war effort". There was plenty more.

It was good listening. But that's not the point.

While I listened, I heard a million words blending into one.

That word is VICTORY!
Don Lee Enforces News Restrictions
Newkirk’s Own Code Covers Sources of Information

SELF-IMPOSED restrictions, in addition to those now holding forth under Government orders, have been issued by Van C. Newkirk, program director of Don Lee Broadcasting System, Hollywood, to news writers and commentators of that network.

Regulations pertain to stories originating in Axis-controlled countries. Rules, copied from the Japanese government-controlled Japanese news service, Tokio originated news is government controlled and issued through the Japanese Bureau of Propaganda.

However, certain stories can be used by the network if the news is not available from the official Japanese government source. These include stories originating from the United States, if those stories are not distributed through the Japanese government-controlled news service.

Balanced Sources

2. No story originating from an Axis point is to be used unless it is done in connection with an Allied story on the same subject. The only exception to this is where the Axis story might break a seemingly extremely important news story on an isolated incident such as a naval battle, in which case the story might be used:

(a) with the clarification that it could not be verified by any source;
(b) with an explanation that the United States Navy communications are not transmitted during the war and therefore no news from our Navy is yet available.

This exception does not apply to a story from the Axis of having captured a point that has been under siege such as Hong Kong, Singapore and Rangoon have experienced, because they often release such stories as far in advance as they dare, in an effort to halt supplies on their way to the besieged point.

3. No news story originating at an Axis point is to be used following its counterpart issued from Allied headquarters, as it is our belief that the last information given is the information most often retained by the listening public. In other words, if an Axis story warrants mention at all, the Allied story is to follow it, thereby helping to break down the effects of the Axis propaganda story.

4. It is suggested that even in using an Axis story, their figures be changed slightly in order to destroy any possible code message intended by them for agents in the Allied countries.

Opera Written for Radio

WRITTEN under a commission by NBC, a new one-act opera, "The Nightingale and the Rose", based on Oscar Wilde’s fairy tale of the same title, will have its premiere on NBC Red, Saturday, April 25, 2:30 P.M. (E.W.T.). Composer is George Lesser, librettist is Nicholas Isaacs and conductor is Dr. Frank Black, NBC general music director.

Chesterfield Extends LIGGETT & MYERS TOBACCO

Co., New York, which has been conducting a test campaign of transcribed jingle announcements for Chesterfield on four Chicago stations, on March 25 added WLW, Cincinnati, to the list and on March 30 adds stations in Cleveland, Atlanta, Washington, Detroit and San Francisco. Original test for the two-minute jingles, featuring popular and Gilbert & Sullivan music, has been extended four weeks on the Chicago stations WAAF, WJJD, WCFL and WIND (Broadcasting, March 2). Newell Emmett Co., New York, is the agency.

Quebec Province Appoints H. A. BRUNO & ASSOCIATES

Newspaper, has been appointed to handle publicity in the United States for the Tourist Bureau of the Province of Quebec. Announcement was made by Hector Fontaine, president of the Canadian Advertising Agency, Montreal, which will place this season’s American newspaper advertising for Quebec’s Tourist Bureau.

INGENUITY REWARDED

Rudolph Black, employe in the General Electric Radio & Television Dept., Schenectady, waves a check for $800 received from GE for suggesting an improvement in the calibration of radio transmitters. Mr. Black has been with GE since 1935 when he joined the radio department at Bridgeport, Conn.

UTON CLOSE

Hollywood news analyst, sponsored on NBC Pacific Red by Union Oil Co., has written a textbook titled "Ladder of History", which will be released through MacMillan Co. for use in junior high schools.

WORLD HEADLINES

BYRON PRICE, Director of Broadcasting for Chesterfield Tobacco Co., has written to the American Producers Association regarding the situation for the tobacco-wrapped filter cigarette. He notes that while the threat of huge Federal taxes on such cigarettes looms large, the industry is in the midst of an advertising campaign using theFilter cigarette..." We believe, however, that the filters will be a great break-through for the industry in the years to come."

A Young man who was killed in action with the Special Service Forces in North Africa, is being honored by a special tribute being broadcast by WBBM, Chicago. The program is being sponsored by the American Legion and will feature music, tributes and interviews with veterans of the Special Service Forces.

Saturday, April 25, 1942

COURTESY OF NAB

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THE BIG GENT TAKES A BOW

The following comparisons are from the C. E. Hooper Midwinter Indexes, 8:00 AM to 10:30 PM:

IN SAN ANTONIO

WOAI has almost THREE TIMES the listeners of the second station and more listeners than all other stations combined.

IN AUSTIN (75 Miles Distant)

WOAI has almost TWICE the listeners of the second station (an Austin station) and more listeners than all other stations heard there combined.

IN CORPUS CHRISTI (150 Miles Distant)

WOAI has over EIGHT TIMES the listeners of any outside station and almost TWICE the listeners of all outside stations combined.
Brewer-Weeks Merges

CONSOLIDATION of Brewer-Weeks Co., San Francisco, with the local office of Long Adv. Co., was announced last week by the new firm now under the name of Long Adv. Service. Larger quarters have been taken in the Monadnock Bldg., that city, and Kenneth J. Beaver, in charge. Mr. Beaver had been head of Brewer-Weeks since Maj. K. J. Brewer's departure to Washington. Agency also announced placement for Par Soap Co., Oakland, of It Happened in the Service on 21 NBC Pacific and affiliated stations.

WALTER O’KEARA, until recently copy director and chairman of the plan board of Benton & Bowles, New York and at one time with the Chicago office of J. Walter Thompson Co., has joined that company’s New York office to direct creative work in collaboration with James W. Young.

WILLIAM BAKER, New York vice-president of Benton & Bowles, and Charles Mortimer, General Foods Corp. vice-president, were in Hollywood during late March to confer with Maxo Boliner, West Coast agency manager, on summer replacement plans for the weekly NBC Maxwell House Coffee Time.

A. H. WAGNER, formerly of Fuller, Smith & Ross, Cleveland, has joined Hubbell Adv. Agency, Cleveland, as account executive.

N. V. MAYNE, vice-president of Charles H. Mayne Co., Los Angeles agency, has resigned after eight years to establish Mayne Ideas, syndicated advertising service, at 3030 Amesbury Road, Hollywood.

Thomas Is Elected To Ad Council Post

Executive Committee Named

ELECTION of Harold B. Thomas, president of the Centaur Co., New York, to the position of vice-chairman of the board of Advertising Council was announced last week.

Officials of the group which has been designated as a sort of steering committee to coordinate the wartime efforts of the advertising industry with the Government, now include, in addition to Mr. Thomas, are Chester La Roche, former president of board of Young & Rubicam, New York, board chairman; Paul West, president of the Assn. of National Advertisers, secretary, and Frederic R. Gamble, managing director, American Assn. of Advertising Agencies, treasurer. This last title is a change as Mr. Gamble was formerly assistant to the chairman.

To work with Dr. Miller McClintock, executive director of the Council, and to direct the affairs of the organization between monthly board meetings, an executive committee has been established. This committee will meet whenever and as often as necessary, but at least once a week, it was said. Members are Mr. La Roche; Mr. Thomas; James W. Young, J. Walter Thompson Co.; Charles G. Mortimer, General Food Sales Co.; Paul Kesten, CBS; William G. Chandler, Scripps-Howard Newspapers; Albert E. Winger, Crowell-Collier Publishing Co.; Kerwin H. Fulton, Outdoor Adv.

Ad Club School Honors

GRADUATES of the 1941-1942 advertising and selling course of the Advertising Club of New York to receive honorary mention at the graduation dinner held last week included Pearson D. Arpscu of Pedlar & Ryan; Mary McKee Butler of J. Walter Thompson Co.; Catherine Daly of More International, and Stanley H. Mullin of CBS.

Correction

IT WAS incorrectly stated in the March 16 issue of Broadcasting that Robert T. Colwell, Lew A. Greene, Anson C. Lowitz and O'Neill Ryan Jr., had been elected vice-presidents of Ruthrauff & Ryan, New York. They had been elected to that title at J. Walter Thompson Co., New York.

“Ah ain’t sheered o’ no bad luck since Ah done got mah draft numbah from WDFD Flint Michigan.”

JOSEPH HIRSHEY McGILLIVRA, station representatives, has been appointed exclusive national representative of WEMP, Milwaukee.

SPEED

Shown above is the nerve center of INS, over which more than 10,000 words a day are distributed with lightning speed and accuracy.

INTERNATIONAL NEWS SERVICE
H. M. Tedman Appointed To Head Gibbons Agency

HARRY M. TEDMAN has been appointed vice-president and general manager of J. J. Gibbons Ltd., Canadian agency with main offices at Toronto. He assumes his new post in a reorganization following the recent death of J. J. Gibbons [Broadcasting, Feb. 9]. Mrs. Gibbons becomes president under the new arrangement. Other officers are Walter H. Hoare, secretary-treasurer; Toronto; Harold M. Reid, vice-president; Montreal; Gordon E. Hunter, vice-president; Winnipeg; Erwart G. McPherson, vice-president; Regina; Reg. G. Smith; vice-president; Calgary; D. N. Crawford; vice-president; Vancouver. New directors are Ralph A. Barford and R. B. Patasinski, and the vice-president at Toronto is R. A. Stempels. Mr. Tedman started as office boy with the Canadian Adv. Agency, with which J. J. Gibbons was also associated and, after five years in England, returned to Canada to find his own business, joining J. J. Gibbons in the agency business shortly thereafter.

WGR Salary Boost

SALARY increases of 10% for staff members and 5% for officers of WGR, Cleveland, were announced last week by John F. Patt, vice-president and general manager. Increases are retroactive to Jan. 1. Salaries were raised, it was explained, in view of the rising cost of living. G. A. Richards, WGR president, in a message to Mr. Patt suggested that a portion of the raise be allotted by employees for the purchase of defense bonds in addition to the amount already subscribed in the WGR Payroll Savings Plan.

WJR Defense Raises

BLANKET salary increase of 10% to 125 staff members, retroactive to Jan. 1, was announced last week by Leo J. Fitzpatrick, vice-president and general manager of WJR, Detroit. Five percent of the raise will be in cash, the other 5% in defense bonds. WJR was one of the pioneer stations to subscribe 100% to defense bonds, the practice having been instilled last May as a voluntary payroll deduction plan. The new plan replaces the old one.

The Wives Help

WITH "Keep 'Em Smiling" as its motto, Radio Women's War Relief Group, composed of Hollywood wives of pro- ducers, writers, technicians and actors, has been organized to supply former radio industry men, now in military training, with home-made cookies, sweaters, cigarettes and the countless items that make up a "box from home." Group, consisting of 65 members, meets weekly under direction of Verna Felton, radio character actress.

Huge 20th Birthday Fete Given by KGW, Portland

MARKING its 20th anniversary March 22, KGW, Portland, Ore., celebrated on that date with a birthday party in the Masonic Temple attended by 2,000.

Heading the list of radio dignitaries present was Sidney Strodt, NBC vice-president. The entire staff of KGW took part in the entertainment with a special program cut from Hollywood so that several ex-KGW employes might air their congratulations. Part of the two-hour show was broadcast and fed to NBC.

CANADA IMPOSING GASOLINE RATIONS

CANADIAN broadcasters will receive no more and likely some 20% less of the gasoline consumed last year for automobile travel between stations, studios and home for remote broadcasts and for mobile units, according to regulations made by the Oil Controller for Canada at the request of the Canadian Assn. of Broadcasters.

Gasoline rationing by coupon books starts in most of Canada April 1 and broadcasting stations were not listed among the categories on the coupon book application forms, necessitating a special ruling.

Most broadcast operations involving the use of a car come under the same category as newspaper reporters and press photographers under the ruling, who receive under Category C a maximum of 168 to 216 coupon units per year, depending on make of car, with each coupon to be worth four gallons at the start of the rationing period, and liable to be revised downwards as necessitated by gaso line shortage.

Under the ruling given the CAB, stations operating mobile units will come under the commercial category, which allows for purchase of as much gasoline as required, but is limited to the amount used in 1941, with certain exceptions.

FOR COVERAGE FOR QUALITY FOR RESULTS

USE POWERFUL

WLAB

LAWRENCE, MASS.

5000 Watts • 680 Kc. C. B. S.

National Representatives
THE KATZ AGENCY, Inc.

FRANKENBERGERS . . . for over 82 years West Virginia's Finest Store for Men and Boys, uses fifteen minutes each evening, Monday through Saturday, over WCHS, Charleston, West Virginia, to give listeners "The Sport Page of the Afternoon" conducted by Ken Givin, ace WCHS sports reporter and analyst, keeps men and boys interested not only in sports but in good clothing as well. Of course, they buy the clothing of Frankenbergers.
MBS Includes Publicity In Its Conference Calls

HIGHLIGHTS of each day’s publicity releases prepared by the Mutual press department in New York are now included in the daily conference call to all MBS affiliates at 4:15 p.m. New system was started last week by Lester Gottlieb, MBS publicity director, after a number of complaints had been received from the network’s member stations that mail delays were resulting in a lack of publicity material too late for use by the stations.

Formerly devoted to sales information and program corrections, the conference call now includes the gist of the publicity releases, which can be rewritten by local publicity men if the morning’s mail fails to include the releases.

Gottlieb has also inaugurated a new weekly sheet devoted to news of such sustaining programs as Junior Musicals, Children’s Scrap Book, and the like, which are broadcast regularly by many stations but which lack the spot news publicity value of sporting and special event broadcasts to which a large part of the space in the regular publicity material is devoted.

JOE FIELDS, publicity director, and special events announcer of WTOI, Toledo, who is also a practicing dentist, has been given a first lieutenant’s commission to report for active duty April 3 with the Dental Corps, Camp Grant, Ill.

The Other Fellow’s VIEWPOINT

Hitler Disc Series

EDITOR, BROADCASTING:

BROADCASTING Magazine (March 16 issue) inadvertently published a notice to the effect that OEM was underwriting a transcription series prepared by the Brinckerhoff Studios entitled Humanity Against Adolf Hitler.

This is to inform you that OEM has not given approval to the Brinckerhoff series. The OEM Radio Section is distributing a transcription series called You Can’t Do Business With Hitler and it is, of course, important that the Brinckerhoff series not be confused with it.

We are sorry that BROADCASTING Magazine was misinformed, and we hope that the stations requesting the Brinckerhoff series through the Office for Emergency Management and the Office of Facts & Figures, will direct their requests in the future directly to the Brinckerhoff Studios.

Thank you for your cooperation.

ROBERT W. HORTON, Director of Information, Office for Emergency Management Washington

March 25

Fibber, Bob Hope Tops in Milwaukee

Skelton Draws Heavy Vote in Station-Newspaper Ballot

COMPLETING its 12th annual radio poll, the Milwaukee Journal, operating WTMJ and W55M, announces new champions in each of the 22 divisions in which listeners voted. Thousands of ballots were received from its readers in Wisconsin, Michigan, Minnesota, Iowa, Illinois, and Florida.

As in 1941, Fibber McGee & Molly was voted the favorite all-around show, but by stiff competition, and the pair lost its comedy crown to Bob Hope. Red Skelton ran a close third in both the favorite program and favorite comedian races. A few more votes would have won Skelton both contests.

However, he won the competition for outstanding star practically without opposition.

Other Favorites

Ginny Simms was voted the most popular girl singer, displacing Judy Garland, and Walter Winchell outdistanced H. V. Kaltenborn in the voting for favorite news commentator. I Love a Mystery ousted One Man’s Family as the favorite serial. In the popular song and favorite master of ceremonies competition, Bing Crosby won by a wide margin.

For the fourth consecutive year, Kay Kyser won in the dance orchestra division, with Glenn Miller, who ran fourth in 1941, a close runner-up. Kay also won the quiz program vote, but by a small lead over Ralph Edward’s Truth or Consequences.

Both Nelson Eddy and Jeanette MacDonald piled up large totals to win in the favorite concert singer races. For the fifth consecutive year Russ Winnie of WTMJ was voted the favorite sports announcer and Nancy Grey, also of WTMJ, remained the best liked woman commentator.

Don Wilson of NBC repeated as most popular studio announcer by a few score votes over Harlow Wilcox. Of the others. WTMJ’s Bob Heiss beat out Ken Carpenter in the race for third, and Bill Evans of WTMJ kept fifth place. The Ford Sunday Evening Hour maintained its place as the best liked program of concert music. Radio Theatre again led the dramatic division, the Andrews Sisters again won first place as a harmony team, and the Lone Ranger remained the favorite children’s program.

Between a third and a half of all those voting expressed dislike of the soap operas. Ameche was voted the personality most wanted back, and Those We Love was voted the program most missed.

BILLY STERN, sports director of NBC, received 100 offers of cooperation from bowling alley owners, the highest made a radio appeal that reached one set inside one or two bowling alleys for the use of service men, free of charge.

NOW HE’S Captain Bill Adams, stationed somewhere outside the 48 States. But Army early-rising regulations are no hardship to Bill, who ran a crack-o’-dawn farm program of KSFO, San Francisco.

FM IN NEW YORK

W71NY Finds Middle Class—Owns Most Receivers

THAT FM is not confined to listeners in the highest income brackets but rather that the largest audience is in the Group B and C income brackets is asserted in a survey of FM listening habits by W71NY, high frequency station of WOR, New York.

The analysis, prepared by Paul W. Stewart & Assoc. Inc., on the basis of interviews with 203 FM set owners in the New York area and released by W71NY in a brochure, found that 70.9% of the FM families were in these middle income brackets. W71NY also reports that when asked their average daily listening time to FM programs, 74.5% said they listened more than four hours; 32%, two to four hours; 22%, one to two hours; 16%, less than one hour— average listening time of two hours and 25 minutes.

Evidence of the rapidly rising interest in FM is found in the answers to the question: “How old is your FM set?” 77.5% of the sets had been owned for three months or less, 12% were six months old or less, and only four were as much as two years old.

The Voice of Mississippi

The latest radio station to join the PROFESSIONAL BROADCASTING family is WDJX, Nacogdoches.
SEVENTEEN years ago Harry M. Warner, Jack L. Warner, Major Albert Warner and the late Sam Warner dedicated KFWB to the service of the community. Backed by the resources of the world's largest motion picture studios, operated by men with showmanship talent, KFWB became a powerful influence in West Coast broadcasting.

With keen appreciation of its public responsibility KFWB gave many an unknown his chance... Bing Crosby, Bob Burns, Boswell Sisters, Kings Men, Burns and Allen, and many, many others cut their radio teeth on KFWB's mikes.

In the interest of public service KFWB presented for 16 years an uninterrupted flow of fine entertainment. Even during the recent Ascap-Radio Broadcasters dispute, the public turned to KFWB for the songs they wanted to hear; all the songs, all the works of the great artists and composers in the catalogs of Harms, Witmark, Remick and other Ascap members.

Through such public service KFWB earned the unbounded confidence of listeners in Southern California's billion dollar market-confidence which brought unusual results for advertisers local and national.

Now in this emergency KFWB re-dedicates itself and its resources to the service of the nation, with the full cooperation of its advertisers, who, in these critical times appreciate the importance of unity of spirit, unity of purpose and unity of action on the home front. America!... Join us in this Spirit!
Big New York Campaign Is Placed by Edelbrau

WITH RADIO as the main factor in the largest advertising campaign in its history, Edelbrau Brewery, Brooklyn, in April will start a 26-week campaign on three New York independent stations, the programs to be supervised by S. G. Alexander, media and radio director and recently-appointed vice-president of Weiss & Geller, New York agency.

Two programs will be used on WHN, starting April 13, the Sports Commentary by Marty Glickman, daily at 10:15 p.m., and the Star of the Week, six-weekly variety program. On WMCA, Edelbrau will use other Star Final, now a half-hour Sunday show, but shifting to a quarter-hour series when the company starts its sponsorship April 20. On May 4 Edelbrau will take over the six-weekly 7:30-8 p.m. program on WNED as well as the six-weekly Dance Parade of recorded music, 10:15-10:30 p.m.

KEEPII THEM OUT OF JAIL

New York Judge Says Broadcasts Are Big Factor in Reducing Juvenile Delinquency

By JUSTICE STEPHEN S. JACKSON
Director, New York Bureau for Prevention of Juvenile Delinquency

EVERY broadcaster knows that a program based on material of wide public interest will nevertheless fail to attract listeners if it is not "good radio". This means that not only its theme but also its presentation must catch the imagination. A broadcast without listeners benefits no one. For this reason, the bureau of which I am director, has from the outset avoided the old patterns of long speeches and drab interviews in its educational radio programs and has experimented rather with different methods of gaining an audience.

Teaching the Public

The Bureau for the Prevention of Juvenile Delinquency was established by Mayor F. H. LaGuardia as an adjunct of the Domestic Relations Court in New York City, in June, 1940. Much of our work thus far has involved educating the public, and we have relied to a considerable extent upon radio.

Through our broadcasts we have appealed to the youngsters to cooperate in our various campaigns. Further, we have tried to suggest some of the methods by which adults—and particularly parents—might help prevent delinquency.

Finally, and most important in the long run, we have had the task of educating the public to the fact that delinquency can be prevented.

Why Children Come to Court, the first series which the bureau presented, dramatized some of the outstanding contributing causes of delinquency. Typical cases were taken directly from the records of the Children's Court, a rich storehouse of dramatic material. The identity of the individuals was protected, of course. Following the dramatization, we introduced each week a guest expert, who analyzed the case.

In the second series, Preventing Delinquency, we offered what we called a "dramatized directory" of some of the most important agencies and organizations engaged in delinquency prevention. Here, too, we combined the dramatization of typical cases with the presentation of expert speakers at the close; in this case, executives of the agencies described. The two series ran for 26 weeks.

In Demand Elsewhere

The bureau has presented other types of radio programs. Last spring we encouraged public participation in our Student Editor's Column series, by inviting the young editors of school newspapers to read their editorials on the weekly program. More recently, to combat false fire alarms, we presented a half-hour dramatic show, in which the leading players were a Broadway actress and the mayor.

With the exception of a few isolated broadcasts, all our programs have been heard on New York City's station WNYC. Much of the material can easily be adapted to other cities throughout the country, and some of our programs might well be presented nationally. Indeed, we have had a number of requests for our scripts, to be re-broadcast elsewhere.

The bureau is constantly reevaluating its radio techniques. We don't know whether our next series will be directed to children or to adults, whether or not we will use guest speakers, or even whether the programs will be 15 minutes or a half-hour long. We do know, however, that to the best of our ability, it will be "good radio".

Falstaff Serial

FALSTAFF BREWING CO., St. Louis, has placed Justice Rides the Range, adult western serial, five times per week on WFAA-WBAP, WOAI, KVOO, WOW, KMA, WHBP, WKY, WWL, WREC, WDDW, WSOY, WTAX, KMA, WCAZ, KVRS, WOIS, WMBH, WOOG, KDRO, KWTX, Agence is Blackett, Sample-Hummert, Chicago.

Patriotic Disc Sponsors

BRISBACH, DAVIS & STAFF, San Francisco, handling A Toast to America's Allies, transcribed five-minute patriotic program, announced the show will go on eastern stations sponsored by: The Atlantic Co., Norfolk, Va.; WAB, Norfolk; Pittsburgh, PA.; WJB, Pittsburgh; Utica Brewing Co., Utica, N. Y.; WHB, Wheeling, W. Va., and Thomas Oakes Lumber Co., Clinton, Mo., on KROS, Clinton, Aene Brewing Co., San Francisco. West Coast sponsor, of the transcription, has its broadcasts to two nightly, seven nights weekly.
MAKE WAY for the "announcerette"—Harriette Thompson, first fulltime woman at WROK, Rockford, IIl. Formerly a script writer for Chicago agencies, she operates studio controls in addition to her regular announcing trick.

WCHS BOND GIRLS

Dozen High School Lassies

Harass For Sales

A STRICTLY feminine campaign on behalf of defense bond and stamp sales was recently staged by WCHS, Charleston, key station of the West Virginia Network. The idea, developed by Howard L. Chernoff, managing director of the network, has been circulated nationally to station managers.

Twelve attractive young ladies from two local high schools, arrayed in smart uniforms with a naval motif and bearing a small sign "I Sell Defense Bonds and Stamps," were turned loose in downtown Charleston. They were given instructions to solicit and actually pester everyone on the streets, in offices, restaurants and hotels in an intensive effort to sell bonds and stamps.

The workers were divided into groups of six from schools which were athletic competitors. Then to add more incentive, WCHS offered prizes to the six girls doing the best selling job. First prize was a $25 bond. Headquarters were set up in the downtown area and manned by the mothers of the youthful sales-ladies.

In 12 days, working after school and on Saturdays for approximately 30 hours, the girls chalked up a total of $80,000 for Uncle Sam's war chest. WCHS promoted the drive with five-second transcribed spot announcements and several broadcasts from the headquarters.

G. W. (Johnny) JOHNSTONE, di-rector of news and special features for the Blue network, on March 23 celebrated his 20th year in broadcasting. Connected with the radio business itself since 1910, Mr. Johnstone entered the broadcasting field in 1920 when he became an engineer for WEAF, New York, at that time located at 195 Broadway and now the key New York outlet of NBC.

Congress Probe

(Continued from page 14)

formally recess over the Easter holidays but will meet each day and promptly adjourn, by consent. This would mean that committees would continue their scheduled functions but no legislation would pass through either House.

Will Call Bar Group

First witnesses to be called by the Lea Committee will be officers of the Federal Communications Bar Assn., which has endorsed the Sanders Bill, introduced by Rep. Jared Y. Sanders (D-La.). Both NBC and CBS already have announced plans to appear before the committee and the NAB was authorized by its board of directors at the meeting in New York March 19-20 to designate a committee to handle presentation of the industry case. Special counsel may be retained by the NAB for that purpose, under the direction of Pres-ident Neville Miller.

Chairman Lea has indicated that representatives of the FCC will be called, as well as representatives of other groups identified with radio and possibly communications. In addition to the major networks and the NAB, it is presumed that representatives of broadcasters' Victory Council and the Newspaper-Radio Committee, among others, also may be called.

The committee's agenda, however, has not yet been devised. Hearings will be before the full committee of 25 members, rather than a subcommittee. It is estimated the hearings may run two weeks to a month, from about 10 a.m. to noon.

New Gunther Quiz

GUNThER's BEEr BREWING Co., on March 30 begins Quizzes, a novel program combining quiz poker as a "home quiz" over WFBR, Baltimore. Families are invited to get out the poker chips or matchsticks and join in the game. As played at the studio the quixie game does not interfere with the home going on at the time those at home must answer each quixie question before a gong is struck whereas the studio players must wait until after the gong to respond. A copyrighted feature of the H. E. Hudgins Co., it will be sold as a regular feature each Monday and Friday evening.

NBC Recording Contracts

SIX STATIONS have signed new contracts and one renewal with the NBC Radio Recording Division. New subscribers to Sam Cuff's Face the War, three-weekly feature, are WDFP, Flint; WENY, Elmira, N. Y.; WITH, Baltimore. A renewal from KEX, Portland, brings the total of stations carrying this program to 21.

GETTING THE Most Out Of Life, currently on 20 stations, gains WFRN, Fort Smith, Ark. WNBF, Bingham-ton, has contracted for Hollywood Headlines, bringing the station total to 33. Let's Take a Look in Your Mirror, now running on eight stations, has signed contracts with KEX, Port-land, and WIBX, Utica.
WHO at Des Moines is "Heard Regularly" all over IOWA with 50,000 WATTS from the center of the State.

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

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

Headley-Reed Co.
National Representatives.

WGRG Meets AFM's Demands; WSIX Confers on Settlement

YIELDING to union demands, WGRG, Louisville, last week signed a contract with AFM Local 11, ending a wage dispute that, along with another musicians' dispute at WSIX, Nashville, had stimulated a storm of protest from MBS employees. The dispute was settled at meetings with AFM officers, according to the management's attorney, Mr. Peterito, who, appointed head of the union's local chapter, chairman of the Settlement Committee, and an attorney for the management.

The settlement includes a number of changes in the station's policies and operations, the most significant of which is the establishment of a new station for the benefit of members of the union. This new station will be operated by the union, and will be used primarily for the purposes of education and training.

The net changes (Continued from page 12)

KOA, Denver, licensed to NBC. The contract, it was reported, carries the proviso that any changes occur in the station facilities affecting power, wavelength or time of operation, making it a less desirable outlet, will constitute grounds for cancellation. Thus, it was presumed that should NBC win in the current litigation against the clear channel break-down, KOA would be turned to daytime operation, the affiliation will be cancelled.

Pending Litigation

The NBC-KOA litigation now is pending in the Court of Appeals for the District of Columbia, involving the question of adequate hearing and notice, which NBC claims was denied it, as well as the right of the Court of Appeals to issue stay orders.

With the complete separation of the networks, however, BLUE officials evidently felt they were no longer bound to take into account the objections of the networks. The fact that a contract has been entered with WHDH is outstanding proof of the complete independence of the networks, BLUE officials said.

In addition to the WHDH assignment on 850 kc., the FCC recently granted WJW, Akron, a modification to operate on that frequency with 5,000 watts fulltime at a point about equidistant between Akron and Cleveland. It was pointed out that at that time that the power increase could be largely for the purpose of providing another primary service in the Cleveland area.

New Staley Series

A. E. STALEY MFG. Co., Decatur, Ill. (starch), has placed a new quarter-hour transcription of the new series "Wagner" on CBS, WTAM on NBC, and WHK as both MBS and BLUE. WHK, however, is scheduled to switch to MBS the following fall. When things stand now the blue would be left without a fulltime outlet.

IN THE INTERESTS of the nationwide campaign to save paper, WOR, New York, will discontinue the use of these particular paper-consuming promotion looks "for the duration," according to Joseph Cramer, WOR director of promotion and research.

PURSUANT to Order 78, the newspaper-ownership order, the application of Howard R. Imboden, publisher of the Palzski (Va.) Southeast Times, for construction permit to operate a station on 1230 kc., has been placed in the pending file.

New York Extends Video for Defense Scope of Air Raid Lessons Covers Course for Public

WIDELY expanding the scope of the air raid training instruction which WNBT, New York television station MBS, and WNBT, New York City Police Department defense officials and the Office of Civilian Defense, the station announced last week that beginning April 1, it will start a six-week course of instruction for air raid wardens.

Each lesson is telecast 18 times a week so that it may be seen by as many wardens as possible and to start a new series for light rescue squads and fire watchers will be started. In addition WNBTV will begin a six-week course for the general public in the proper behavior during blackouts and air raids.

Record Audience

This latter series, comprising six one-hour episodes which will be presented Friday afternoons and repeated Sunday mornings beginning April 10, will be witnessed by probably the largest audience which has ever seen any television program. The Police Department is calling all wardens and requesting them to accommodate a minimum of 15 persons for each telecast. More than 1,000 private owners of television sets in New York City are being polled by the police, insuring a minimum audience of 30,000 for each episode of the series through these sets alone.

In addition the persons looking in on other private sets or on receivers in taverns and restaurants in the New York area, the series will also be seen and heard in the Brooklyn, and Philadelphasia areas, where they will be picked up and rebroadcast by television stations WRGB, WPTZ, respectively.

This series of public instruction will be presented in dramatic form, with the title The City Awakes, and will portray the reaction of a typical New York family and its friends to America's war efforts and defense activities. Programs are written and directed by Warren Wade, Thomas Lynne Riley and Martin Jones of the NBC production staff and supervised by Noran E. Kersta, director of the network's television department.
In Support of Spot Announcements

Efficient Technique Necessary for Success

Spot announcements are worth their weight in gold! So states Mr. Blatberg, who takes issue with the opinion of George Glevis, publicity director of The New Boston Store, Utica, N. Y., writing in the Feb. 2 Broadcasting that spot announcements are "more spots!". "That evidence he submits the 50 odd spot announcements of KFPHY each week.

By HAROLD BRATSBERG
Continuity Editor
KFPHY, Spokane

GEORGE GLEVIS, publicity director of The New Boston Store, Utica, is right—but Spot announcements can be worth their weight in gold!

His store's concentration on five-minute dramas to the exclusion of spot announcements is beginning to pay dividends," he reports [Broadcasting, Feb. 2].

On the other hand, thousands of other stores everywhere, including KFPY's ten-year veterans, have been receiving dividends for years by the use of spots.

Evil of Blatancy

"Anyone who has studied psychological reaction," Mr. Glevis declares, "will agree that the prospective customer shudders at the machine-gun blatancy of a commercial which utterly disregards the factor of emotional adjustment." So do we.

Our own 16 highly-successful, locally sponsored five-minute shows each week prove that. Not to mention CBS' Elmer Davis and Ginny Simms, which we release, plus our many participation announcements. But so do our 350 odd commercial spot announcements weekly. Spot announcements DO NOT have to be guilty of machine gun blatancy nor of utter disregard for the factor of emotional adjustment.

"Radio listeners," Mr. Glevis observes, "belong to the 'sugar-coated pill' type. They are willing to take their medicine if you take away the bad taste." Without discussing the taste, good or bad, of a five-minute dramatic slice of life to a commercial here's one way to sugarcoat the pill when it comes to spot announcements: Win the intelligent cooperation of all three departments—advertising, salesmen, and the station.

Radio time salesmen have the job of educating advertisers to the fact that a radio announcer is, in fact, the sponsor's salesman.

Four Basic Rules

Just because he speaks to a microphone, instead of to an individual in the flesh, the sponsor should not expect the announcer to forget the fundamentals of good salesmanship. When a customer walks into the sponsor's store, the sales people on the floor don't rush and shout at him or try to sell him everything in the store in thirty seconds. Why should the announcer be expected to?

Radio copy writers must know who is doing the four principal spots. (1) Get all possible facts about the product, including the sponsor's pet phrases and slogans; (2) determine who can logically be expected to buy; (3) determine what stimuli will cause those prospects to take the desired action; (4) organize the copy so as to (a) attract attention; (b) arouse interest and create desire; (c) create conviction; and (d) get action.

Announcers who are successful strike a happy medium between personal and intimacy. They're dignified, yet friendly. They realize they're not yelling at a huge crowd of disinterested human beings assembled against their will for 30 up, but naturally, some listeners (not with, why kid yourself?) the average individual receiver audience of one, two or possibly three or four persons who are selected by the copy itself as logical prospects for the sponsor's product. These persons' hearing is perfectly normal. Their average intelligence is well above average, and their reactions to specific psychological stimuli are predictable.

Some Examples

That's why announcements, such as the following, do produce results: "(pause) Going to a party? Every man will want to dance with you if you're wearing one of the new spring formals—just arrived at Blanks. Brilliant colors! Fascinating styles! And only $9.95! See these new spring formals today at Blanks Department Store."

(Pause.)

Only 44 words!

Pauses before and after, equivalent to white space in printed copy, and the logical organization of the message—attention, interest, conviction action—combined with intelligent interpretation by a skilled announcer do take into consideration the factor of emotional adjustment sufficiently to take away the bad taste and give the spot its sugar-coating.

Results are commensurate with the number of prospective buyers commanded by the station at the moment, when spot announcements are supported by an understanding of both product and market by the time salesman; by the writer; and by the announcer.

True, spot announcements ARE hard to write and announce, but they're worth their weight in gold!

Wire Fence Series

TENNESSEE COAL & Iron Co., Birmingham, a subsidiary of U. S. Steel Co., despite priorities on steel products, is going ahead with its spring radio campaign for wire fences [Broadcasting, Feb. 23], and on March 30 starts three quarter-hours weekly of news and farm reports on six stations south of the Mason-Dixon Line. Programs are presented in the early morning or noon hours to reach farmers. Agency in charge is BBDO, New York.

New Manager for WPAR

APPOINTMENT of George H. Clinton as manager of WPAR, Parkersburg, W. Va., was announced last week by Howard Chernow, managing director of West Virginia Network. Although comparatively new to radio, Mr. Clinton, a native of Parkersburg, has had advertising and sales experience in newspaper work.

Exclusive Derby Rights Are Acquired by CBS

CBS ANNOUNCED last Friday that it had renewed its contract for exclusive broadcasting rights to the Kentucky Derby for an additional three years, 1945-1946. This classic has been broadcast exclusively by CBS each year since 1935 with the exception of 1937. This year's race, on May 2, will be broadcast 6:15-6:45 p.m. over a coast-to-coast network sponsored by Gillette Safety Razor Co., Boston, with Clem McCarthy describing the race and Ted Husing handling color. Maxon Inc., New York, handles the Gillette account.

Insurance Series

BENEFICIAL Casualty Insurance Co., Los Angeles, in a West Coast campaign which started in early March, is currently sponsoring on a staggered schedule, two five-minute transcribed programs titled Dangerously They Live, portraying unique and dangerous occupations, and News Behind the Headlines, dramatized news stories. Station list includes KMPC KFWB KFRC KOMO KJR KFI. Firm also sponsors the quarter-hour transcribed Screwballs.

HEN PRATT, who recently opened a publicity and management office in New York, to handle the development and publicizing of radio, stage and screen artists, has become associated with Henry Bouvaine, New York production company for radio.
Control of WGCM
Is Sold by Ewing
West Sells Entire Holding
Of WTMV Stock to French

AUTHORIZED for the relinquishment of the control of WGCM, Gulfport, Miss., by P. K. Ewing and the transfer of control of WTMV, East St. Louis, Ill., were announced last week by the FCC.

At WGCM, Mr. Ewing, who is manager of WDSU, New Orleans, and owner also of WGRM, Greenwood, Miss., and WMTV, Natchez, Miss., is selling all of the outstanding stock of the licensee corporation to Hugh and William Eugene Jones brothers. The James J. Jones Adv. Co. of New Orleans. Sale price is reported by the FCC to be $17,500. WGCM is on 1240 kc. with 250 watts.

West Sells Interest

The WTMV deal involves the sale by William H. West, majority stockholder, of his entire 62.8% interest to Carlin S. French, Mr. French already held 36.2% of the WTMV stock. Consideration to Mr. West is $14,826, according to the FCC. Deal also releases Mr. West from a $39,544 note of Messrs. West and French held by a director, Lester E. Cox, also a stockholder in KWTO-KGBX, Springfield, Mo. WTMV is assigned to 1490 kc. with 560 watts.

The Commission approved the routine assignment of license of the Brown County Broadcasting Co., licensee of KBWD, Brownwood, Tex., as a partnership, to a corporation of the same name. Principals are Wendell Mayes, Joe N. Weatherby, B. P. Bludworth and J. S. McBeath. KBWD is on 1580 kc. with 900 watts.

FPC Orders

DT. PETER FAHRNEY & SONS Co., Chicago, has agreed to Federal Trade Commission stipulation to cease making certain claims regarding its products. Dr. Forest's Training Inc., Chicago, has been ordered to cease making certain claims regarding its television or electronics courses until "the commercial development of television advances sufficiently to assure such possibilities".

FLO ZIEGFIELD'S famous stage-door line "Though This Portal Pass the Most Beautiful Girls in the World" is paraphrased by the sales department of WCPO, Cincinnati, in its newly-decorated offices. You can't miss this legend for the entrance faces on the reception room.

In front of the door are Evelyn Eppinger, traffic manager, and Mortimer C. Watters, general manager and originator of the idea.

Press Radio Report

(Continued from page 11)

in its pending file all newspaper applications until the FCC determines policy with respect to the whole subject of newspaper ownership. He was asked whether newspaper applications would receive immediate consideration if it was shown that the stations were needed in the war effort. The chairman said they also would be held up pending inquiry results.

In response to inquiries of members of the House Rules Committee, considering the Cox Resolution for an investigation of the FCC and its personnel, Chairman Fly had stated that he personally had an open mind on the whole subject of newspaper ownership. He declared the Commission might consider it could issue regulations, or determine that it did not have the power to act at all, or submit recommendations to Congress for enacting legislation.

Despite the fact that the Commission has thrown all newspaper applications into its pending file, irrespective of the degree of ownership, Chairman Fly said he regarded the question essentially related to majority control of a station by interests who had majority control of a newspaper [Broadcasting, March 16-25].

Hough Calls Meeting

Meanwhile, the Newspaper-Radio Commission of which Harold V. Hough, WRAP-KGKO, Fort Worth, is chairman, has called a meeting of its membership in New York on April 20, during the annual meeting of the Publishers Assn. in a notice to stations in the group last week, Mr. Hough pointed out that at the conclusion of the hearings, counsel for the committee was given only for an opportunity to submit briefs but will ask for oral arguments.

He pointed out that this is necessary because of the many conflicting points involved and since the protracted hearings covered 3,600 pages of testimony and the introduction of 400 exhibits. These will require careful summarization, he said.

In asking publisher-broadcasters to attend the April 20 session at the Waldorf-Astoria, Mr. Hough said there are "many important problems which still lie ahead". He said there will be a discussion of the further action which is necessary to protect newspaper interests in radio and a report on the committee's activities to date. All members of the group were earnestly requested to be present or send a representative to the meeting.

DOSTER COMES BACK

Famed Owner of Army Net

In Panama Arrives

HOMEWARD-BOUND after three years of service in the Panama Canal Zone in Sergt. Maj. Clay Doster, the man who is responsible for bringing radio entertainment to the U.S. Army soldiers scattered over 500 miles of Panamanian jungle.

A year ago, Doster wrote NBC, asking for the loan of "any old records lying around" to fill up the night programs of PCAN and, later, PCAC, Army radio stations in Panama. NBC responded with over a ton of its best transcribed entertainment from the Radio Records division and a special one-way inaugural broadcast, during which the stations were named honorary affiliates of the network.

The title of "Djungle Mudders" has been bestowed on NBC officials by the soldiers in Panama. Since Dec. 7, the radio stations, which were both operated by Doster, have been used for strictly military service.

Average Day at WMCA

Shown Executives Club

A REVIEW of an average day in the schedule of WMCA, New York, was presented at the March 25 meeting of the Radio Executives Club of New York in the Hawaiian Room of the Hotel Lexington. Arranged by Don Shaw, WMCA general manager, and prepared by Walter Craig, program director, the performance included highlights in the news by Johannes Steel, Sydney Moseley, Otis T. Wingo and Tex McCrary; music by Hazel Scott, Madge Marley, Walt Scanlon's Quartet and Joe Rines' orchestra; talks by Jimmy Powers, Herbert Mann, and Art Green, WMCA's m.c. of recordings.

Out of town guests included Ralph Colby, WRC, Greeneville, S. C.; Clark A. Luther, KFB, Witchita; A. N. Armstrong Jr., WAAR, Boston; Charles Makelim of Hal R. Makelin Productions, Chicago, and Studebaker Corp. executives—Paul G. Hoffman, C. A. Moseley, and Art Fletcher, sales manager, both officials of United China Relief, which WMCA is assisting on a radio program.

WBZ Adds Announcers

THREE NEW announcers, Streeter Stewart, Carlton Ide and Carl Desue, were scheduled to join WBZ-WBZA, Boston and Springfield, Mass., March 29 according to an announcement last Thursday by W. Gordon Swan, director of the stations. Stewart transfers from WBOS, Boston, where he was head of the Spanish department; Ide is from WGAN, Portland, and WKNE, Keene, N. H., and Desue is from WJTN. The three men will also announce for the new Westinghouse FM outlet, W67B, which was scheduled to begin operation March 25.

41.9% Hear Disc Network

TRANSCRIPTIONS serve 55,225,344 people or 41.9% of the U.S. population. They are 162 local stations from coast to coast, according to a survey prepared by Walter P. Burns & Associates on behalf of the network and in collaboration with the Laboratory of Public Affairs, makers of Alka Seltzer and the Wade Adv. Agency. This survey is the first analysis of primary coverage in the secondary markets of the country served by the Network's transcription hookup.

OKLAHOMA CITY

An unexploited market with a ready-built audience from WKBM's NBC and Blue Network programs.

WKBH

WKBH

The Katz Agency, Inc. - Representatives

Page 58 • March 30, 1942

BROADCASTING • Broadcast Advertising
W67B, in Boston, Opened March 29
FM Outlet of Westinghouse Operates Six Hours Daily

W67B, 10,000-watt frequency modulation station, was to begin broadcasting March 29, according to C. C. Young, acting manager of Westinghouse Radio Stations of New England. The new station, with studios in the Hotel Bradford, was in operation at Hull, Mass., on 46.7 mc. and will be on the air six hours daily between 3 p.m. and 9 p.m.

W67B was to inaugurate service with a simple half-hour dedication program, featuring a message from James Lawrence Fly, chairman of the FCC; string music under the direction of Avner Bakov, and the voices of Kay Ivers, popular singer, and Elva Boyden, contralto.

The new station will be programmed entirely for FM. In announcing this policy, W. Gordon Swan, program director of WBZ and WBZA, who will take on the same duties for the new station, said: "We listeners will experience a new station with musical features planned for the high-quality reproduction which FM makes possible. With few exceptions, the programs to be heard from FM station W67B will be heard only on FM."

W67B will feature a dinner concert each evening between 8:05 and 7, five minutes of news every hour on the hour, stock quotations each afternoon at 4:05, a sports program with Benny Davis, Monday through Friday at 7:05 p.m., and a home forum program featuring Mildred Carlson each Tuesday and Thursday at 4:05 p.m.

FM station W67B is the result of a year of experimentation and building by Westinghouse engineers. The new station, according to F. M. Sloan, chief engineer, embodies the latest principles of FM broadcasting.

SESAC announces it has acquired the exclusive performance rights to the dance music catalogue of Sterling Music Co., New York.

REPEATING the warnings of many industry leaders that a shortage of technical personnel is already acute and will become increasingly so as the war progresses, FCC Commissioner Ray C. Wadswort, quoting George H. Fett, chief engineer, who recently returned from a trip to England, declared women of England are doing a remarkable job in the operation of the communications field, replacing men called to the colors.

In an address made, March 21, in Washington to the Institute on Women's Professional Relations, Mr. Wakefield quoted from the Gross' survey in England, which revealed that English women have become technical radio announcers. The program directors and are "standing at the controls, serving as assistant engineers, as program managers and leaders of the technical and maintenance positions."

At the Radar

As an example of women's technical proficiency it was pointed out that in England they are maintaining and operating the "Radar", an operating control device which, it was said, requires high technical skill. [Broadcasting, Nov. 24, 1941].

Tubos against women performing technical tasks have been removed in England, it was said, and these will also have to be eliminated here. In quoting from Mr. Gross' report on "Witches of the Air" of the communications device,Wakefield parenthetically said, "I might add that we at the FCC don't maintain quite the same taboo. At the present time we have eight lawyers who are women, approximately 10% of our legal staff."

He implied that the prejudice against women would have to be removed in all fields if the war effort is to be successful.

Commissioner Wakefield pointed out that in the broadcast field women have long been active in the program side and "have distinguished themselves without help from emergency labor shortages."

The high percentage of young men in the radio field was taken by Commissioner Wakefield as the main reason for technical training of women for replacement since the men will be constantly drained from the field to enter the armed forces. Illustrating his point, Mr. Wakefield said that "of the 5,500 qualified broadcasting engineers in the United States, 1,000 have already entered the Air Force, or Navy—and that's just a beginning."

Technicians Needed

He added that "so serious has the shortage of trained technicians become that the Commission has had to relax its requirements for technicians, to permit stations to employ operators with lesser qualifications." [Broadcasting, March 2].

Industry realization of the great

GALS OF THE GAIN are these three engineers of WCHS, Charleston, W. Va., who claims the control console championship for the trio. Seated is Emmy Lou Jackson, a full-time operator since last August surrounded by Velva Williams (left), receptionist and switchboard operator of WCHS for the last half-dozen years, lately transferring to the control room, and Jane Trent, a new arrival.

problem to be faced in technician shortage was indicated as far back as August, 1941, Commissioner Wakefield said in recalling a meeting held by Government representatives, broadcasting industry and educational institutions to map out a technician training program.

Outcome of this, and other meetings, Commissioner Wakefield said, has resulted in the radio technician's program being financed by the U. S. Office of Education in cooperation with the NAB. "I think I can recommend," Commissioner Wakefield said, "the technician's training program, now proceeding under full steam, as a model for those desiring to establish similar training programs in other fields.

As previously reported in Broadcasting the technician training program has launched its first major step in its aim to train 200,000 technicians with plans already been carried out for the training of 20,000.

Syracuse Council

DESIGNED to coordinate local war effort, Radio Victory Council of Syracuse has been organized with Robert G. Soule, vice-president of WPRB, Syracuse, as general chairman. RVC was organized, it was said, to act as a clearing house for public service programs connected with the war effort and to prevent duplication of effort. Policy Committee of the council includes E. G. Soule, F. R. Ripley, WSYR; William T. Lane, WAGE; Sherman Marshall, WOLF.

MANUFACTURE of dry cell batteries for portable radios has been prohibited in Canada as of March 31, according to the Department of Munitions & Supply, Ottawa.

5% Increase Is Granted By Arbitration Award

STAFF announcers at WBZ-WBZA, Westinghouse stations in Boston-Springfield, last week were awarded 5% wage increases over the previous rates, by an American Arbitration Assn. panel, according to information received by the headquarters of the American Federation of Radio Artists.

Contract between union and Westinghouse provided for reopening annually to discuss wages and when union and management failed to agree this spring, matter was submitted an arbitration as the contract also provides [Broadcasting, March 18]. These increases, AFRA said, are in addition to the regular cost-of-living increases given all Westinghouse employees.

Will Honor DeMille

CECIL B. DE MILLE'S 30th anniversary in the film industry will be celebrated with a radio tribute to motion pictures and radio in the western hemisphere on April 4. Programming will be in series to promote inter-American relations. The broadcast will salute the industry's "important contributions to mass entertainment, communication and cultural exchange," in a program to be heard in North America as far as Montreal, and transmitted simultaneously to Latin America. Brief talks by prominent radio and motion picture men, including DeMille, will be picked up from New York, Buenos Aires, Vancouver, Montreal, Mexico City and Hollywood.

Dr. (W) SUN Gives You The BEST of Florida

He'd DELIVER For You!

Since 1927 Dr. (W) SUN has been the LISTENING PREFERENCE with Gulf Coast and Central Florida folks who are definitely people . . . and who are ready buyers.

TODAY, more than ever before, when your money is restricted to high quality only, a conscientious personnel to serve you! No ONE, a class, interference-free signal on 620 kc, Dr. (W) SUN is a logical first line of defense for your sales.

MANUFACTURE of portable equipment and airconditioning has been ordered by the government for public service in the period of war, according to a statement issued by the National Air Conditioning and Heating Assn.

broadcasting • broadcast advertising

March 30, 1942 • Page 59
McCaw Joins Air Corps Chyt of Directing KELA

J. ELROY McCAW, general manager of KELA, Centralia, on March 27 reported for active duty as a lieutenant in the Army air force, headquarters in Washington. An engineer, Lieut. McCaw has turned over to Joe Dray, commercial manager of KELA, the function of acting manager. Mr. McCaw on March 21 married Marian Oliver, of Centralia.

Vincent Voegele, program director of KELA, has enlisted in the Navy and reports for duty early in April. Donald Wheeler, KELA operator, has joined the Navy and is stationed at Bremerton.

Mr. Woolley

WOOLLEY Aide to Hedges

EASTON C. WOOLLEY, formerly manager of the service division of NBC's station relations department and one-time manager of WWJ, Detroit, has been appointed program manager of WMM, Mission, station relations. Mr. Woolley has been with the organization since 1937, having held various positions in connection with the production and promotion of programs on the NBC network. He has been associated with NBC in the production of programs for stations in Chicago, New York, and Los Angeles, and has been actively engaged in the production of programs for stations in the western United States. Mr. Woolley is a native of Michigan and is a graduate of the University of Michigan.

WOOLLEY in Charge of Station Relations

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Two Are Elected To ASCAP’s Board
$950,000 Quarterly Dividend Is Near All-Time Record

ONE NEW writer and one new publisher were elected to the board of directors of ASCAP in the second election participated in by the membership of the Society, as provided in the new rules of association adopted by ASCAP last year in accordance with terms of the Government consent decree. Formerly the board itself elected its members.

Big Dividend

ASCAP also announced last week that its royalty distributions for the first quarter of 1942 would total $950,000, just $60,000 short of the all-time high for a first quarter, the $1,015,000 that was recorded in the January-March period of 1940. Annual meeting of the Society was held last Thursday at the Ritz-Carlton Hotel, New York. Reports for the past year were given by the president and general manager, but otherwise the event was purely social.

Following meetings of John Paine, ASCAP general manager, and Herman Finkelstein of Schenley & Finkelstein, ASCAP general counsel, with the attorneys general of the States of Kansas and North Dakota, the Society has resumed operations in Kansas and has filed with the North Dakota official papers for his consideration and are now awaiting word from him.

The discussions in Kansas, it was reported, left ASCAP with the belief that it has complied with the State law and is legally able to do business within the State and it is expected that a similar condition will be found regarding the North Dakota statute.

Henderson Beats Kern

Four writer members and four publisher members, one-third of the board of 24, stood for reelection, under the rule that the complete board come up for reelection every three years. The defeat of Jerome Kern, noted composer and for many years a board member, by Ray Henderson, winner of a hot-three-way race which included Al Lewis, was one highlight of the election.

The other was the tremendous vote given by writer members to ASCAP President Gene Buck. On the publisher’s side, the newcomer is Donald Gray, who replaces Walter Kramer.

Votes for winning candidates, as announced by Abel Baer, chairman of the election committee, were as follows:

Writers — Gene Buck, 43,607; Geoffrey O’Hara, 35,050; George W. Meyer, 28,727; Ray Henderson, 19,292.

Publishers — Max Dreyfus, 2,560; John O’Connor, 2,486; Donald Gray, 2,041; Jack Mills, 1,866.

FLOOD BROADCASTS

WBTA Brings Aid, Comfort — To Batavia Victims

WHEN flood waters recently inundated Batavia, N. Y., WBTA proved the public service value of radio once again. In an area swamped with water and silt, blacked-out because of power failure and silenced by the loss of phone communications, WBTA served as the only means of communication for the area maintaining order and bringing aid and comfort.

At first the station went after immediate interest story of those who were recorded for rebroadcast purposes. But the inability of any other agency to cope with the situation brought home to the station the need for instant humanitarian aid. After going through the first night, the staff was still at work the next morning dispatching boats to the homes of people unable to escape, gathering oil stoves, food, fuel, clothing and blankets and coordinating the activities of other agencies engaged in welfare work of the American Red Cross, the American Legion, the Boy Scouts and the City Department of Public Works worked side by side with the station.

In one 24-hour period, 1,052 separate bulletins on flood conditions were broadcast. Mail from listeners and public agencies alike emphasized the worth of radio as an instrument of public service in urgent aid.

EXCLUSIVE Radio Features, Toronto, representing a number of American transcription producers in Canada, has appointed H. N. Stovin, station representative, as exclusive national representative in Montreal and Winnipeg.

NCAC Opens Offices

NATIONAL CONCERT & Artists Corp., formed last fall following the sales of NBC’s concert and talent divisions, has moved to its new New York headquarters at 711 Fifth Ave., and has opened offices in Chicago at the Merchandise Mart, in Hollywood at Sunset and Doheny Drive, in San Francisco at 111 Sutter St., according to Alfred H. Morton, NCAC president. Mark’s Levine is vice-president and director of the concert division; publicity, advertising and promotion is directed by Philip Kerby; Daniel S. Tuthill, vice-president, supervises the popular division, which includes radio activities. Quarter also have been provided at the new address for Civic Concert Service, subsidiary of NCAC, directed by O. O. Bottroff, NCAC vice-president, and S. Horak Attractions Inc., which has special contractual arrangements with NCAC.

WWL CELEBRATES 20TH ANNIVERSARY

CELEBRATING its 20th anniversary, WWL, New Orleans, will mark the occasion with a special broadcast the evening of March 31. Program will include offerings by talent regularly heard on the station and will feature a narration tracing the history of the 50,000-watt outlet. Script, under the direction of Henry Dupre, program director, was written by Ed Hoerner.

WWL, owned by Loyola U., of New Orleans, first took the air March 30, 1922, with a special plea for school funds by the late Rev. Edward Cummings S.J., then president of the Jesuit school. Loyola’s interest in radio is traced back to 1907 when the Rev. Anton Kunkel S.J., a professor of physics, erected wireless equipment on the campus.

With the advent of broadcasting, the Rev. Edward T. Cassidy, S.J., with a group of amateurs built Loyola’s first station from radio odds and ends discarded from a government ship.

W. Howard Summerville is general manager of WWL and the Rev. Frank A. Coney, S.J., is staff advisor. WWL operates on 970 kc.

New Record Firm

NEW RECORD manufacturing and distribution firm, with headquarters in Hollywood and New York, is being organized by Buddy G. DeSylva, executive producer of Paramount; Glenn Wally, owner of Hollywood Music City, retailers of phonograph recordings and machines, and radios; and John Mercer, songwriter. Firm expects to release its first recordings in two months. Allied Record Mfg. Co., Hollywood, and the Scranton Record Co., Scranton, Pa., will handle pressings. Wallach was slated to be in New York this week to establish offices and line up personnel.

ALTHOUGH he failed to mention his bride’s name, Bernard Valley, CBS correspondent in Stockholm, last week cabled the network that he had just been married.

Monday Through Friday

11 A.M. to 12 Noon

Orphans of Divorce
Amanda of Honeymoon Hill
John’s Other Wife
Just Plain Bill
on
5,000 Watts
Day and Night
WING
NBC Red and Blue Network
The DAYTON, O. Station
Nat. Rep.: Paul H. Raymer

Putnam Trouble

GEORGE PUTNAM and George Putnam work for NBC in New York as announcers (middle initials A. and B. respectively). Folks may have thought they were hearing things but that’s only a part of it. Now the two of them have gone in for publicity, each hiring the same press agent who in turn decided to clear the confusion with a brochure called, Are You Hearing Double? Thanks!

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 30, 1942 • Page 61
Wanted

Manager Wanted—1000 watt station in Pennsylvania. Proven money producer. Good right man. Give details regarding education, experience, and references. Box 311, BROADCASTING.

Wanted—Draftee exempt, competent, copywriter-announcer. No night work. Write Box 315, BROADCASTING.

Regional Network Station—In South desires salesman with some radio experience. Box 308, BROADCASTING.


Assistant Chief Engineer—For 250 Watt station located on ammonia. Opportunity permanent. Good business. Excellent working conditions. West. Box 289, BROADCASTING.

salaman—Midwest 1,000 watt network station. Thirty dollars weekly guarantee. $50 commission. Excellent opportunity for steady worker. Box 306, BROADCASTING.

Combination Announcer-Technician—For transmitter duty 1,000 watt network station. Box 397, BROADCASTING.

Operators-announcers—There are opportunities for employment in network stations for combination men. Give details, experience, etc., draft status, salary expected, when available. Oregon State Broadcasters Association. Box 660, Bend, Oregon.

Chief Engineer—Prefer man familiar latest RCA equipment. Single or married, not afraid of work. Consideration will be given applicants basis of qualifications regardless of present status. Living conditions moderate. $35.00 per week. WHIRLPOOL.

LICENSED ENGINEER—Voice desirable announcing. No experience necessary. $50.00 weekly. Air mail or wire RUIF, Durango, Colo.

ENGINEER-ANNOUNCER—Light announc ing in South Florida independent station. Apply this week. Send qualifications, picture, telephone number if available, and salary expected. Box 397, BROADCASTING.

ENGINEER WANTED IMMEDIATELY—350 watt MAS station. State reference, experience, draft status and salary expected. WFMN, Fayetteville, N. C.

TRAFFIC MANAGER—Regional station midst West market. Oregon previous experience handling network and local programs. Traffic ability necessary. Box 294, BROADCASTING.

Southwest Station—City ten thousand, wants announcer capable programming. Draft exempt, marry, and not afraid of work. Tell all in letter, salary expected, and references. Permanent. Box 295, BROADCASTING.

Wanted—Operator with broadcast license, experience not necessary. Write Box 290, BROADCASTING.

Situations Wanted

MAN FULLY QUALIFIED—Seeks management of small station: sales or production manager. Position full management; general ad- viser. Large station. Present work highly satisfactory; same or better employer; opportunity investment has too many limitations. Seek greater field of opportunity. Full details and transcription on request. Box 814, BROADCASTING.

Wanted-Engineer, District Manager—Salesman for small station in state. Good business. Salesman must be a salesman. Box 316.

Situations Wanted (cont'd)

Mature woman—Admired beyond draft sta tus, experienced in National broadcast- ing. Excellent program development desires position, with full salary and references. Box 316, BROADCASTING.

12 Years Radio Experience—Including announcing, program directing, traffic and station management. Draft status. Good connection with network affiliate in executive capacity or will consider offer. Box 306, BROADCASTING.


Radio ACCOUNT EXECUTIVE—Available. Thoroughly experienced in every phase of radio advertising and sales promotion. Successfully developed small station and programmed own stations. References, performance accounts. Box 315, BROADCASTING.

Secretary-Musician—Girl available immediately. Plays piano, violin, a cappella. Three years radio work as music director. Program arranger, copywriter, bookkeeper, also script announcer. Box 292, BROADCASTING.


Top Flight Sports man—Draft exempt, de signs on. 12 years play-by-play. Nothing under $75.00 weekly considered. Box 309, BROADCASTING.

Newscaster-New Editor—Employed Calif ornia, now is Washington. Wants Middle west station connection. Draft deferred. Box 296, BROADCASTING. Radio Salesman—Draft exempt, desires on. 12 years play-by-play. Nothing under $75.00 weekly considered. Box 309, BROADCASTING.

SECRETARY—EXPERIENCED—Wants new position immediately. Must be able to work 24 hours, on or off. Good references. Box 309.

A REAL Salesman or Saleswoman—Show me $1,000.00 yearly and up—I'll show you how well done. Box 301, BROADCASTING.

Announcer-Writer—Three years experience in offices of all three major networks, in southwestern states. College. Many Draft deferred. Commercial and news announcer; good continuity writer. Married. Write or wire Sam Woodall, 496, Brookhaven, Missippi.

Production-Program Director-Promotional Manager or Personality Announcer—That can do a 250 watt job. Daring, original. To offer anything to offer in any of these departments, or all of them (for that's what I'm doing where I am working now) I'll appreciate the opportunity of proving my worth. Draft exempt, thirty-eight years old. Year's experience. Radio. Write or wire Box 316, BROADCASTING.

HERE ARE MY QUALIFICATIONS—CAN YOUR STATION PROFIT FROM THEM?—12 years in radio, licensed operator, announcing, copy writer, and full time sales work. Not interested in small community stations that need to be brought back to life. I'm looking for a tough job with an opportunity to make money and secure a permanent connection. Box 313, BROADCASTING.

Program Manager—Experienced in every department of station;面容cious, business manager, chief engineer. Good knowledge of electronics. Will provide references. Box 316, BROADCASTING.


Wanted to Buy

Used or New in its entirety or simply one 250 watt transmitter—With associated monitors and speech input equipment; one 150 to 300 watt old vertical radiator. Box 298, BROADCASTING.

Late model RCA turntable—Vertical and lateral pickups. Quote cash price. Box 299, BROADCASTING.

All or Part Interest in Small Station—Ten years newspaper experience. Young, energetic. Box 292, BROADCASTING.

Will Pay Good Price—For FCC acceptable frequency monitoring equipment. Rarit y, etc. Box 300, BROADCASTING.

General Radio—a 3A broadcast company. HOLLISTER CRYSTAL COMPANY, Wichita, Kansas.

For Sale


Half Interest—In profitable 250 watt station, Box 291, BROADCASTING.

Weirder Stations Adopt Profit-Sharing Policy

A PROFIT-SHARING plan for all employees in combination with periodic adjustments to meet the changing cost of living has been inaugurated at WTEY, Troy, N. Y., and WSYR, Syracuse, by Col. Harry C. Wilder, stations' president. The plan, it was said, will provide a flexible system of maintaining a constant and adequate salary for employees. Adjustments are to be made at the end of each quarter-year with cost-of-living changes based on reports from the Department of Commerce and profit sharing based on company earnings for the period.

CBBX New Shortwave

CBBX, Vancouver, is the call of a new shortwave station assigned by the Canadian Dept. of Transport to the Canadian Broadcasting Corp. Station will operate with 6500 kw, and will be located on Lulu Island, B. C., site also of the transmitter of CBB, Vancouver outlet of CBC.
CHINA LOOKS TO US!

—and here’s Radio’s Part of the Answer

April 11th from 9:00 to 10:00 PM a full hour program will be broadcast over the Blue Network. With production directed by Charles Martin of the Biow Agency and West Coast production by Tom Lewis of Young and Rubicam, a great array of stars and writers are lending their talents to make the program one of the biggest radio features ever to go on the air.

That’s Only Part of Radio’s Part!

Sponsors and stations throughout the country have pledged full cooperation, donating time for announcements, helping to build a tremendous audience for the program so that China’s message will be placed before the greatest number of people possible.

Stations unable to carry the network program will want to make arrangements for broadcasting a transcription of it. (For information about it write Warren Jennings, 1 East 54th Street, New York City.)

Relief for China is relief for us. Let’s make sure that radio gives for China to help China keep on giving for us!

RADIO EXECUTIVES CLUB OF NEW YORK

United China Relief Committee
**Actions of the FEDERAL COMMUNICATIONS COMMISSION**

**MARCH 21 TO MARCH 27 INCLUSIVE**

**Decisions**

**MARCH 11**

NEW, Herman O., Radnor, Darien, Mich.—Granted continuing hearing to 5-25-42.


WDNC, Durham, N. C.—Denied petition to close file applic. CP; Commission on own motion continued hearing to 4-30-42.

**MARCH 23**

WSCC, Charleston, S. C.—Adopted order making final proposed denial of receipt for transfer.

**MARCH 24**

KGNU, Dodge City, Kan.—Proposed denying CP increase night power to 800 w.


WGCN, Gulfport, Miss.—Granted consent relinquish control by W. C. Ewing thru sale of all equipment and licenses to George and William Huffman, Jones for $17,500.

WBAP, Fort Worth, Tex.—Denied application for change of call letters to close file applic. CP; Commission on own motion continued hearing to 4-20-42.

**KLCZ’s Maps**

RADIO people do listen to radio stations. Evidence was the recent offer of INS war world aliens to listeners by KLCZ, Denver, and the almost immediate request from CRRM, Regina, Sask., for six of the maps.

**Data on Radio Industry Given in FCC Yearbook**

STATISTICS covering financial and operating data of common carriers and broadcast stations for the calendar year 1940 have been released in book form by the FCC. Titled Statistics of the Communications Industry in the United States, the publication is available at the Superintendent of Documents, Government Printing Office, Washington, at 20 cents per copy.

The information is based on reports received by the Accounting, Statistical and Tariff Department of the Commission. It covers 148 stations, of which 21 are devoted to broadcast stations and networks. The first edition of this yearbook was published in 1938.

**New Training Classes Opened by Ham League**

TO PROVIDE radio training for American youth soon subject to military service, local club groups of the American Radio Relay League are setting up community evening training courses in code and theory in many localities.

Alarmed clubs in small cities are conducting such courses according to F. E. Handy, ARRL Communications manager. The eventual objective in all such courses will be the qualification of each student for an Amateur Class B license issued by the FCC. Although the preference is for young men from 16 to 21, applicants of any age are accepted since the necessity for trained radio operators in arms and at home is realized.

**Signal Corps Cuts Equipment Types**

MOVING toward standardization, the Army Signal Corps has set up a new Communications Coordination Branch to reduce the varied types of equipment used, to a minimum of equipment essential to the operations of the Army’s arms and services.

Col. David M. Crawford, one of the Army’s leading radio specialists, will be in charge.

To meet the communication requirements of each fighting arm, specially qualified officers will represent them on the Army Communications and Equipment Coordination Board. Coordination branch membership will include representatives of the Infantry, Field Artillery, Cavalry, Coast Artillery Air Corps and Armorized Force as well as the Signal Corps. Liaison officers from the Navy, the Marine Corps and the other United Nations will also be on the board.

One problem already facing the new board is the recommendation of frequency bands to be allotted to various arms and services. Complementarily, special-interest officers lack any fixed geographical position. The Army moves in airplanes, tanks and other vehicles, and the Signal Corps must keep those transmitters functioning without interference that would disrupt the Army’s lifeline of communication. Also to be established are uniformity of procedures for using equipment in the field.

**New RCA Circuit**

A REVISED radiotelegraph circuit, connecting San Francisco directly with Kunning on the Burma Road in China, has been open to public service, W. A. Winterbottom, vice-president and general manager of RCA Communications Inc., announced March 26. At the northern end of the Burma Road, it is 300 miles southeast of Chungking, 500 miles from Mandalay, and was inaugurated at the request of the Chinese National Government.

**FM Station Monitoring Is Easy**

**ONE UNIT PROVIDES ALL THESE—**

* Direct reading of center-frequency deviation (with or without modulation)†
* Instant calibration against a precision crystal standard
* Direct reading of modulation percentage
* Adjustable modulation-limit flasher†
* High-fidelity output for audio monitoring†

† Provision has been made for remote console operation.

**Gillingham Goes to Chemical Unit**

LEAVE of absence from the FCC as its director of information “for the duration” was encouraged by George O. Gillingham last Tuesday. He is returning to his “old outfit” in the Army as captain in Chemical Warfare. The subject position probably will be assigned to quartermasters in Washington.

On Friday a handwritten letter requesting leave came following the appointment, at Chairman James Lawrence Flye’s behest, of Edgar M. Lippert, Washingtonpost newspaperman who has specialized in radio, as assistant in the office of information. Mr. Jones was to have reported last week but was detained by illness. He is on temporary appointment. As a designation is understood to have provoked considerable opposition on the ground that, with emphasis on economy in Government press activities, additional man was not needed.

Capt. Gillingham joined the FCC October 27 under Mr. V. H. Kingsley joined the Commission. He had been public relations director of the Tennessee Valley Authority, of which Mr. J. A. King is general counsel. One of Washington’s best-known Government press relations officials, Capt. Gillingham had written a distinguished newspaper career with New York and New Jersey newspaper papers, as a contributor to national magazines. He is a former commander of the National Press Club Post of the American Legion.

The FCC, by unanimous vote, granted Capt. Gillingham leave for the duration, and Chairman James Lawrence Flye signed him March 25 that “your absence will leave a very large hole in the Commission.”

“IT IS felt by all that your services have been wholly commendable and I should like to take this opportunity of paying well deserved tribute to the ability, energy and loyalty which you brought to a difficult assignment,” the letter said.

The cable informs me that it appreciates your motives in again entering Army service and it would not wish to stand in your way. I have no objections. We shall, however, welcome your return at any time.”

Reserves Will Receive Training as Technicians

FOLLOWING informal discussions held last week concerning the Radio Technician Training Program which has been launched by the NAB cooperating with the Division of Engineering Science, Management and Operations of the US Office of Education, it was indicated that the courses may be limited to the most part to military reserves.

It was pointed out in the discussions that by having prospective trainees enroll in the reserves, the problem of their induction into Selective Service before they completed their training would be eliminated. However, those sponsoring the plan have recognized the needs for replacement of technicians in essential services such as police, fire, commercial airlines, Government limited service stations, FCC and other industries and will endeavor to take care of these needs as well as those of the military.
Caution Is Advised By CBS Engineer In Promoting Raid Warning Devices

VOICING a warning that radio stations might well pass on to their listeners, E. K. Cohon, CBS director of engineering, last week urged stressing the limitations and possible dangers in connection with certain radio receiving devices intended as automatic black out and blackout warning devices. Mr. Cohan, whose remarks were prompted by advertisements currently appearing for the warning devices, pointed out the fallacies in conjunction with the use of these innovations, saying:

"It has come to my attention that certain radio devices are being offered for sale to the public for the purpose of blackouts and to give warning signals in the event of air raids.

Possible Dangers

"Since these particular devices depend for their operation upon a 24-hour broadcast station in the community, CBS believes it is important that they be limited and the possible dangers of such devices be clearly pointed out. It is represented that so long as the carrier wave of the station remains on the air, no signal is given, but as soon as the carrier is interrupted, as it probably would be in the event of an actual raid, the cessation of the carrier wave from the transmitter would cause the alarm to operate."

"It is vitally important to point out to all prospective purchasers of these devices that it is technically and physically impossible to keep radio broadcast station carrier waves on the air 24 hours a day, 365 days a year. From time to time there are bound to be momentary breaks due to the failure of a vacuum tube or some other technical or mechanical failure. Any such break, though it might be of only one or two seconds duration and often not perceptible from a program standpoint, is nevertheless sufficient to activate one of these devices.

"These comments do not apply to the so-called "alert receiver," which is actuated by the transmission of a tone of predetermined pitch and not by the action of the carrier wave.

Must Be Ready

"To be of maximum usefulness, any raid warning device should be ready to operate any moment of the 24-hour day. Such a device as the one described, which might operate by accident in the middle of the night if there should be a carrier break of a few seconds duration, is highly dangerous, since a false alarm could create havoc and, if nothing else, destroy the needed sleep of defense workers and air raid wardens who are on duty."

"Furthermore, frequent or even occasional false alarms would destroy confidence in the method and defeat the purpose intended. There is also the question of whether or not broadcast stations would be ordered to shut down in the event of a raid in broad daylight."

"This statement is made so that broadcasters, who are cooperating in every way with the military defense authorities, may not be unjustly accused of giving false air raid alarms as a result of technical or mechanical failures beyond their control."

Chinese Airmen on KTAR

KTAR, Phoenix, originated March 27 a broadcast of Chinese Air Corps cadets from the Arizona airfield where they have been trained. In a 15-minute program featuring American and Chinese officers and cadets, the proceedings marked the first group of Chinese airmen trained under the China Lend-Lease setup. Howard Fyle supervised the program and Len Anderson arranged the technical details.

DON DUNPHY, MBS boxing reporter, gave his paycheck for announcing the Joe Louis-Abe Simon bout, to the Army Emergency Relief ticket fund.
Action on Government Subsidy For Shortwave Outlets Soon

Three-Man Operating Board Urged on President; Would Be Responsible to the DCB

WITH a three-man board proposed to administer the physical facilities and to determine rates of compensation to private operators for maintenance costs and depreciation, the proposed Government subsidy of the international shortwave stations of this country is still awaiting approval of President Roosevelt and the Budget Bureau and its final details are expected momentarily.

FCC and DCB Chairman James Lawrence Fly has completed his study of the various plans submitted by the Office of the Coordinator of Information (Donovan Committee) of the Coordinator of Inter-American Affairs (Rockefeller Committee) and has submitted his own suggestions to the President and Budget Bureau.

Operating Board

While details are a closely guarded secret, it is understood that it is now proposed to set up a three-man board, with plenary powers over shortwave operation, this board to determine exactly how the Government's money should be spent on allowances to the privately-operated stations for new construction, maintenance and depreciation. The board would have nothing to do, however, with programming, which would be left to the Rockefeller and Donovan committees working in cooperation with the private operators.

This board would comprise a representative of the FCC, the COI and the CIAA, presumably the heads of each of these agencies—Mr. Fly, Col. William Donovan and Nelson Rockefeller. However, these men may prefer to designate others to sit on the board, Mr. Fly particularly having indicated that he does not wish to assume any additional duties in view of the pressure of FCC and DCB work.

In that event, it is anticipated that either one of the FCC commissioners or its chief engineer, Lieut. E. K. Jett, would be named, with Nelson Poynter sitting for the Donovan Committee and Don Francisco for the Rockefeller Committee. The appointments would be made by the President.

This board would be responsible to DCB which would fix fundamental policies, leaving details to the board.

It is understood the differences over how the shortwave system should be operated—with Dono- van proposing complete program control by the Government and Rockefeller proposing one big private or Government corporation operating the entire system—have not yet been resolved despite the plan now before the President [Broadcasting, Feb. 23, March 2]

Set Manufacturers Ready to Convert Types of Tubes Are Limited; RCA to Beat Deadline

WITH radio set manufacturers entering their last month of civilian production before the WPB order of March 7 for full war conversion becomes effective April 22, further indications have been given that a replacement parts program by manufacturers is extremely doubtful.

Only in tube manufacturing is some relief foreseen. A meeting of WPB officials and tube manufacturers held recently concluded that a stockpile of replacement tubes, of an uncertain amount, should be built up during the balance of the year. The WPB, however, is not expected to issue an order discontinuing production of types of little-used or obsolete tubes that will enable manufacturers to make a substantial saving of critical materials.

Good Neighbor

Hollywood Office

GOOD NEIGHBOR Dr. Assis de Figueiredo, assistant chief of Brazil's Department of Press and Propaganda, chatted with Don Francisco (right), head of the Radio Division of the Office of Inter-American Affairs. Dr. Figueiredo is leading a delegation of Brazilian radio officials and journalists now in the United States to make a survey of broadcasting, press and film industries.

Hollywood Office

WITH P. Lorillard Co. curtailing West Coast radio activity, Lennen & Mitchell, agency servicing that account, on April 1 discontinues its Hollywood offices. Arthur L. Lynn, agency New York account executive, was in Hollywood during late March to assist Samuel C. Pierce, Pacific Coast manager, in winding up the firm's affairs. Cigarette firm on March 27 cancelled its weekly half-hour program, Beechut King Size Weekly, sponsored on 12 NBC Pacific Red stations, Friday, 8:30-9 p.m. (PWT).

Boor in Hill's Post

V. J. BOOR of the advertising department of American Tobacco Co., New York, has been placed in charge of radio for the company, serving in the absence of George Washington Hill Jr., now in the Army. Acting head of American Tobacco's advertising department is Everard Meade, who replaces S. L. Weaver, on temporary leave of absence with the Office of the Coordinator of Inter-American Affairs.

Spring Apple Drive

WASHINGTON State Advertising Commission, Wenatchee, now using radio spots widely, placed through the Seattle and San Francisco offices of J. Walter Thompson Co., will continue its campaign during the spring, featuring Washington State Winemaps.

MGM Drops Disc Plan

DUE TO LACK of equipment and materials, Metro- Goldwyn- Mayer Studios has abandoned for the duration plans to form a subsidiary record manufacturing company [Broadcasting, Feb. 23]. Although denied by Hollywood studios officials, it is understood that New York executives of Loew's Inc., parent organization, believe it inadvisable at this time to invest in the new venture. The Government order freezing radio and phonograph set manufacturing is also said to have an important bearing on shelving of the project.

Drawn for Broadcasting by SIA HIX

"Serves Him Right—Waving All the Flags Just to Please a Sponsor!"

LONE RANGER CORPS

General Mills Organizes Young

Folks for Defense

RADIO as a mobilizer of youth for home front war efforts is being effectively put to work by General Mills, which is organizing a Lone Ranger Victory Corps, consisting of young fans of the Lone Ranger program sponsored by the company on MBS for Corn Kix.

At the present rate of enrollment, over 2,000,000 children are expected to join the corps. Each is given a membership card and button after submitting fingerprints, age, weight and height. Each Wednesday the loyal listeners hold a radio "pow-wow" with the Lone Ranger, and he gives the corps its orders for the week—collecting waste paper; salvaging collapsible tubes, selling defense stamps, gardening, etc.

Various Governmental defense agencies, including the WPB, realizing the energy unleashed by a youth mobilization that can be directed toward national defense, are encouraging the corps and recomposing projects.

The organization of the Victory Corps follows by one week the conclusion of one of the most successful General Mills premium offers. On the Lone Ranger program, a "secret compartment" ring with insignias of Army, Navy, Air Corp., or Marines for 10 cents and a Corn Kix boxtop brought more than 1,500,000 replies. Blackett-Sample Hummert, Chicago, is agency.

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With a whole nation thinking, living, planning in terms of total war ... with more than enough to buy, and less than enough to sell ... what happens to the wants of our soldiers-at-home?

Do their established buying habits as peacetime consumers change ... much ... any?

Tremendously significant are the findings of a survey conducted in Washington. We quote: “Up to this writing, tires manufactured by U. S., Firestone, Goodrich, and Goodyear are moving speedily under rationing provisions while less-known tires are not moving. This demonstrates that even under rationing, people are demanding first the nationally advertised goods.”

The far-reaching implications for national advertising are clear. What is true of tires may well be true of tea and coffee and soup ... and the scores of other consumer products that eventually may fall under government rationing order.

The kernel is this: CONSUMER PREFERENCE IS THE FIRST PRIORITY, AND THE ONE THING GOVERNMENT CAN'T RATION.

Let our purpose be plain: we are not encouraging intensive campaigns to sell consumer goods under rationing, nor do we feel manufacturers should attempt to fight for brand name preference under rationing.

All that has gone before...

We wish merely to point out that rationing has already demonstrated what happens when consumer buying is restricted. Rationing has brought to light the basic advantages of national advertising, the long-range soundness of consistent advertising.

Thus is seen the practical application of what previously has been held by some to be theoretical assumption, with this potent conclusion:

When down-to-the-last-cent value means more than anything else, the advertised brand name makes that final all-important difference in the sale.

Watch for a more complete appraisal of this war-time advertising problem in “Consumer Preference—First Priority” to be published soon. If you are not on our mailing list, place your advance order to receive a copy.
RADIO: SPEARHEAD OF VICTORY!

Communication, swift and certain—to coordinate every unit in action—is the first requirement of modern "lightning" warfare. Radio is keyed to the demands of such communication. And, fortunately, America has the greatest radio equipment in the world... thanks to research and engineering.

R.C.A. Communications, Inc., transmits and receives messages regularly and reliably to and from more than 45 foreign countries. Equally efficient is the ship-to-shore service of Radiomarine Corporation of America. In the plants of RCA Manufacturing Company, radio equipment for military purposes is coming off the production-lines in volume—equipment that could not have been constructed in any quantity only a few short years ago! Through the National Broadcasting Company and the Blue Network, radio serves on still another front—keeping Americans unified and informed, through 55 million radio receivers!

On the overseas front, NBC operates two powerful short-wave stations—WRCA and WNBI at Bound Brook, N.J. They help to hurl America's answer in the "war of words." Their short-wave beams carrying authentic news, are spearheads of truth through the darkness of war. Today freedom rides America's radio beams to all the world.

RADIO CORPORATION OF AMERICA

Radio City, New York

The Services of RCA:
RCA Manufacturing Co., Inc. • R.C.A. Communications, Inc. • Radiomarine Corporation of America
RCA Laboratories • National Broadcasting Co., Inc. • Blue Network Co., Inc. • RCA Institutes, Inc.