more children listen
more to WOR
than to any other
New York station*

* Actually, children stay tuned to WOR
500% more listening hours than to any
other New York station.
Or, WOR's juvenile shows get four times
the attention from children than do the
juvenile shows of ALL other New York
stations combined.
Their Names Mean NEWS!
And News Means Listeners
—in ARIZONA

Everybody thinks in terms of news these days. And when radio listeners in Arizona think of news, they naturally think of KOY, for KOY carries more well-known names on daily news and commentary programs than any other station in the state.

Then there’s KOY’s own news commentator, Edwin M. Clough, formerly of the Library of International Relations, interpreting the international scene in terms of the Arizona locality.

In addition to six daily network newscasts, KOY locally has five daily news periods, edited for Arizona listeners and broadcast by Joe Dana and Dan Cubberly, from the wires of Press Association and Transradio Press.

News—complete and authentic—is only one of the program services which have made KOY the dominant station in Arizona, intensively covering, with the Arizona Network, the area where 90% of Arizona’s retail dollars are spent. For evidence of results—what KOY has done for advertisers—write KOY in Phoenix... or ask any John Blair man.

1000 Watts on
550 KC.
"That Explains the Coverage"

KOY
CBS Affiliate
PHOENIX, ARIZONA

TO SELL ARIZONA'S
3 PRINCIPAL MARKETS
USE THE ARIZONA NETWORK!
KOY in Phoenix
KTUC in Tucson
KSUN for Bisbee-Lowell

The most economical way to effectively reach and SELL over 90% of all Arizona's buying power!
THE Yankee Network's huge audience, built by cooperative community efforts, has been augmented by thousands of added listeners in New England industrial centers.

Because The Yankee Network's hometown stations have won, through years of service, invaluable loyalty and acceptance from established residents of these localities, newcomers will accept these stations on the same basis of merit, and become friends.

You will want to make Yankee Network friends your friends because, with accelerated incomes, every key area represents new buying sources and new markets vitally affecting staple products as well as many commodities previously not within purchasing ranges.

Manufacturers, alert to this opportunity, are adjusting promotions to profit by the situation, and are using the one network that has always successfully sold New Englanders.
APPLES & TOMATOES

Both are vegetables. Both are round and red. Both are grown in huge quantities by Nebraska agriculturalists. And both bring high prices in compensation for the nurturing and care expended.

CASH:

Another lush crop which is harvested annually by Nebraska farmers. It is traded for countless luxuries and necessities like chocolates, oranges, Victory suits and work clothes. Nebraskans use the trees mostly for landscaping, but are not above selling the walnuts for extra cash!

LETUCE Leafy green vegetable, for rabbits and salad lovers. Farmers raise it by the ton, and exchange it at the markets for large amounts of green "lettuce" of a totally different kind.

BLACK WALNUTS

A delicious treat encased in a hard shell. Makes Waldorf and Combination Salads a true epicurean's delight. Nebraskans use the trees mostly for landscaping, but are not above selling the walnuts for extra cash!

BROOKLETING

The Weekly Newsweekly of Radio
Broadcast Advertising

APRIL 20, 1942

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From the Tampa Morning Tribune
April 1, 1942

Tampa Business in March
Is the Best Since 1929

970 KC NBC

BROADCASTING • Broadcast Advertising
They call it "The New Order"—the welter of blood and brutality that has flowed over Europe, over Asia, and the islands of the Pacific.

Our enemies are mistaken. This is no new order of things: it is as old as Cain. Murder and persecution and tyranny were invented long ago.

The new order is here... in America. The men and women who landed at Plymouth Rock knew it; the settlers of eight generations have known it; the immigrant who took out his first citizenship papers yesterday knows it...

For the dream of America has always been the dream of new things: no nation has ever lived as wholeheartedly for the future. We have worked for it and we have fought for it; and we are fighting for it now.

Here at RCA, it seems natural and fitting that we should today be working on a war footing. For, we, too, have dreamed of the future—when it was something to live for, and now that it is something to fight for.

Toward the American future, we have much to contribute. Facsimile. Television. New techniques of broadcasting. New applications of electronics to industrial production problems. New things—for a new and greater America.

Those things are the plowshares, the tools of peaceful progress, that we want to be making. But today we are proud to be making swords. For swords alone can preserve us from the kind of "New Order" our enemies have planned for us.

RCA Broadcast Equipment
KNOWN with affection as "the wild man of Fargo", Earl Reineke is one of those remarkable beings whose imagination and energy seem entirely unbounded by any of the usual human limitations. Aside from engineering, building, managing and operating the first radio station in the Northwest, Earl has found time to become an aviation enthusiast, a wide reader and student on many subjects, a power-boat skipper and the champion "hail fellow" of North Dakota!

Energy and imagination—that's a hard combination to beat, and a combination that we have tried hard to secure in every man in our own organization, too. Hence not one of us is a mere "order-taker". Every one of us is a constructive worker who can use both his head and his feet. And we all know that your success is our success . . .

If you have any sort of a market research, or other assignment that you can turn over to us, you'll find that our fellows attack your problem with real understanding and with a zeal that will probably surprise you. With imagination and energy, F&P men have made themselves a tangible asset to most of the radio advertisers and agencies in the Nation. What can we do for you, here in this group of pioneer radio-station representatives?
DCB Plan Stops All Radio Construction

WPB and FCC to Follow Quickly With Order Freezing Industry for War

A COMPLETE and unequivocal stoppage of all broadcast construction, covering standard broadcast, FM and television—both for new and modified facilities—was recommended last Thursday for immediate action to the War Production Board and the FCC by the Defense Communications Board, President Roosevelt’s policy-making wartime communications agency.

Going far beyond all of the previous “freeze orders” or edicts limiting construction, the recommended order would stop all future authorizations, however infinitesimal, affecting these services. DCB’s recommendation is regarded as tantamount to action inasmuch as both WPB and FCC are known to support the move. Approval may come this week.

Text of Proposal

The text of the DCB recommendation follows:

No future authorizations involving the use of any materials shall be issued by the Federal Communications Commission nor shall further materials be allocated by the War Production Board, to construct or to change the transmitting facilities of any Standard, Television, Facsimile, Relay or High Frequency (FM, Non-Commercial Educational, Experimental) broadcast station.

The stringent move is designed to plug all loopholes. Disposition of pending construction permits, involving new stations or modifications of existing facilities, is left to the discretion of WPB and the FCC. It is presumed where stations already have acquired all of the necessary material—whether critical or not—completion will be permitted. But where permittees have not already purchased all materials, chances of getting the green light are regarded as practically nil.

Enough Service Now

DCB voted the recommendation in the belief that with 900 stations licensed and with some 60,000,000 receivers in use (including those in inventory), the country is receiving reasonably satisfactory service by radio. Television and FM are regarded as forlorn hopes—victims of the war.

The purpose is to retain the status quo until need arises for change. Every station assignment would be pegged until the policy is altered. Then all stations, so to speak, could start from scratch in the quest for better facilities or for new ones.

One official described the move as a “siesta” for the duration of the order. That doesn’t necessarily mean for the duration of the war. Conditions might change before the United Nations achieve final victory and make desirable reappraisal of the licensing policy.

Members of the DCB, which approved the far-reaching recommendation, are FCC Chairman James Lawrence Fly, chairman; Maj. Gen. Dawson Olmstead, Army Chief Signal Officer; Capt. Joseph E. OFF’s radio division head; Communications; Breckenridge Long, Assistant Secretary of State, and Herbert E. Gaston, Assistant Secretary of the Treasury.

Internationals Exempt

Only international broadcasting, developmental (experimental) broadcasting and studio-to-transmitter service are omitted from the full-scale ban. The Government is encouraging international broadcast development as an overseas communications weapon. Developmental service is limited and is regarded as desirable, if not necessary. S-T service is only incidental and requires a minimum of equipment.

OFF Adopts Plan to Clear U. S. Radio

Formula Is Expected to Eliminate Present Confusion

RECOGNIZING the basic principle that even the Government can “oversell” its wartime messages by irritating repetition and needless duplication, the Office of Facts & Figures, Washington’s official clearing house of war information, has formally announced its long-awaited plan for coordinating the use of sponsored and sustaining time on networks and stations.

The plan essentially follows the lines of the coal campaign undertaken with substantial success during the first two weeks in April, under which designated sponsored and sustaining periods, at OFF’s request, donated portions of their time to the Department of the Interior’s plea to stock up on coal now to avoid threatened shortages next winter (Broadcasting, March 30).

Under the plan, which has the strong support of the networks, network sponsors and representative station groups, all of whom had a hand in framing it, the responsibility for deciding the relative importance of Government messages will reside in one agency of the Government—the OFF—rather than with individual Government publicity agents or with individual broadcasters.

Effective Next Monday

Effective next Monday, April 27, OFF’s radio division head, Douglas Meservey under the direction of William B. Lewis, assistant director of OFF, will institute a three-months trial of its so-called “Network Allocation Plan”, and at the same time will supply to radio stations its “Radio War Guide” indicating the relative importance of various Government messages which local stations may wish to carry. This latter has heretofore been called a “Priorities Plan” but officials now frown upon this terminology.

Even before the Network Allocation Plan and Radio War Guide were announced, however, OFF reported that as of April 15 it will act as the clearing point for all Government requests for radio time with the exception of speeches by Government officials. In other words, if the Army, Navy, War Production Board etc., want time on the air for special shows, this will hereafter be arranged only through OFF.

OFF also has undertaken to clear all Government activities relating to foreign-language broadcasts for audiences within the United States. Thus stations carrying foreign-language programs may consult with OFF on any problems that may arise before they put such programs on the air.

How It Works

The OFF’s official outline of the Network Allocation Plan follows:

“There will be, starting April 27, a three-month trial of a ‘Network Allocation Plan’ developed by the Advertising Council for the systematic allocation, through OFF, of all Government messages used on network programs, sustaining and sponsored. The messages involved...
Advertisers Given OFF Guide

BY TELEGRAPH, 91 different advertisers on the four major networks were informed late last week of the Office of Facts & Figures' new Network Allocation Plan. The plan is designed to provide Government messages with better air play. The plan is expected to be of help both to the Government and to the advertisers, since it shows how to best use Government message each month; each daytime program will carry a Government message each two weeks; the night programs must be scheduled each day as to avoid ineffective repetition and duplication. It is estimated that under this plan established network programs will provide for Government messages an average of 90,000,000 listener impressions daily.

One result of the plan will be to reduce demands coming to the producer of each sponsored and sustaining program, and to increase the quality of the Government messages his program carries. The plan is based on a theory that the best way to use the maximum skill and ingenuity in helping to make Government messages assigned to them improve.

"In addition to eliminating confusion and duplication, the plan will place the responsibility for deciding on the relative importance of various Government messages where it belongs—with the Government. All networks and network advertisers have accepted the allocation."

In other words, as was done during the coal campaign, a particular advertiser will be asked on a particular network period, sponsored or sustaining, to stress a given subject in that part of the period it turns over to Uncle Sam. During the week of April 27, for example, the emphasis will be on war bonds, car pooling and salvage. Basic information in memorandum form will be supplied the sponsoring agency, and network and they may work them into the scripts for their local promotions with that carried on the networks.

To the sponsors and their agencies who have agreed to participate in the Network Allocation Plan, Seymour Morris, advertising agency liaison of OFF, last week directed individual letters setting forth the rules.

"We are purposefully not sending you any 'sample' copy", Mr. Morris wrote. "Instead, we prefer simply to give you a fact sheet for each message we assign you, and then ask you to work out the treatment which in your opinion will be most effective on your particular program. You can handle this message either as part of your script, as a straight commercial announcement, as a special interjected dramatic spot, or any other effective way.

"We do ask, however, that you will present each of these messages clearly, forcefully, and in appropriate length on every program for which it is scheduled.

"Since the scheduling of messages over the allocation plan has been scientifically worked out to give proper emphasis to every type of Government message, it is not necessary for any advertiser to deliver additional messages—other than the ones called for under the allocation plan unless he specifically desires to do so. The allocation plan will include, with their cooperation, the American Red Cross and the USO which are quasi-governmental organizations. It does not include private groups, organizations or societies who may continue to come to you for cooperation."

A Meeting Point

"According to the radio industry, the two things needed are the propagation of the war information of various kinds on informational programs either planned or already on the air. These programs must be carefully prepared. Government information (more carefully than what goes into the allocated messages) on such subjects as conservation, health, employment, and little things in which the war affects the citizen and makes demands on him. OFF, working with other Government agencies is attempting to clarify, and channel the information for the benefit of the radio audience.

OFF's radio division is called by its chiefs "the meeting point of Government and the radio industry. Some things it does not do: "It does not concern itself with the supervision of spot war news as reported over the air; it does not concern itself with the free sale of radio as expressed in forums; it does not produce programs of its own, nor direct the production or supervision of others.

"Certainly," its official statement concludes, "OFF does not aim to
Haggerty Revives Tax, Hears the Answers

Attempts Surprise But NAB, IBEW Respond

ATTENDING once more to catch the industry flatfooted with a proposal to saddle radio advertising with a discriminatory tax, John B. Haggerty, the International Allied Printing Trade Associations, found his moves anticipated at every turn when he appeared before the House Ways & Means Committee to warn that suggested a "substantial" increase over his proposal of last year that radio broadcasters pay an excise tax of more than $12,000,000.

Promptly upon being called to the witness stand before the committee considering means of raising over 7 billions in additional taxes this year, the proposal was attacked by the International Brotherhood of Electrical Workers and the NAB in the form of press releases distributed to newspapermen covering the hearings.

Committee Wise to Him

Also it was indicated by committee questioning following the submission of the proposal, that Congress views the Printing Trades Assn. request as a means of eliminating a competitor to other media of advertising.

Citing the Treasury case for a tax on broadcasting proposed last year which was subsequently thrown out by Congress, Mr. Haggerty said that "the presentation and findings of the Treasury Department, last year, for the levy of these excise taxes on the radio broadcasting industry was so convincing that we are at a loss to understand why the same recommendations have been omitted this year."

Quoting from the Treasury report, Mr. Haggerty said that "they (the broadcasters) possess unusual tax-paying capacity, and that in view of the Government's present revenue requirements, could properly be subject to special taxation; second, because their unusually high special net profits are derived through the holding of a Government franchise or license which the licensee holds without cost; third, because these unusual profits are derived through the displacement of the jobs of some 25,000 skilled printing trades workers through the diversion of advertising from the printed page to radio broadcasting; and fourth, in order to equalize in part the competitive advantages which the radio broadcasters have over printing concerns, it if any, which they pay to local communities as compared with the heavy taxes paid by those who make possible job opportunities for printing tradesmen."

Mr. Haggerty quoted liberally from Government reports purporting to show that networks and independent broadcasters have yearly earned unusually large net profits wholly through "the possession of a Government license awarded to them, as the Treasury Department reported, without cost."

Claiming that broadcasters have attempted to have Congress believe that a tax on broadcasting constitutes a tax on advertising, Mr. Haggerty closed out his presentation to the Treasury last year which stated that their proposals for a radio excise tax were distinct from a tax on advertising.

He also said that in the alleged claim of broadcasters that the industry "is the principal source of entertainment in America" it was claiming itself the greatest competitor of the "motion picture". He added, "Surely no one will contend that 'the motion picture, radio broadcasting's closest competitor, in entertainment and amusement, is advertising."

Mr. Haggerty did not elaborate further on why he considered motion pictures an advertising medium.

Promptly after submission of his report to the committee, Mr. Haggerty was questioned by Rep. Duncan (D-Mo.) who asked: "Is the object of this proposal a means to raise funds for the war effort or is it a matter taken up in the interest of the printing trade to ward off competition?"

Mr. Haggerty replied that the absence of an excise tax on radio did not allow for competition by other media.

Rep. Disney then quoted from a report submitted last year by the American Federation of Labor to the Senate Finance Committee which stated that the then proposed radio excise tax was discriminatory. He observed that the proposal appeared to him to be more of a matter of competition between the two industries "rather than a matter of raising revenue."

Competitive Effect

Rep. Treadway (R-Mass.) asked Mr. Haggerty what form of advertising would benefit if the proposed tax were to be levied on radio. The witness' replies indicated that he felt more advertising would be diverted to printed media.

Mr. Haggerty contended the proposed tax would lessen competition between radio and printed advertising media and was questioned on that score by Rep. Jarrett (R-Pa.). He asked: "Don't you think that such a tax would make radio an even keener competitor of printed advertising?" Mr. Haggerty replied that he did not think so, that he felt it would lessen competition.

Rep. Duncan (D-Mo.) asked: "If we increased the tax on radio, wouldn't it be just to also tax printers' inks and paper?" Mr. Haggerty returned to his previous allegations that radio was escaping taxes.

Haggerty Radio Tax Rebuffed By Both NAB and Labor Group

APPEARING briefly before the House Ways & Means Committee last Friday, Ellsworth C. Alvod, NAB tax counsel, summned up broadcasters' opposition to a special tax on radio on the grounds that: "It would imperil a vital public service; it would be discriminatory; it would not benefit labor; and it cannot be justified on any of the grounds advanced by its sponsors."

Mr. Alvod's detailed statement, which could not be read in its entirety to the House committee because of the short time allowed for various industry witnesses, was in answer to the proposal of John B. Haggerty, president of the International Allied Printing Trades Associations, delivered to the committee last Tuesday [see story on this page]. Mr. Alvod's message, along with a memorandum from International Brotherhood of Electrical Workers which also opposed the Haggerty proposal, was incorporated into the record for committee consideration.

Mr. Alvod pointed out in the NAB testimony that the "competitive situation" to which Mr. Haggerty had alluded many times in his proposal, "is such that it would be impossible for the broadcasting industry to pass on to the advertiser the added burden of the proposed tax." Mr. Alvod continued, "the industry likewise cannot hope to absorb the tax by increasing the volume of advertising."

"Under existing conditions," Mr. Alvod continued, "the industry cannot hope to absorb the tax by increasing the volume of advertising." It was pointed out that due to wartime conditions the broadcasters were steadily losing advertising income due to programs being taken off the air because of wartime conversion of the manufacturing of most of radio's principal advertisers.

It was also brought out that radio is "very popular with the public, since the outbreak of war, has multiplied many times with consequent decrease in available time for advertisers."

Answering charges that the growth of radio has decreased opportunities in other fields, it was shown in the testimony that labor unions and radio advertising—radio's principal adversary—has increased correspondingly with broadcasting's.

(Continued on page 82)

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Shellac Order Strikes Disc Production

Means to Stretch Supply Sought; Substitutes Are Considered

EFFECTIVE immediately, the supply of shellac used in the manufacture of phonograph records and radio transcriptions was cut April 14 to 30% of last year's figure by an order of the War Production Board. The order (M-106) also freezes 50% of all inventories of shellac of 10,000 pounds or more and 50% of all future imports. WPB officials explained that it might be possible to reduce the amount of shellac used on each record. They pointed out that a considerable quantity of the substance is used in the body of phonograph records. For this a substitute must be found but the available supply, under the order, they believe is more than enough to care for the war needs of both records and transcriptions. Despite the shellac limitation companies feel it actually would allow record manufacturers substantially more than 30% of last year's figure.

Must Report Stocks

Uses other than the manufacture of recordings were restricted to 75% of that used in the transcription period of 1941 until June 30, 1942, and 35% by quarters, thereafter.

The order further specified that all persons who on April 1 had possession or control of 5,000 pounds of shellac must file with the WPB by May 9 a report on Form FD-434.

Shellac as defined in the order is lac of all grades but does not include lac which has been bleached, cut, or incorporated into protective or technical coatings. Stock frozen by the WPB is to be sold to the Defense Supplies Corp.

Uses exempted from the restrictions of the order were electrical equipment, manufacture of scientific instruments, communications instruments, marine paints for vessels other than pleasure craft, grinding wheels, and patterns for metal castings, specified health supplies and scientific research.

Reason for the drastic action is that India is almost the only source of supply and shipments are subject to extreme shipping hazards. Also, direct military requirements are heavy and use of shellac is necessary in certain essential civilian processes.

Hunt for Substitutes

To insure the availability of shellac this most important raw material, the WPB believes it necessary progressively to limit normal consumption. Especially was this true of phonograph records which traditionally represent about one-third of the nation's annual shellac consumption, the WPB says.

WPB officials said experiments are being made to reclaim old phonograph records and find a suitable substitute for shellac. As yet there is no known substitute, they indicated.

Last spring the field of transcriptions first felt the sting of priority control when aluminum was cut off completely. In experiments, 50% of instantaneous transcriptions were already under way and manufacturers turned to this instantly.

At first there was some difficulty in manufacturing glass discs because of the trouble in turning them out perfectly flat. Technicians soon dissipated this problem. Next a priorities question arose when nitrocellulose and acetates used in the production of phonograph records became vital to the war effort. This problem was also solved when a priority rating was obtained for these substances. A rating of A-10 was enough to insure the supply of these critical materials in sufficient quantity for the industry's purposes.

To date glass has served transcription needs efficiently without any loss of fidelity in recording. The fragility quality of glass has led to the need for care in handling this type of transcription around the broadcast studio as also in transit. Otherwise glass has very flexible properties.

However, the care necessary in handling glass transcriptions prevents the possible use of glass in phonograph records.

Although the shellac order does not specifically hit the instantaneous transcriptions it does affect pressings of the remaining. Pressed transcriptions have been using shellac along with a plastic derivative called vinylite for surface records.

As yet no order has been issued affecting vinyllite but there is a probable cutoff in the offering. Its components of chloride and ethyl cellulose are vital to the production of airplanes and gas masks, among other things. Vinylite has been under allocation control since Jan. 1.

WPB officials would make no positive comment on the immediate likelihood of such an order. Instead they said that much of this issue would be determined in the months to come by the demands of military needs occasioned by the tide of battle.

Vital to Broadcasters

In May, 1941, the NAB director of engineering, Lynne Smey, conducted a survey among all radio stations in the country to determine the kind of transcription record and transcription of the 197 stations.

Transcribing Firms Discount Effect of WPB Shellac Order

Vinyllite Generally Used for High-Quality Discs By Transcription Industry, Executives Say

ALTHOUGH the War Production Board informed the press last Tuesday that it had "reduced the output of phonograph records and radio transcriptions to approximately 50% of 1941 production by limiting the amount of shellac available to that amount," leading manufacturers informed Broadcasting that they would not be affected by this order and that they have not used shellac in their pressings for years.

Vinyllite Used

A telephone survey of the larger transcription companies revealed that pressings made for library service and for use in spot campaigns by national advertisers are made of vinyllite, a plastic which is manufactured in the United States and is not dependent on imports from India, as is the case of shellac.

Neither does the order affect the instantaneous transcriptions made for many of the radio network programs off the line for delayed broadcasts. The makers of blanket for such use reported that the glass bases of these discs (the aluminum formerly used for bases was one of the first priority victims) are coated with a compound which does not contain shellac.

Executives of companies which are the major producers of phonograph records were reluctant to make any comments on the situation resulting from the order, stating that they did not know yet how much the order would actually affect their production and until that has been determined they could not forecast the future activities of their companies.

A substitute to shellac, acetates, also is being considered, but it is not known yet how the acetates would affect the Dickinson acetate, a substitute material for glass, known for years, but that no one has claimed to have found one that is satisfactory to date.

Queried as to whether phonograph records could be made of vinyllite, it was said that vinyllite would be "terribly expensive" for this purpose and that there is not merely (Continued on page 55)

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A GREAT MANY buyers of time think of Boston as a major market that requires a major appropriation. It's a major market, all right, but because of the unique situation that exists, you can do a thorough job with very little money. The answer lies in the "920 Club" a program that has developed so distinct a personality that it ranks with the best in daytime audience appeal. During its 12 full hours of fast moving musical entertainment each day, it sells cigarettes, cosmetics, bread, candy, and scores of other products on an extremely low cost basis. Among its sponsors are some of America's most widely known names as well as Boston's own favorites.
General Mills Baseball Games Cover 84 Stations in 74 Cities

Co-Sponsors to Join in Many Cases as Schedule Covers Extensive List of League Contests

PLAY-BY-PLAY baseball again is being sponsored on a nationwide basis by General Mills, Minneapolis, with co-sponsors sharing in the broadcasts in many instances. In all, 84 stations in 74 cities will carry games. Home games of the New York Giants and New York Yankees will be broadcast on WOR, New York [BROADCASTING, April 5]. On the West Coast, Columbus, Minneapolis and Seattle will sponsor games on six stations in seven cities [BROADCASTING, April 13].

Co-sponsoring games in a number of Eastern markets this year are Atlantic Refining Co., Philadelphia [BROADCASTING, March 30], Lever Bros., Cambridge, will co-sponsor games in Washington on WJW with WINW. The network [BROADCASTING, April 13].

Other Co-Sponsors

Socony-Vacuum Oil Co., New York, will sponsor games in Cincinnati, Cleveland, Clayton, Detroit, Michigan Network, Knoxville, Cleveland, and Toledo. Cities in which Lever Bros. will co-sponsor with General Mills beside the Washington stations are Columbus, Indianapolis, Kansas City, Milwaukee, Minneapolis, Minnesota Network, St. Louis and St. Paul. Cities in which Buffalo and Buffalo Bros. co-sponsor games in Grand Forks, N. D. Other co-sponsors include: Yellow Cab Gas, Oklahoma City; Sperry Flour Co. (General Mills subsidiary) Fort Worth, San Diego; Seattle, Landquist-Lilly Clothing Co.; San Diego, Sperry and Wilson Packing Co.; St. Paul, Anto Bros., a few cases local sponsors may be added during the season.

As usual General Mills will stage elaborate merchandising campaigns including nation-wide newspaper programs and store cooperation.

The Schedule

The complete General Mills schedule follows (city, station, announcers, co-sponsors, games):


Buffalo—WGR and WKBW, Ralph Huber, Atlantic Refining, Buffalo home and away except home Sundays and holidays.

Baltimore—WJZ and WOR (to be marketed to WJZ and WOR). WJZ, (WGR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WOR, WJZ, WO...
Or Packard or Chrysler or Olds or Ford or Chevvy or jalopy. Alas, all cars that are being babied on account of they can't get new tires. And with gas-rationing in the wind. *What's it all about merchandisingly?* Check! More buying closer to home-plate. Fewer trips that pile up miles and burn up tires.

It's the new retail trend. For the duration, at least. And it's your chance to ride high, wide, and handsome on the magic carpet out of KDKA, Pittsburgh, making all stops. Look:

In the KDKA Area (Primary) are 2,000 towns with 3,200 drug-stores, 40,000 food-stores, 7,000 apparel-shops. Six million pairs of ears ready to receive a *well-delivered* commercial and make it pay off ... to themselves, to you. 50,000 watts is no whisper; it's a golden voice in the Heart of Steel. Well-filled purses are going to town ... the *nearest* one. Are you? That, Mr. Shakespeare, is the question.
House Probe Seeks Light on FCC Policies

Radio Press Views Are Slated for Airing

A CALL UPON the FCC for its formal and official views on such vital policy and procedural matters as paper ownership of stations, licensing of networks, multiple ownership, means of ferreting out potential "monopoly," high powered radio and, in particular, the current controversial issue, will be made by Chairman Clarence F. Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee, during its hearings on the Sanders Bill (HR6497), which got under way last week.

Chairman Lea indicated Commission witnesses, probably to be called in mid-May, would be asked for such expressions in compliance with a series of questions proposed in the Sanders Bill, designed to reorganize the FCC from stem to stern. He made the disclosure last Thursday during questioning of Judge E. O. Sykes, president of the Federal Communications Bar Assn., and former chairman of the old Radio Commission and of the FCC.

Answers Are Ready?

Alluding to Section 7 of the Sanders Bill, which asks the Commission to study and report to Congress on all of these controversial issues, Chairman Lea asked the veteran ex-commissioner whether he thought the Commission had in its possession the answers to most or all of these questions. Judge Sykes, who previously had directed the FCC's far-reaching legislative inquiries into most of these matters, said in his judgment the Commission "can deliver everything you have in mind on hand now."

Heardings on the Sanders Bill go under again Tuesday (April 14) with testimony by Herbert M. Bingham, Washington attorney and member of the executive committee of the Bar Assn. Most of the recommendations of the committee had been incorporated in the Sanders Bill which, among other things, would divide the Commission into two separate, autonomous divisions, one handling broadcasting and related matters and the other covering the common carrier field.

Mr. Bingham testified during the Tuesday, Wednesday and part of the Thursday morning sessions, and was followed by Judge Sykes, who agreed in principle with the FCBA recommendations, but whose cross-examination went considerably beyond the scope of these suggested changes. He was followed in the afternoon by Representative Neville Miller, who urged three amendments to the Communications Act to prevent the FCC from running out of bounds and to safeguard the industry.

The hearings got off to a rather disordered start that the first couple of days. Interest heightened, however, with Judge Sykes and Mr. Miller on the stand. The hearings wound up Thursday until May 5, at which time they are expected to go into recess until June 3, when the new schedule will be expected to testify. The deferment was upon request of the networks, because of scheduled oral argument. Before the hearings close during the week of April 27, or of May 5, on appeals from the FCC's chain-monopoly regulations.

With Congress in quasi-recess, only six or eight members of the 25-man Committee attended the sessions, with Chairman Lea, Reps. Sanders (D-La.), author of the bill, and Assistant (R-Va.) carrying the burden of the interrogation.

Newspaper Angle

Greatest interest appeared to surround the FCC's paper divorce proceedings. Repeated questions from Committee members were directed against such a plan, and Judge Lea, in general, challenged the authority of the FCC to discriminate among station owners.

When the hearings resume May 5, a glaring array of network witnesses, or all of them, for CBS, it is understood, will include President William S. Paley; Edward Klauber, Chairman of the executive committee; Dr. Frank Stanton, Research Director; John J. Burns, general counsel, and, in the case of NBC, as principal witness, in lieu of President Niles Trammell, now recuperating from a recent illness. Among other witnesses is expected, will be John T. Cahill, general counsel. Plans of other industry groups regarding testimony have not yet been announced.

The FCC, it is expected, will be called upon to wind up the hearings. Chairman Lea at the very outset, however, said that all interested parties would be heard. The first estimates would run probably four to six weeks, not including recesses. The Committee is expected to meet Tuesdays, Thursdays from 10 a.m. till noon, when House convenes. Chairman Lea indicated also, that rebuttal testimony would be allowed if conditions warrant.

Cox Plan Inactive

Meanwhile, the Cox Resolution (HRes426), for an old-fashioned "amnesty" of all FCC orders, was held in suspense by the Rules Committee. Rep. Cox (D-Ga.) said last week he hoped to have the Committee again consider his resolution this week, and that FCC Chairman Fly, as well as most members of the FCC majority and minority, would be called.

He plans to reply to charges that

(Continued on page 46)

Summary of Bar Association's Proposals for Changes . . .

Legislative proposals made to the House Interstate & Foreign Commerce Committee last week by Herbert M. Bingham, Washington attorney, who appeared as initial witness for the Federal Communications Bar Assn., were summarized in a report Tuesday in the course of his testimony. The first summary, published hereewith, covers proposed changes in the administrative setup or basic organization of the FCC; the second, proposed changes in the procedure employed by the Commission.

The third phase of his testimony, related to judicial review provisions, is not summarized, but is covered in the lead article on this page:

FCC Reorganization

(1) The whole Commission will have and exercise all legislative and quasi-legislative powers conferred by the Act. It will have power and authority to adopt and promulgate any rule or regulation required or authorized by the Act, its regulations, or the Commission's regulations for the Commission and each division. The whole Commission will make all determinations, except the determination and decision of contested matters, and all decisions of the divisions.

(2) The present judicial and quasi-judicial functions of the Commission will be vested in the proposed divisions, in so far as those functions relate to the most important and controversial subjects within the jurisdiction of the Commission.

Judisdiction to hear and determine all matters within the jurisdiction of the Commission except the determination and decision of contested matters, except the determination and decision of matters involving the effect of regulations relating to broadcast, television, facsimile and kindred communications and for purposes of this section, "classification" will be vested in the Division of Private Communications.

Status of Chairman

This plan, not only recognizes the basic and fundamental differences between the two types of communications involved and the nature of the questions presented by each, but it also provides a method for obtaining protection of the public as an executive agent of the Commission.

This plan also guarantees to persons who will be able to devote their time and attention to the questions committed to them without undue interruption or interference occasioned by the demands of basically different problems.

The stature of the Chairman will be that of an executive officer and coordinator participating fully in all matters within the jurisdiction of the Commission except the determination and decision of contested matters and the determination and decision of matters involving the effect of regulations relating to broadcast, television, facsimile and kindred communications, except the determination of matters involving the effect of regulations relating to the classification of private communications.

Proposed Procedure

1. It would make clear that a petition for rehearing may be addressed to any decision, order or requirement made by the Commission or any division thereof either by any party to the proceeding which gave rise to the order, or by any other person aggrieved or whose interests are adversely affected thereby. Except as to matters arising under Title III of the Act, and to whom the Act otherwise applies.

(Continued on page 51)
Many Food Firms Prepare Copy for Nutrition Program

Grocery Group Declares Air Will Be Used Extensively

A LARGE number of food manufacturers are already preparing advertisements tying in with the national nutrition program, according to the Associated Grocery Manufacturers of America, which reports that radio will be extensively used in promoting the plan.

Withholding names for the present, AGMA stated that a large cheese company will begin broadcasting devoting a portion of its network broadcasts to the “U. S. Needs US Strong” theme, and that spot campaigns based on the nutrition theme are being set up for crackers and for a cereal.

Radio’s Role

Declaring that “radio can do a tremendous job to help this victory program,” John Murphy, publicity director of AGMA, said that any food advertiser—whom that matter any advertiser—wishing to link his radio program to the campaign should first get approval of his scripts from the Nutrition Unit, Information Service, Office of Defense Health & Welfare Service, 601 Pennsylvania Ave., Washington.

“It is not necessary to submit the script of every broadcast in the series,” Mr. Murphy said, “but only a sample script, probably the first of the series, so that one is OK it is presumed that the remainder of the series will likewise be acceptable.”

AGMA will be glad to cooperate with any advertiser, agency, station or network regarding any proposed campaigns with nutrition themes, Mr. Murphy said. Stressing the fact that AGMA has no power or authority to authorize or control such campaigns, he explained that AGMA officials have, however, worked very closely with the Government in planning and setting up the national plan and that therefore they are in a good position to give advice as to what copy treatment the Government is apt to welcome and what will probably be rejected.

“We want it clearly understood,” he stated, “that AGMA is not taking any responsibility for copy, nor is it attempting to tell an advertiser what to do. We are merely trying to assist our members and others in their cooperation with the Government.”

Golden West Network Formed With 12 Stations on the Coast

Lane, Richards, Hamilton and Dunn Behind New Enterprise, With KFBK, Sacramento, as Key

FORMATION of a new regional network on the Pacific Coast, which will be officially launched May 1, was announced April 14 at Sacramento, by Howard Lane, business manager of the McClatchy Broadcasting Co.

The new network, which will start off with 12 member stations, is to be known as the Golden West Network, and will be represented nationally by Paul H. Raymer Co.

Eleven of the stations are located in the major cities of coastal and central California, while the 12th is at Reno, Nev. There is possibility the network may expand to the Pacific Northwest. KFBK, Sacramento, will be the key station with all traffic handled from that point.

The prime movers in the organization of Golden West Network have been G. A. Richards, president of KMPC, Beverly Hills; Guy C. Hamilton, vice-president and general manager of the McClatchy Newspapers, which own five of the member stations of the new chain; Wesley I. Dumm, owner of KSFO, San Francisco; KROW, Oakland, and the new shortwave station KWDW.

Following are the member stations:

KMPC, Beverly Hills; KFOX, Long Beach; KFSD, San Diego; KKO, El Centro; KTMS, Santa Barbara; KPRO, Riverside; KERN, Bakersfield; KMJ, Fresno; KWG, Stockton; KFBK, Sacramento; KEYO, San Francisco; KOH, Reno. The McClatchy-owned stations are KERN, KMJ, KWG, KFBK, KOH.

The new network replaces California Radio System, which comprised the McClatchy stations plus KFWB, Hollywood, and KSAN, San Francisco. Neither of the latter stations is in the new setup. The California Radio System was originally started a little more than five years ago in a collaborative deal between the Hearst Radio and McClatchy. KEHE, former station in Los Angeles, now defunct, was the key for the network at the time.

When the Hearst interests sold KEHE and dropped their interest in the California Radio System, the McClatchy stations took over the management of the network and it grew into a highly successful regional.

Mr. Lane, who will direct the destinies of the Golden West Network, left for the East Coast April 14 for a routine business trip. He is also director of the 15th NAB district.

A & P Food Spots

IN LINE with nationwide nutrition campaign by the Government The Great Atlantic & Pacific Tea Co., New York, on May 7 will start a series of thrice-daily five-minute programs on 44 stations throughout the country to continue through the summer months. Titled the A&P Market Reporter, the programs will urge consumers to purchase fresh fruits and vegetables. Agency in charge is Paris & Peart, New York.

Cubs Buying Spots

CHICAGO Cubs, to stimulate attendance at the opening home games, have placed a varied schedule of one-minute announcements in Chicago on WGN, WGR, WJJD WCFL, WENR. Agency is Arthur Meyerhoff & Co., Chicago.

LISTENING DIP

Nighttime radio listening in March dropped back to 30.5 from the higher seasonal winter peak of 32.2 in February, according to the Index of Listening released last week by the Cooperative Analysis of Broadcasting. The March nighttime figure is 15 per cent lower than last year, while the CAB Index figure for daytime listening in March is the same this year as in March 1941.

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FCC and Office of Censorship Probes Lead to Cancellation of Shuler Program

INQUIRIES instituted both by the FCC and the Office of Censorship resulted in the cancellation early in April by KMTR, Hollywood, of scheduled broadcasts by Rev. Robert P. (Fighting Bob) Shuler, pastor of Trinity Methodist Church, Los Angeles, whose air tirades a decade ago resulted in cancellation of the license of his own station. KMTR announced that it had terminated the twice-weekly broadcasts of Shuler, and inferred that it was upon official instruction. In Washington, however, it was learned that the Office of Censorship, upon complaint of a listener, had called upon the station to supply scripts of the Shuler tirades.

FCC's Action

FCC records revealed that the Commission likewise had called for Shuler scripts. KMTR is operating under a temporary extension of license and its regular renewal has not been granted. While the FCC did not announce the reason, established practice is to withhold regular renewals pending investigations of stations, including program content.

Rev. Shuler was operator of the former KGEF, Los Angeles, which was ordered off the air by the Federal Radio Commission in 1930 because of the pastor's vituperative outpourings. The case went all the way to the Supreme Court, which sustained the Commission's edict.

In connection with the KMTR action, Rev. Shuler said he did not know "the grounds upon which such an official order was issued". He said Reed Callister, KMTR attorney, had informed him that the ban request came from Washington. Rev. Shuler for several years has broadcast his Sunday morning church services and a Saturday night quarter-hour World Affairs program on KMTR. The Office of Censorship request for a script came after a listener complaint that he had attacked Army and Navy high commands.

NO 'PATSY' on the control board is Patricia Wright doing the dial twisting for KWSV, Washington State College station. Interested are (1 to 3 standing): Daphne Nelson, Spokane; Eudora Todd, Pullman; Darlene Schmidt (seated). The girls are preparing for radio jobs in the event a manpower shortage hits the college.

FCC to Hold Hearings On C. T. Sherer Co. Plea To Extend Worcester CP

HEARING on the application of C. T. Sherer Co. Inc., holder of the construction permit for a new station in Worcester, Mass., for extension of its completion date, has been ordered by the FCC. Under Commission procedure, an applicant upon receiving a grant must file for a commencement date and completion date for his construction.

Originally the Sherer Co. on Dec. 17, 1940, had received the construction permit for its projected station, WMAW, for 250 watts on 1200 kc. now 1230 kc. under the NABBA agreements. Completion dates had been set for Feb. 17, 1941 and July 17, 1941, respectively, the six-month construction period usually allotted by the FCC. However, a plea for reconsideration of the grant was entered by a rival applicant. Worcester Broadcasting Co., and this, coupled with construction and telephone line difficulties, impeded progress on the new station, according to the Sherer Co.

Accordingly, when the rival applicant's plea was dismissed by the FCC, the Sherer Co. applied for completion of its completion date to July, 1942.

The new station is 250% owned by the R. C. Taylor Trust, with Frank F. Butler, trustee, president; W. Robert Ballard, store management counsel, vice-president; Raymond A. Volz, store management counsel, treasurer.

Pepperell Talks

PEPPERELL MFG. Co., Boston (fabrics), on April 23 will 21 start a series of weekly quarter-hour talks on Mutual by Eleanor Early, Washington's woman's commentator and home economist, who will discuss the effect of the war on housewife and suggest practical suggestions. The programs will originate on WOL, Washington, and be heard on the 19 Colonial stations. WNAC WEAN WICC WLLH WSAW WSPR WLBD WFEA WNBH WTHT WATR WMLC WLNH WHAI WSYB WC0U and WEIM. Other Mutual stations may take the shows without this deleted. Agency is H. B. Humphrey Co., Boston.
Elwood Successor
To Nelson as Bate Heads Shortwaves
St. John Is Named by NBC to Head Its London Office

FRED BATE, director of NBC's staff in Western Europe since 1932, and until recently London correspondent, has been appointed manager of NBC's International Division, in charge of shortwave broadcasts, it was announced last week by Frank E. Mullen, vice-president and general manager.

In his new position, first job he has had in the United States since 1912, Mr. Bate succeeds John W. Elwood, who has been transferred to NBC's Pacific Coast division, reporting to Sidney N. Strotz, vice-president in charge. While his duties have not been specifically announced by NBC, it was authoritatively learned that on May 1 Mr. Elwood will become manager of KPO, San Francisco, taking over from A. E. Nelson whose resignation becomes effective on that date. Robert St. John, veteran reporter whose voice is heard nightly from London on NBC's world news round-up, is now in charge of the network's London office formerly headed by Mr. Bate.

Long in Europe
Before joining NBC in 1932, Mr. Bate had spent 20 years in Europe as a student, as a member first of the Austrian Section of the Reparations Commission and later of the United States unofficial delegation to the Commission until its dissolution in 1930, and finally with the Paris branch of an American bank.

Since outbreak of the war, Mr. Bate has been on the air almost daily from London. Wounded in an air raid, he came home to recuperate and then went back to his London post, returning to the United States on leave a few weeks ago.

Mr. Elwood was appointed manager of the International Division in April, 1941, having rejoined NBC after several years' absence from that company. A native of Ilion, N. Y., he attended Amherst and Harvard, and in 1917 became assistant to the vice-president of General Electric Co.

In 1922 he was appointed secretary of RCA, and in 1927 joined NBC as assistant to the president, later becoming a vice-president. He worked with NBC until 1934, leaving that company to become secretary of the executive committee of the Will Rogers Memorial Commission and an officer of the Institute of Public Relations.

Nelson to Vacation
Mr. Nelson for more than 3½ years manager of KPO, resigned effective May 1 and will vacation before announcing his new affiliation. A pioneer in broadcasting, Mr. Nelson entered radio in 1923 when he founded WIBO, Chicago, remaining as its principal owner until 1935 when the station was discontinued.

He joined NBC in 1934 and shortly after was appointed general manager of KOA, Denver. Three years later he was made manager of KDKA, Pittsburgh, and in 1936 moved into NBC's New York headquarters as BLUE sales manager. Transferred to the West Coast in October, 1939, he was made general manager of KPO-KGO, San Francisco outlets for the Red and Blue respectively. Shortly afterward he was named assistant vice-president of NBC western division.

Upon relinquishing management of KPO, Mr. Nelson will attend the FCC hearing of his petition for relicensing of WIBO, Chicago, under his operation. The station was discontinued in 1933 under the since repealed "quota" provisions of the radio law.

Pre-Blackout
TELEPHONE quiz was conducted prior to a blackout by WWVA, Wheeling, despite curtailment of telephone calls by the citizenry. The station solved the problem by transcribing the program early in the afternoon and then running it off at the regular evening period.

CIGAR GROUP TESTS BROADCAST SERIES
IN A DRIVE to promote sales of tobacco products, the Cigar Institute of America, has joined with WLW, Cincinnati, in presenting a series of weekly half-hour programs titled Highlights & Shadows, while plans to continue the campaign by extending it to other radio stations throughout the country will depend on the reactions of tobacco dealers and distributors.

Presented "through the courtesy of your retail tobacco dealer", the programs carry three commercials each week in a day-weekly 10:30 p.m. period, selected to reach listeners when they are apt to be relaxing with a good cigar, according to H. W. McHose, director of the Cigar Institute.

The Institute is collaborating on the editorial direction of the variety program and WLW is contributing the time and talent, as well as organizing a "Tobacco Trade Extension" service to contact retailers.

12 good reasons why you should use WQXR...

1. MARTINSON'S COFFEE 228 weeks on WQXR
2. VENIDA TISSUES 286 weeks on WQXR
3. STROMBERG-CARLSON RADIOS 137 weeks on WQXR
4. G & D WINES AND VERMOUTH 133 weeks on WQXR
5. WILLIAMS SHAVING PREPARATIONS 108 weeks on WQXR
6. BOTANY WORSTED MILLS 108 weeks on WQXR
7. FELS NAPTHA SOAP 101 weeks on WQXR
8. GENERAL FOODS CORP. 84 weeks on WQXR
9. SCHRAFFT'S RESTAURANTS 70 weeks on WQXR
10. GULDEN'S MUSTARD 62 weeks on WQXR
11. JERGENS-WOODBURY BEAUTY AIDS 58 weeks on WQXR
12. WELCH'S GRAPE JUICE 37 weeks on WQXR

Other Clients
MILLS
PEPSI-COLA
RUFFERT BEER
VICTOR RECORDS
KRE - MEL DESSERT
DUNNILL CIGARETTES
BEECHNUT CHEWING GUM

WQXR
10,000 WATTS NIGHT AND DAY CLEAR CHANNEL
"MUSIC SELLS THE WORLD'S GREATEST MARKET"

BROADCASTING • Broadcast Advertising
April 20, 1942 • Page 17
Supreme Court Ruling Is Seen By Summer in Monopoly Case

Argument Slated Week of April 27, With Decision Expected Before Recess; Networks File Briefs

THE FATE of the FCC’s chain-monopoly regulations, now temporarily stayed, will be determined by the Supreme Court before its summer recess June 30, as a result of definite scheduling of arguments on the appeals of NBC and CBS for the week of April 27. The rules postponed a half-dozen times, are under suspension pending Supreme Court determination of the jurisdictional question.

NBC and CBS last week filed with the court and with other parties in interest their briefs in the case, preliminary to oral arguments. The highest tribunal is asked to reverse the decision of the statutory three-judge court in New York, rendered Feb. 21, dismissing original appeals from the FCC regulations on grounds of lack of jurisdiction. The Supreme Court is petitioned to remand the case with directions to the lower court to hear and determine the motion for preliminary injunction and to consider the original appeals on their merits.

Stay May Continue

The Supreme Court customarily sits until June 30, prior to adjournment for the summer. The temporary stay issued by the New York statutory court expires as of May 1, but in view of the acceptance of jurisdiction by the superior tribunal it is expected the suspension will be continued until the court finally hands down its opinion.

FCC and MBS, as intervenors, have until April 27—the week set for oral argument—to file their reply briefs. It is expected that Telford Taylor, general counsel of the FCC, will argue the case for the Government; Louis G. Callow, chief counsel of MBS, for that network; Charles Evans Hughes and John J. Burns, for CBS; and John T. Cahill, counsel for NBC, for that network, and for WOW, Omaha, and WHAM, Rochester, which joined in the NBC appeal.

In their briefs filed April 13 the networks in effect stated that the question presented to the highest tribunal is whether they are entitled to review an order of the FCC promulgating regulations which affect their contractual relations with broadcasting stations and thereby impair their ability to carry on business, in a suit brought under Section 402 (a) of the Communications Act. Alternatively, CBS said the issue embraces the question whether it is confined, under the statute, to intervention before the FCC upon applications by affiliated stations for renewal of their licenses.

Both networks contended that irreparable injury would be done if the chain-monopoly regulations are invoked. Network broadcasting as it is known today, they argued, would become a relic of the past.

CBS said that the Commission’s order “aims to outlaw the very provisions which are most significant and essential to the relationship between Columbia and its affiliates.” The order, while ostensibly directed at the conduct of the affiliated stations, “in reality strikes at the foundation of Columbia’s business as a network.”

‘First Call’ Clauses

The effect of the three regulations banning option time would be to “destroy the network as a joint enterprise, of which the network organization and all its affiliated stations are cooperating members, and to compel a condition whereby, regardless of affiliation relations, every station is available to every network on a ‘first come, first served’ basis.”

Provisions under the proposed regulations whereby an arrangement can be made by an affiliated station to give a network “first call”, were characterized by CBS as onerous, since another regulation prohibits any arrangement whereby the network may be given first call upon the time of its affiliated stations. “This strikes at the root of the existing affiliation system,” CBS said.

CBS told the court that under Regulation 3.106 it would be required to dispose of the station it owns at Charlotte (WBT) and serious doubts are raised whether the network would be allowed to continue its ownership of WCCO, Minneapolis, and WJSV, Washing-

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In their briefs filed April 13 the networks in effect stated that the question presented to the highest tribunal is whether they are entitled to review an order of the FCC promulgating regulations which affect their contractual relations with broadcasting stations and thereby impair their ability to carry on business, in a suit brought under Section 402 (a) of the Communications Act. Alternatively, CBS said the issue embraces the question whether it is confined, under the statute, to intervention before the FCC upon applications by affiliated stations for renewal of their licenses.

Both networks contended that irreparable injury would be done if the chain-monopoly regulations are invoked. Network broadcasting as it is known today, they argued, would become a relic of the past.

CBS said that the Commission’s order “aims to outlaw the very provisions which are most significant and essential to the relationship between Columbia and its affiliates”. The order, while ostensibly directed at the conduct of the affiliated stations, “in reality strikes at the foundation of Columbia’s business as a network.”

‘First Call’ Clauses

The effect of the three regulations banning option time would be to “destroy the network as a joint enterprise, of which the network organization and all its affiliated stations are cooperating members, and to compel a condition whereby, regardless of affiliation relations, every station is available to every network on a ‘first come, first served’ basis.”

Provisions under the proposed regulations whereby an arrangement can be made by an affiliated station to give a network “first call”, were characterized by CBS as onerous, since another regulation prohibits any arrangement whereby the network may be given first call upon the time of its affiliated stations. “This strikes at the root of the existing affiliation system,” CBS said.

CBS told the court that under Regulation 3.106 it would be required to dispose of the station it owns at Charlotte (WBT) and serious doubts are raised whether the network would be allowed to continue its ownership of WCCO, Minneapolis, and WJSV, Washing-
ton. This provision specifies that no license shall be granted to a network organization for a station in any locality where the existing stations are so few or of such unequal desirability that competition would be substantially restrained by such licensing.

The inevitable result of the regulations, CBS contended, would be a deterioration in the quality of sustaining programs because of loss of business to competing advertising media such as newspapers, magazines and outdoor advertising. Even the financial returns from the existing stations owned or leased by CBS would be adversely affected, it was contended.

Procedure Explained

In its argument on jurisdiction, CBS contended that it had followed proper procedure in proceeding before the statutory three-judge court under the Urgent Deficiencies Act. The suggested substitute procedure of intervention on particular terms of their contracts was further described as essentially that of the court.

CBS said that the case satisfied the conventional requisites of equity jurisdiction and that the suit was not premature, as the FCC had contended.

CBS, through Counsel Cahill, David M. Wood for WOW, and Thomas H. Middleton for WHAM, first described the nature of nationwide network service under the American plan of commercial operation. The system of affiliation contracts was described as the "essence of chain or network broadcasting as presently conducted". CBS regards option time as the sine qua non of network broadcasting", and this constitutes "the most bitterly contested substantive issue" in the case, the brief continued.

After reciting the functioning of contractual relations between networks and affiliates, CBS said that failure of a single station in a market indispensable to an advertiser to accept a particular program would cause the advertiser to withdraw, would defeat the desire of all of the other affiliated stations to carry the program, and would deprive the public of a nationwide network program.

The very existence of nationwide broadcasting is, therefore, dependent upon the ability of a network to operate as a cohesive unit, and that ability is based upon the affiliation contracts and upon option time in particular.

Forced Sale

In reviewing the regulations, NBC pointed out that as originally issued on May 2, 1941, two of the eight sought to effect a forced disposition by NBC of either its "Red" or "Blue" network and forced the disposition of certain stations licensed directly to NBC and other network organizations.

NBC said it was not necessary to discuss the substance of these two regulations as they have been largely postponed in effect. The remaining six seek to effect a drastic

**Inner Tube Compound**

EVERLAST Co., Hollywood (inner tube preserver), new to radio, in a 30-day test campaign ending April 30 is using 24 to 36 spot announcements weekly each on four Los Angeles area stations. List includes KFAC KMTR KFVD KMPC. Allied Adv. Agencies, Los Angeles, has the account. Peir Gardner is account executive.

The FCC's order said the FCC seeks to avoid normal review of the issues. Every substantive characteristic of the Commission's order shows that it is reviewable under Section 402 (a) of the Act, the brief held. Moreover, it was contended that the order is enforceable, apart from license renewal proceedings.

**FCC Attitude Hit**

"The Commission may be entitled to control its own procedure," said NBC, "but something more is involved in the present case than a battle of wits. The Commission is an administrative body charged with the regulation of radio broadcasting in the public interest, convenience and necessity."

"It cannot regard cancellations of network affiliation contracts and imminent danger to the conduct of nationwide network broadcasting service with the equanimity indicated by its argument in the court below that these consequences of the order should be regarded as immaterial."

"The Commission has failed to show reasons either of practicality or of policy for its desire that its order be tested only under Section 402 (b) of the Act. Failing such reasons, and in the face of the conceded effect of its order, it is apparent that the Commission seeks something more than orderly review. It wants the immediate obedience to its regulations which has resulted and will continue to result from the fact that the regulations are, both in form and in substance, definitive, enforceable regulations."

**PETER FOX BREWING Co., Chicago** (Fox DeLuxe beer), has acquired Kiley Brewing Co., Marion, Ind., the second recent acquisition by the company which had been a local Grand Rapids brewery. The company is carrying on announcements and programs on 30 midwestern stations and is expected to expand their schedule. Selkinner & Scott, Chicago, is the agency.

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**1942**

**New York**
**Chicago**
**Detroit**
**Atlanta**
**San Francisco**
**Los Angeles**

**BUILDING.**

**IS THE EXCLUSIVE OUTLET for the NATIONAL BROADCASTING CO. IN ST. LOUIS.**

It Is 225 Miles to the Nearest NBC Station

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**St. Louis Post-Dispatch**

**BROADCASTING** - Broadcast Advertising

April 20, 1942 - Page 19
Unlike elephants, people forget better than they do most anything. They forget names and faces, telephone numbers and appointments. They forget brand names too. Just ask the manufacturers who stopped their advertising during the last war.

There's nothing like radio to keep the public mindful of your product. That's one of the big reasons why so many far-sighted advertisers, whose production is curtailed or diverted to war purposes, are staying on the air without interruption. They realize that while radio has sold goods with unequalled efficiency and economy in recent years, it has never lost its original virtue—that it builds good will.

"Keeping 'em remembering" on the Blue makes mighty good sense in our wartime economy. The Blue gives you national coverage at the lowest price of any medium entering the home—costs, in fact, from 11% to 35% less per thousand listeners than major network competition.

Whether you're after new markets, defending old ones, or merely protecting your brand name, talk over your problem with a Blue Network salesman. You'll find it's easy to do business with the Blue!

Blue Network Company, A Radio Corporation of America Service
Shaler’s Big List
SHALER Co., Waupun, Wis. (dry and tube vulcanizers, Refined oil), in its annual spring campaign has placed a series of seven one-minute transcribed announcements on 130 stations, broadcast for one week starting May 1. Kirkgasser-Drew, Chicago, is agency. Stations are

WJW WABY KOB KDV WATL WGAC WELL WBCH KGMH WAKY KBXK KFYR RMDX WNBX WKBX WETM WTMG WDEF WABF WXYZ WKYR WHRM WFG D WRC BFB WBNB WSMO WOY KXOW WDFW WXBO WDBY WSBK WNM WBNL WBY KBOO WDFP WGMX KFZK KFXF WWOF WACX WABC WFLY WRMX WMP S WRCB WSPR WATC WORX WGBX WRAU WJFW WFTU WNOX WCGC WCCU CBL HOUIC KOME WACO WMT KFBI CARK KFMA.

Air Corps Broadcasts On 16 Southeast Outlets
UTILIZING 16 stations blanketing six Southeastern States, the public relations office of the Southeast Air Corps Training Center reports the 13 airfields in the Center are producing and broadcasting more than 40 programs weekly. Broadcasts are to acquaint the public with the story of America’s Army air force and play a major role in recruiting thousands of young flyers necessary to meet the war goal of a 2-million man air force.

Programs of every type are used emanating from the various air fields. In addition the SEACTC supplies nearly 100 Southeastern stations with thrice-weekly five-minute newscasts about the Air Corps.

Stations carrying the broadcasts include: WCOV, WSFA, WHBB, WMSL, WAGF, in Alabama; WGPC, WALB, WGAC, WRDW, WMGA, WMAM, Georgia; WCBT, WJPB, Mississipp; KPPF, Arkansas; WFIG, South Carolina; WLAK, Florida.

Commentators Credited By Treasury for Funds
QUOTING from a letter received from Undersecretary of the Treasury Charles S. Bell, Senator Vandenberg in a statement to the Senate last Monday said that Commentators Pearson & Allen and Walter Winchell by their broadcasts inspired a great part of the donations received by the Treasury following the Pearl Harbor attack.

"Arguably as a result of radio broadcasts by Commentators Pearson and Allen, and by Walter Winchell," the letter stated, "1,461 donations amounting to $86,082.43, were received during the week Dec. 23-Jan. 3."

Since Dec. 7, the Treasury has received 5,689 donations totaling $478,248.49.

WITH increasing importance of all-night broadcasting, Standard Radio has completed a study of musical preferences on all-night programs. Some of the library subscribers have carefully classified musical requests on their all-night shows, which consist primarily of transcribed music and hourly five-minute newscasts. As a result of the study, Standard, in future library releases, will take these requests into consideration.

WHIT, IN NEW BERN, READY FOR DEBUT
WITH J. Allen Brown, formerly general manager of WHMA, An- niston, Ala., recently named commercial manager of the station, the new WHIT, New Bern, N. C., was to go on the air April 20, according to J. Louis Howard, president and general manager of the North Carolina local. Station was granted last Nov. 4 by the FCC to Coastal Broadcasting Co. Inc. for 250 watts on 1450 kc. [BROADCASTING, Nov. 10].

Stockholders of WHIT are Mr. Howard and his brother, Ellis H. Howard, each 22.5%; their father, Philip Howard, local clothier, 47.6%; six others holding minor interests, including Ray Hender- son, mayor of New Bern, and D. Livingston Ward, former speaker of the state legislature.

Ed W. Burnett, formerly of WJD, Petersburg, Va., has been appointed to head the program department and Robert E. Liver- more, previously chief engineer of WMVA, Mayfield, Va., heads the engineering staff.

Studies and transmitter have been housed in a new modern struc- ture with studio A constructed as a miniature theater. Lang-Worth transcription library will be used. Equipment includes an 18-foot Wincharger tower, Gates-American transmitter and speech equipment, Presto turntables and General Radio monitors.

Mr. Brown has already an- nounced the signing of Atlantic Co., Norfolk, Va. (beer and ale), for six sportscasts weekly for 26 weeks, placed direct; Jacob Ruppert Brewery, New York, 12 studio programs weekly for 13 weeks, thru Ruthrauff & Ryan, N. Y.; B. C. Remedy Co., Durham, N. C., 14 transcribed spot an- nouncements weekly for 52 weeks, thru Harvey-Massengale Co., Dur- ham; Nealton Distributing Co. (local distributor for Joseph Schlitz Brewing Co., Milwaukee), 12 newscasts weekly for 13 weeks, placed direct; The Jewel Box (North Carolina jewelry chain), 480 time signals monthly for 12 months, placed direct.
KRMC Is Granted Shift to 600 kc.
WBP Sanctions It Since Little Material Will Be Involved

RECEIVING the approval of the WBP since its action would involve no appreciable amount of critical materials, the FCC last Tuesday granted the modification of license to KRMC, Jamestown, N. D., to shift from 1400 kc. to 600 kc.

Ordinarily 300 kc., a regional frequency, is available for use by a station of greater power than KRMC, but the Commission declared that granting of a power increase to KRMC would involve too much use of critical materials. Accordingly, KRMC power was modified from 250 watts fulltime to 100 watts daytime and 250 watts.

Few Critical Materials

Originally KRMC had filed for a construction permit for 1540 kc. When the FCC on Jan. 20 considered that application along with the new station application of Josh Higgins Broadcasting Co., Waterloo, Iowa, subsequently granting KXEL to the latter on 1540 kc. with 50,000 watts, a conference was held to determine what other frequency was available for KRMC to increase its coverage. It was upon these conclusions that the 600 kc. request was filed.

Materials involved in the shift are merely the changing of its quartz crystals and the substitution of new crystals for 600 kc. KRMC is to return its old crystals to the manufacturer for redistribution and will receive delivery on its new crystals, according to the FCC.

Sale of WLAK, Lakeland
To S. O. Ward Approved
ACQUISITION of WLAK, Lakeland, Fla., by S. O. Ward, former executive of WLAC, Nashville, and 40% owner of WHUS, Cookeville, Tenn., was approved last week when the FCC granted consent for transfer of control of Lake Region Broadcasting Co. from Bradley R. Eidmann to Mr. Ward. Mr. Eidmann, onetime program director of WAFP, Chicago, had acquired outright control of WLAK one year ago from a corporation controlled by J. P. Marchant, a local lawyer, and the Tampa Tribune (Broadcasting, April 28, 1941).

Under the current transfer Mr. Ward buys the 100 shares of outstanding common stock for $23,000. Mr. Ward was personnel director of WLAC, which is owned by J. T. Ward. WLAK is on 1340 kc. with 250 watts.

KICA Sale Sought

SALE of KICA, Clovis, N. M., to Hugh DeWitt Landis, general manager of KFYO, Lubbock, Tex., for a reported price of $16,000, is sought in an application to the FCC by Western Broadcasters Inc., licensee. At present KICA is a third owned by Charles C. Almur and his wife, with Edmund A. Dillon, a Clovis auditor, holding the balance of the stock. Station is on 1370 kc. with 100 watts.

Conserve Paper and Printing, Gumbinner Advises Stations

EDITOR, Broadcasting:

Why not use your pages to tell radio stations around the country how wasteful they are of paper and printing these days?

The advertising agencies are flooded with promotional material every day which, by and large, is not only wasteful of material, but clutters up the mails and takes up valuable space in transportation. We receive weekly program releases from dozens of stations... publicity releases ditto... elabo-
rate presentations from small stations that seldom get on any lists...

We realize that these stations are out to sell time—and that each wants to do a job with the agencies and advertisers, regardless of what other stations may be doing.

But surely they can inaugurate a system of sending this promotional material only to agencies that are active with them; and perhaps only during the periods when spot campaigns are being placed.

If they would query their mailing lists, they would find out which agencies would want what, and I am sure the savings would be tremendous, not only for themselves, but as a conservation measure.

PAUL G. GUMBINNER
Lawrence C. Gumbinner
April 13

KENO, Las Vegas, Nev., has appointed Homer Owen Griffith, Hollywood, as its California sales representative.

Stromberg-Carlson Lays Wartime Service Plan

WARTIME service is the aim of a plan announced last week by Stanley H. Manson, sales promotion and service manager of Stromberg-Carlson. Under this plan to keep America’s radios operating and available for use 24 hours a day, Stromberg-Carlson will keep in direct touch with all service men working for dealers.

By mail the service men will receive information on the care of equipment. According to Manson, “We have prepared complete service notes for each receiver manufactured, including schematics, wiring diagrams, voltage readings, continuity charts and alignment procedure. In addition, a service data binder has been compiled containing service notes on all receivers manufactured since 1937.

W. S. GRANT CO., San Francisco, has been named Pacific Coast sales representative of KTKC, Visalia, and KTBB, Modesto, Cal.
**Record Turnout at NAB Meeting Seen**

Problems of Operating in Wartime Dominate Program

HUNGRY for first-hand information about radio's war outlook, an unprecedented turnout of broadcasters is expected at the 20th annual convention of the NAB in Cleveland, May 11-14, to hear an imposing array of speakers identified with the war effort.

Advance registrations, according to NAB headquarters, indicate a record gross attendance in excess of 1,000. At last year's stormy St. Louis convention registrations hit 1,019, of whom 372 were NAB broadcaster members. In addition, there were 68 non-member stations represented. It was expected the Cleveland membership attendance would eclipse the 76% attained at St. Louis.

The War Problem

With the drop of the gavel Monday, May 11, when the first business session gets under way, figures as Archibald MacLeish, director of the Office of Facts & Figures, and Byron Price, Director of Censorship, will plunge the convention into open discussion of radio's role in the war. Several other Government officials—probably including FCC-DCB Chairman James Lawrence Fly—also are expected to be keynotes, though acceptances are not yet in.

Following the "Radio & the War" opening gun there will be an informal clinic to answer questions which have plagued broadcasters since Pearl Harbor. Participating will be such figures as Maj. Gen. A. D. Surles, director of the War Department's Bureau of Public Relations; Capt. L. P. Lovette, assistant director of public relations of the Navy; Maj. Gen. Beaumont-Nelson, former director of British War Information; and Harold Rayfield, assistant director of censorship in charge of radio. This will be a question-answer session.

As at past conventions, there is already apparent an undercurrent of speculation about the NAB's future. These matters, however, are reserved for discussion until the formal sessions are out of the way. A report will be brought to the board by its Reorganization Committee, headed by Don S. Elias, WWNC, Asheville, looking toward "streamlining" of the NAB. Precisely what plans for reorganization will be brought in will come up at one of the final business sessions, with wide open debate regarded as inevitable.

The plan for reorganization includes proposals that the major networks, as such, be denied active membership in the NAB, as well as automatic or "House of Lords" seats on the board of directors. This move is espoused by some members of the Broadcasters Victory Council, interim organization set up in Washington to maintain Government liaison for independent groups in radio who have not been in sympathy with the regime of NAB President Neville Miller. Mr. Miller, who has served since 1938 as the industry's first paid president, is under contract until 1944.

According to the tentative convention program, as outlined by C. E. Arney, Jr., assistant director and acting secretary-treasurer, the convention will get under way without frills or fanfare. Sunday, May 10, the day preceding the actual opening, NAB committees and its board of directors will hold meetings.

Department Stores

Following the opening panel on "Radio and the War", a business session will be held during the afternoon, Monday, May 11. "Radio Advertising for Department Stores" is the subject of a panel for sales managers, with the discussion to be led by Richard G. Meybohm, manager, sales promotion division, National Retail Dry Goods Assn.

Coincident with this meeting, time has been set aside for meetings of Independent Radio Network Affiliates, National Independent Broadcasters and Network Affiliates Inc. Tentatively, a labor relations clinic is scheduled for 8 p.m., with Dr. William Leiserson, member of the National Labor Relations Board, as discussion leader.

On Tuesday morning, May 12, a series of breakfast round-tables is scheduled covering Wages and Hours, Technician Shortage and Training Program, Procurement and Priority Problems. The sales managers breakfast will feature the New York timebuyers. A news editors' breakfast will be presided over by Assistant Director of Censorship Ryan and Gen. Surles, with Capt. Lovette and Gen. Beaumont-Nesbit expected to participate.

Also on Tuesday morning there is expected to be an OFF breakfast, one portion of which will be devoted to the "Four Themes" discussion, to be led by William B. Lewis and Philip Wylie. Douglas Meesurvey, assistant radio director of OFF, and Seymour Morris, agency liaison for OFF, will discuss program coordination.

At the business session Tuesday, Brig. Gen. Lewis H. Hershey, Director of Selective Service, will discuss "Priorities: Men and Materials". Another speaker will cover "Material Priorities and Their Effect on Our National Economy."

Copyright Sessions

Copyright comes to the fore at the Tuesday afternoon session, with representatives of BMI, ASCAP and SESAC invited to participate. The outstanding success of BMI, since the stormy convention in St. Louis last year, and future planning on music will highlight this session.

Later Tuesday afternoon, provision has been made for separate sessions of clear-channel stations and local stations. The sales managers also plan a second session, with the speaker Dr. Harry Dean Wolfe, director of the Bureau of Business Research, Kent State University. His topic will be "Selling With Surveys". Gene Flack, general sales department, Loose-Wiles Biscuit Co., is a second scheduled speaker. Panel discussions will follow these talks.

Wednesday will open with an-

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**175 good leads in just 1 week**

It's no radio-secret that a well-handled news cast is a sure-fire producer.

Yet news-sponsors on KSO-KRNT continually report more-than-expected results.

Says the H. E. Sorenson Company, Iowa distributors for all Crosley products, "In a single week, our KSO news casts have produced as many as 175 good Shelvador prospects."

Equal success with news on KSO-KRNT is reported by other national and regional advertisers, including Manhattan Soap, Look Magazine, Tone Brothers Coffee and Phillips Petroleum—a fourth-year renewal.

The full Associated Press and United Press radio news services are available to KSO-KRNT clients. Aired by an experienced news casting staff, including Glen Law, Wayne Ackley, Bill Baldwin and Rod Holgren, news on KSO or KRNT can produce good sales-news for your products in Iowa's No. 1 market, Des Moines and its extensive trade-area.

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**KSO KRNT**

**BASIC BLUE AND MUTUAL 5000 WATTS**

The Cowles Stations in DES MOINES

Affiliated with the Des Moines Register and Tribune

Represented by the Katz Agency

---

**FIRST station in Indiana in 1924**

and still the

**FIRST station in Indiana in 1942**

**WFBM...THE HOOSIER STATION...INDIANAPOLIS**

REPRESENTED BY THE KATZ AGENCY

Page 24 • April 20, 1942

BROADCASTING • Broadcast Advertising
To Directors

To be elected at the convention will be six directors at large. Under established procedure, the convention will be called upon to select the tentative site for the 1943 annual meeting.

The annual NAB banquet will be held at 7:30 Wednesday evening, winding up the formal convention sessions.

On Thursday the NAB Board will convene in its initial session of the year following election. It is planned, also, to hold a golf tournament that afternoon. At past conventions, the golf tournament for the Broadcasting trophy has been held on Sundays. Unavailability of an acceptable golf course is understood to have motivated the proposed change to Thursday afternoon.

A special meeting for women delegates has been arranged for Wednesday by Mrs. Dorothy Lewis, vice-chairman of the Radio Council on Children's Programs and coordinator of listening activities. In addition to the scheduled roundtable, "Women in Industry" will be discussed by Mrs. Harold V. Milligan, president of the National Council of Women.

Other speakers at the women's session will be Earl Glade, chairman of the NAB Code Committee, on "The Broadcaster's Code"; Mrs. George D. Palmer, radio chairman of the General Federation of Women's Clubs, on "The Role of the Listener"; Miss Ann Hilden, director of women's activity, KGO, San Francisco, on "What Do Women Want to Hear?"; Mrs. Irma Proetz, vice-president of Gardner Advertising Agency on "The Woman Pays". A special women's luncheon will be addressed by President Miller.

The theme of the afternoon women's session is "Radio Abroad". Dr. Sterling Fisher, educational director of NBC, will speak on "Radio Latest Adventure in Education—the Inter-American University of the Air". Miss Beatrice Belcourt, public relations officer of the Canadian Broadcasting Corp., will discuss "Radio in Canada", while Dr. Winifred C. Cuilla, professor of psychology, London University, will speak on "British Women in Wartime".

Lt. Comdr. Thomas J. Keane, of the Navy, will address the meeting on "The Navy, At Home and Abroad", and Edward M. Kirby, NAB public relations director, now on leave of absence as chief of the Navy Branch of the War Department, will speak on "Radio's Place in the War".

**GODSPEED** to employees entering the service was voiced by two station managers. H. K. Carpenter (top), vice-president and general manager of WHK-WCLE, Cleveland, bids farewell to the first member of his staff to receive an Army commission, Harry Stair, former WHK salesman and now a captain at Fort Hayes, Capt. Stair was a lieutenant in World War I. L. C. Merwin Dobyns (below), owner and manager of KGER, Long Beach, Cal., wishes a safe return to his brother, Capt. John Alden Dobyns who left his position as commercial manager to enter the Army in early April.

other series of breakfast roundtables, one on collective bargaining and another of sales managers with NAB associate member station representatives leading the discussion. These include Edward Petry & Co. Inc., Free & Peters Inc., John Blair & Co., and Weed & Co.

A roundtable on the work of DCR will be led by E. K. Jett, FCC chief engineer. The second phase of that meeting will cover protection of property from sabotage, fire and loss.

A foreign language roundtable will be led by Allen Cranston of O&F. There will be another for program directors, with comments by Misses Frances Farmer, Alma Kittell, Susan Allen, Hayle Cavenor and Ruth Chilton.

Wednesday's business sessions will be turned over to the sales managers. Arthur Horrocks, public relations department of Goodyear Tire & Rubber Co., will deliver the principal address, "The Bridge to a New Democracy". He will be followed by Miller McClintock, director of the NAB Advertising Council, who will discuss work of that war-born organization.

At the Wednesday afternoon business session, Ellsworth C. Aldor, tax counselor for NAB, will discuss pending tax legislation. Then there will follow the business session for consideration of 13 proposed amendments to the by-laws, including the proposal for disenfranchisement of the major networks and the alternate proposal that they be given full active membership. The latter proposal was approved by the NAB Board of Directors at its last meeting. New York March 19-20. This project also encompassed a plan for abolition of the NAB Executive Committee.

**Texas Campaign**

**Galveston - Houston** Breweries, Galveston, Tex., has started Sparky & Dud, new quarter-hour transcription released by Frederic W. Ziv, on Texas stations. Program features Irving Kaufman, known as "Happy Jim Parsons" on WOR, New York, taking the part of "Sparky" and Fred Hall as "Dud", with a script concerning men in service. Ruthrauff & Ryan, Chicago, handles the account.

**Ziff-Davis Test**

ZIFF-DAVIS PUBLISHING CO., Chicago (Popular Photography magazine), on April 13 started testing with Dawn Patrol, three weekly quarter-hour, and twice weekly five-minute women's program on WKRC, Cincinnati. Agency is United Adv. Co., Chicago.
FRED H. GARDNER, formerly with Sherman K. Ellis Co., New York, in a research and merchandising capacity, has joined Buchanan & Co., as research manager, Ralph Bennett, formerly a copywriter with BBDO, New York, has joined the copy staff of Buchanan & Co., New York.

DAVID E. MARGARETTEN, formerly production and traffic manager for Geyer, Cornell & Newell, New York, and J. Stirling Getchell, New York, has joined Roy S. Durantine, New York, as manager of production and traffic.

ELIXOR BROWN, radio director and partner in the Aaron & Brown Adv. Agency, Philadelphia, and Alvin Bieber, a government architect, were married April 6.


CARL WEBSTER PIERCE, formerly Hollywood radio director of the now defunct Cesana & Associate, has joined Raymond R. Morgan Co., that city, as account executive.

ROBERT S. LARKIN, formerly assistant manager of the merchandising department of Compton Adv. New York, has been appointed manager of the department, succeeding E. E. Conley, who will remain in the Army.

MORROW KRUM, director of publicity of Roche, Williams & Connyngham, Chicago, has been commissioned major in the Army and assigned to Wituica.

TOM HARRINGTON, New York vice-president in charge of radio for Young & Rubicam, is conferring in Hollywood with Tom Lewis, agency West Coast manager and radio director.

R & R in Canada

RUTHRAUFF & Ryan Inc., on May 1 will open a Canadian office at 80 Richmond St. West, Toronto. This brings the total of American agencies with branch offices in Canada to seven, the others being Atherton & Currier; Hutchins Adv. Co. of Canada; Kenyon & Eckhardt; Lord & Thomas of Canada; J. Walter Thompson; Young & Rubicam. The Toronto office of Ruthrauff & Ryan will handle part of the advertising of Lever Bros., Toronto. Douglas M. Philpott, formerly with A. McKim Ltd. and recently manager of Lever & Fink of Canada Ltd., will be manager of the new office.

Rheinstrom to WPB

CARROLL RHEINSTROM, vice-president in charge of the New York office of Ward Wheelock Co., on April 16 gave up his position to become executive assistant to the chief of the Bureau of Field Operations, War Production Board, New York.

STEVE ARNETT, formerly account executive of Campbell-Ewald Co., Los Angeles, has joined Philip J. Meany Co., that city.

S. MORWATT, of the radio department of J. Walter Thompson Co., Neutrual, has been appointed account executive in that organization.

RETA POOLE, formerly of the copy staff of Heuergens and Hess & Kelly, Buffalo, has been named to head the department of Ellis Adv. Co., Buffalo.


JOHN del CARDAYRE, formerly copy chief and account executive of Leon Livingstone Agency, San Francisco, has joined the creative staff of Lord & Thomas New York.

CARROLL NYE, of Young & Rubicam's Hollywood publicity department, has transferred to the New York office where he will do research for the weekly half-hour program, We the People at War, which starts April 20 on CBS for Gulf Oil Co.

LOU E. PHENNEN, general manager of Canadian Cellulose Products Co. Ltd., Toronto, has been elected chairman of the radio committee of the Assn. of Canadian Advertisers. J. R. Mason, Canada Dry Ginger Ale Ltd., has been elected vice-president, succeeding Robin E. Meyer, of Lever Bros., Toronto, who has joined the Royal Canadian Navy.

War Conference Post

Is Given Bruce Barton

BRUCE BARTON, president of BBDO, New York, has been named to head a conference committee and keynoter at the wartime advertising conference to be sponsored by Advertising Federation of America at its 38th annual meeting June 21-24 in the Hotel Commodore, New York.

Serving with Mr. Barton on the program committee are:


Accounts Divided

WITH announcement last week of the dissolution of Brown & Specter, New York, formed in March by Brown & Thomas and Raymond Stover & Co., Inc., New York agencies [Broadcasting, April 13], the accounts using radio retained by the two agencies have been assigned. Brown & Thomas keeps as its only radio account Golan Wines, Los Angeles, currently using an extensive campaign of announcements [Broadcasting, April 6]. The Specter agency will handle Snerten Co., Jersey City; Rum & Maple Tobacco Corp., New York, and Naxon Inc., New York.

Agency's WHN Suit Settled

AN OUT-OF-COURT settlement is in process for the suit brought against WHN, New York, by R. B. Landau, Inc., New York agency, according to a spokesman for the agency. The agency had filed an injunction with the Supreme Court of the Southern District of New York, to stop the station from allotting elsewhere a portion of the time of the show by Landau for its American Jewish Hour. WHN preempted part of the program's time segment and broadcast its own baseball games, it was claimed in the suit.

Manhattan Soap...Adam Hats...Bayer Aspirin...Ballantine...Smith Bros...Bristol-Meyers...Time, Inc...Texas Co...Dr Pepper...R. J. Reynolds...American Hotel Supply Products...Jergens...Pepsi-Cola...Pat Milk...Plough, Inc...Purina...R. C. Cola...Sears-Roebuck...Sherwin-Williams...Currie Clothes...Stanback...Vicks...Allied Mills...Schlitz Beer...B. C...Hollingsworth...Menhaden...Coca Cola...Dr Pepper...Fallis City...Firestone...Goodyear...Grappette...Mudpeahi Beer...International Correspondence School...S. H. Kress...Kroger...Red Goose Shoes...Signal Beer.

They're all happy!

1000 WATTS 790 KC BLUE NET

SPOT SALES, Inc. Representatives

Johnson City, Tenn.

W. Hanes Lancaster

Manager
Advertising Volume Expected to Drop Though Keeping Above Industry Trend

A PREDICTION that the volume of advertising will shrink along with the volume of things available for sale—but perhaps not in the same proportion—is made by F. B. Deendorf, writing in the April 15 Wall Street Journal. Before this year is over, Mr. Deendorf wrote, a lot of goods will not be made because of wartime restrictions. Even with the current boom, he states, retail trade this year will drop by about 5 billion dollars.

However, the writer, pointing out that “American industries discovered that advertising has a use in addition to direct selling of products in the competitive market,” declares:

“Even when a company has switched completely to Government arms business, it knows that it has to keep its name before the public if it hopes to compete in the post-war world. It has to protect goodwill. Trademarks and brand names which cost millions to establish must be kept alive for short-memory consumers. It has to tell its wartime story to the public.”

Quick Changes

“On the whole, American business and industry so far this year has spent only a little less on advertising than it did in the same 1941 months. But long-range contracts with radio chains and advance commitments with magazines put a time lag in the over-all trend. "As America adjusts its living to a war economy, advertising will adjust with it.

“More and more emphasis will be placed on the ability to make quick changes in promotion efforts. No one wants to stress a product which may not be available for sale when the advertising appears. (Some of the rubber companies had tough breaks when new sales were suddenly banned.) This situation, advertising men think, may tend to work to the advantage of newspapers.”

The writer points out that newsprint is still plentiful, although Canada may have to cut down paper production when its aluminum production begins to consume more of its available electric power. He also states that the demand for higher-type paper for war purposes and lend-lease may restrict the supply available to magazines. He concludes:

“Thus far in the United States there has been no parallel to the development in Great Britain, where the Government has become the largest advertiser in the British newspapers. In the first quarter of 1946, the British Government placed and paid for 95% of all British newspaper advertising. In the third quarter of 1941, it paid for 16.7% of the total, to give its message on scrap saving, R.A.F. enlistments, battle Jennings, air raid precautions, savings, food, clothing and railway service.

“All advertising media, of course, are now in the unique position of offering access to a huge purchasing market to potential advertisers with only limited amounts of goods to sell. In England, many firms in that position are using their limited available space to explain to consumers why their goods are no longer available. Nearly 50% or 22 columns of one British newspaper of 48 columns, recently consisted of this 'so sorry' advertising.

"While sales promotion advertising has been detailed because of the disappearance of some goods, some firms have undertaken advertising campaigns to instruct consumers on the use of existing goods, which also serves the purpose of keeping the manufacturer's name before the public. In Philadelphia, a variation of the theme is a campaign by the Electrical Assn. of Philadelphia, composed of electrical manufacturers, distributors, wholesalers, retailers, contractors and utility organizations, for the rehabilitation of electrical appliances which may have been discarded because of need of repairs.”

JOSEPH HERSHEY McGILLYRA, New York, has been appointed national sales representatives of KVOS, Denver; KIN, Wenatchee, Wash.; KPRO, Riverside, Calif.

WBNX is the FOREIGN LANGUAGE STATION of GREAT NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world’s greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

*over 1/2 of country's New York's population is foreign born or of foreign parentage.

Your Best National Spot Buy...
April 20, 1942

**Program Popularity plus Coverage**

That's why KDYL is doing such a swell job for advertisers in the Intermountain Market

**Merchandising & Promotion**

**Detroit Campaign—Wartime Buying—Dear Sponsor**

**Crown's Cards—Carnations to Grocers**

SELLING the public on the broadcasts of the Detroit Tiger baseball games on WXYZ by Harry Heilmann, the station used a variety of promotion stunts including use of all station breaks up to game time; spot news on every page of the *Detroit Times* on the day before and day after; similar ads on seven pages of the *Free Press* on opening day; a box on the front page of the *Times*; 20 messenger boys walking through the business district with postcards to the game and carrying identifying placards; theater trailers; re-construction of all around games on a play board in the Telenews Theatre; scores of opening games between features in certain theaters; plugs on every sports and news program on WXYZ; 2,000 postcards to local retail firms; trade paper ads; ads on score cards at the ball games; three sound trucks; a telephone program to encourage listening to the WXYZ description. Broadcasts are co-sponsored by General Mills and Socony-Vacuum, which also sponsors Ty Tyson on WWJ.

**Better Buymanship**

AFTER CONFERRING with leading retailers in New York on how radio could help retail stores meet problems caused by wartime conditions, WOR, New York, has launched a series of three-weekly promotions for women, aiming in part to keep before the public, for the duration, trade names of advertisers who are forced to current advertising, and emphasizing “better buymanship” on the part of homemakers.

Entitled *Pegeen Prefers*, featuring Pegeen Fitzgerald, fashion authority and associate editor of *Everybody's Magazine*, the program brings advice to women on how to live better on less and how to make present possessions last longer. Mrs. Fitzgerald also presents weekly reviews of exceptions to retail ads in metropolitan papers. Series will be offered for sponsorship on a participating basis.

**Movie Deal**

KROW, Oakland, has consummated a deal of promotion exchange with a large chain of motion picture houses in the San Francisco bay area. Each theatre runs 60-second trailers advertising KROW programs. The trailers are changed weekly, with bookings for the string handled directly by KROW’s promotion department. The theatre gets mentions of their shows on the *Picture Revue* program over the station.

**Lobby News**

AGENCY for the First National Bank & Trust Co., Kalamazoo Mich., has placed a bulletin board in the lobby of that firm giving latest news flashes and a weekly war map and plugging the bank’s sponsored newscast on WKZO.

**Cards for Crown**

CROWN PRODUCTS Corp., San Francisco (Sani-Clor bleach, Lady’s Choice food), on April 11 started the most ambitious radio advertising of its career. It contracted with KSFO, San Francisco, for a 4-hour weekly variety program. The broadcast includes transcribed music, news, food market reports, buying tips, book reviews and interviews with outstanding personalities of the women’s world. Title of the program is Lady’s Choice. Fred Fox is producer and Lincoln Miller announcer. Jim Moore handles the news portion, with Austin Fanger, farm editor, giving the food market reports. Monica Whalen is mc.

In conjunction with the program, the advertiser has planned a wide promotion and merchandising campaign, which includes the distribution of 10,000 cards to grocers of northern and central California.

**Table of Promotion**

TO PROMOTE its weekly presentation of David Stone’s *Sunset Valley Barn Dance* KSTP, St. Paul, issues a table of. Its front page is changed each week to cover the community in which the program holds forth but the other three pages remain unchanged for three months at a time. Pictures and feature stories cover members of the cast and other members of the station. Principal programs are covered. At each appearance about a thousand cards are distributed. Stone also mails an advance copy to each person in a community who has ever written him a fan note.

**Inaugural Talent**

ENTERTAINMENT for the Easter opening of Shady Valley resort, an exclusive advertiser of KWK, St. Louis, was provided by that station which sent out an array of talent, including the Shady Valley Folks, a hillbilly group, the Buckeye Quartet and an orchestra organized by Russel Kaiser, CKW sound man. Resort will broadcast a barn dance show on Saturday nights.

**House Promotion**

DEMONSTRATING its own faith in radio, WIBX, Utica, N. Y., has replaced its printed house organ with a broadcast entitled *Dear Advertiser*. Backed by a barrage of postal cards and telegrams to prospective clients, the program presents advertiser success story, advertiser interviews and excerpts from sustaining shows offered for sponsorship.

**Hamilton Posies**

CARNATIONS were sent by CKOC, Hamilton, Ont., to local grocers to announce the new twice-weekly *Carnation Bouquet* morning program for Carnation Co. (condensed milk).

**HIGHWAY REMINDERS**

WHO: Des Moines—Pictorial booklet of personalities and producers of Iowa Barn Dance Frolic.

KQW: San Francisco—Two-color brochure describing station's switch to CBS.

**Audimeter Data**

LISTENER HABITS, mechanically recorded in 800 sample homes by means of the Audimeter will be available soon to advertisers, according to H. L. Rusch, vice-president of A. C. Nielsen Co., Chicago, market research organization. The Audimeter, a statistical recording device attached to the radio, has been in development during the past six years. Automatic equipment has been set up by the company to analyze statistics taken off the Audimeter.

**Power! Where Power Counts Most**

**BUYCATIONS**

Nashville, Tenn.

*By Paul H. Raymer Co.*

**J. T. Ward, Owner**

**F. C. Sowell, Manager**

**Broadcasting - Broadcast Advertising**

**Broadcasting Advertising**
FIGURES—solid, meaningful figures—revealed through surveys and personal interviews. They are the result of a product Miss Beatty has been advertising. Only examples from listeners and sponsors can illustrate how successfully Miss Beatty can put over her messages. You certainly have a large audience. Many women have come into our store and said “Show me those blankets that Beatty talks about”—Swezey & Nevins, Patchogue, L. I.

“The man in Brentano’s book store told us that you did book reviews so well and featured the authors in such a way that his wife could predict at lunch time what his best sellers would be that afternoon.”—A listener in Wilmington, Del.

“We are catching up finally with the mail requests for our cookbook. Frankly, we did not anticipate such a deluge. We have taken on extra employees and will keep them on until we are able to date.”—V. LaRosa & Sons, Brooklyn.

LaRosa, one of Miss Beatty’s sponsors, has really been preoccupied with answers to an offer of a macaroni recipe book, receiving 19,113 requests for the book in the period Jan. 13 through March 12, WOR reports. Her listeners believe thoroughly in what she says, it seems, and she wants to know what they want to know, leaving no stone unturned to get her facts. She selects her sponsors carefully, even inspecting a manufacturer’s plant prior to granting a spot on her show.

Regular Followers

Naturally, such a program as hers brings into the limelight other projects than the several which sponsor the show. She cannot help but give publicity boosts to the many services, charities, organizations and the like, which she promotes, or whose representatives she interviews. And here, too, she knows whereof she speaks, for she reports accurately everything herself, leaving no leg work for her five assistants.

Reading over letters from her audience, Miss Beatty finds that at least 40% of her listeners are regular “standbys,” not just casual dial-twisters who hear by chance. Her friends tell her this because they are genuinely interested in what she has to say—and they know how her program is not bound by any strict conventions of a commercial show.

All of which adds up to why her sponsors know their products receive into potential buyers’ homes on the wave of a popularity built on human interest and confidence in Miss Beatty’s own personality. Current advertisers using announcements on her daily WOR program are R. B. Davis Sales Co.; Philadelphia Dairy Products; Rockwood & Co., and V. LaRosa & Sons; Radbill Oil Co., Philadelphia (Renuzit) and the New York Post.

To meet the different requirements of her broadcasts, Miss Beatty looks back on her years of reporting, writing and editing as valuable assets. Her career started with Fremont Older’s famous San Francisco Chronicle and she numbers among her journalistic exploits a book on the conditions in Nevada mining camps and an exposure of Vice in ‘Frisco.

As a foreign correspondent, Miss Beatty traveled round the world, covered World War I, and did special assignments in Russia. Upon her return to America, she became editor of McCall’s Magazine, a position which provided her with a varied familiarity of women’s affairs, an essential factor in her present success on the air. With this background, and a natural friendly manner, Miss Beatty has been able to mold her program to fit the needs of her audience, and her sponsors have blended naturally with their surroundings.
Braves IN ADVERTISING
its belief with 52 FULL PAGES
(5) of Newspaper Advertising in 1942
listening audience for YOUR program

Good advertising for good products is an unbeatable combination. And, just as you promote your merchandise on WBAL, we promote WBAL to the listening audience of the great, booming Baltimore area--promote it aggressively, impressively and consistently.

That powerful promotion of WBAL all around the clock--from dawn to midnight--is your promotion. It means more listeners and more sales for your WBAL advertising!

"Business in Baltimore"
WBAL’s great retail publication, publicizes your program to retailers of Baltimore and the Central Atlantic States

ONE OF AMERICA’S GREAT RADIO STATIONS

Represented Nationally by
EDWARD PETRY & CO., INC.
Planned 'Selling'

FRANK ADMISSION by the Government’s radio planners that Washington’s official publicity agents, more often than not by prompted by an excess of zeal, have been over-doing their war appeals via the radio, should alone merit the radio industry’s full cooperation with the Office of Facts & Figures in its finally devised plan of allocating time and subjects to networks, stations and sponsors toward the end that the most effective use of radio may be made in the war effort.

How many times has the radio audience had dinned into its ears, via gala programs, spot announcements and blurbs from the lips of the stars themselves, the plea to buy war bonds? What station manager and program producer fails to receive, in each morning’s mail, enough scripts and transcriptions from Washington to fill half their program day?

And what a magnificent response the industry has given to practically all of these demands, despite the knowledge that the use of all such material not only eats up precious time but, constantly repeated and often prepared by rank amateurs, sometimes actually annoys the audience! As OFF candidly admits:

For many years, the Government had used radio for educational programs, but in the months before Pearl Harbor this use reached an all-time high, especially in the sale of Defense Bonds and the recruiting of manpower. Results have shown that no group in the country was more eager to serve than the radio industry, but... networks, stations and program sponsors were being overwhelmed by a flood of requests for cooperation from dozens of Government agencies, both national and local. There was no way of knowing the specific importance of the various requests, and sometimes the very authority of the agency or individual asking help was in doubt. Much of the material was badly prepared. There were many duplication within the Government. Repetitive announcements irritated the audience, and reacted against the war effort. Government appeals for bond sales, enlistments and so on were being over-emphasized; basic war information was not being emphasized enough.

Accordingly, the plan of parceling out war messages to specific programs, and suggesting emphasis on specific subjects during particular periods, was evolved by OFF’s radio chiefs, fortunately men with excellent radio backgrounds, in consultation with representatives not only of the Government but of sponsors, networks and stations.

The plan may have many bugs in it, but only trial and error will bring them out. Basi-
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We Pay Our Respects To—

Personal Notes

TENNANT BRYAN, general manager of Richmond Newspapers Inc., Operation Manager of Richmond Newspapers Inc. has resigned to join the Navy as a lieutenant in its Office of Procurement in Richmond, and has been succeeded by John Dana Wise, vice-president and business manager. Tennant Bryan's father, John Stewart Bryan, president of the newspaper and radio company, last week announced his resignation as president of William A. Campbell Company.

ROB WOOD, assistant editor of news and special events at CBS, is substituting for Paul White, director of news and special events, during the latter's illness. It was incorrectly stated in the April 13 Broadcasting that "Rob White" was filling the post.

GERRY TONKIN, manager of the Toronto-based Northern Broadcasting and Publishing Co., Timmins, Ont., has been appointed manager of CFAR, Peterborough, Ont., succeeding Duke McLeod.

RAY DADY, station director, Carol Ray, and Myron J. Brannett, all of KWK, St. Louis, were honored members of the Marine Corps during the presentation of Marine Corps Week, April 9-10.


JERRY DONAHUE, former chief announcer of Vultee Aircraft Inc., Downs Co., Cal., has joined WBC Hollywood Radio - Recording Service as a sales representative.

R. J. LAVIN, assistant manager and commercial manager of WDAY, Fargo, N. D., has returned to his desk after an appendectomy.

LUCIEN GODIN, announcer of CKSN, Rouyn, Que., has joined TKYK of Val d'Oq, Que., as salesman in charge of French accounts.

JOSEPH LANG, general manager of WHOM, Jersey City, and chairman of the foreign language committee, has been named to supervise the foreign language division of the current campaign by the Greater New York by the United Service Organization.

JAMES HART, who handles the plot on the Lever Bros. Bright Horizon program, with John Young writing the dialogue and Wally Blais, Jr., director of the radio department of the American Red Cross in Washington, has been assigned to South Dakota. His replacement is John Kinley, formerly of Ruth Kranz & Ruff.

CORP. NORMAN T. LEWIS, formerly commercial manager of WJMA, Covington, Va., is now chief sound technician at Camp Lee in the post's special events department.

JERRY JULIUM, formerly of WOAI, San Antonio, has joined the sales department of WCCO, Minneapolis, replacing Robert Reckard, who left in March to join the New York staff of the former station.

EDWARD LARKE, account executive of CBS, San Francisco, formerly of KNX, Hollywood, has been induced into the Navy as a lieutenant, junior grade.

JOHN E. FEITZER, president and general manager of WRKO, Killman, Mass., has been appointed to the National Broadcasting Corporation's general committee for Stage, Screen and Radio.

ROBERT G. SOULE, vice-president of WFBL, Syracuse, has again been placed on the National Basketball's Shoot to be held next August in Syracuse.

T. R. PUTNAM, commercial manager of WPTO, Lebanon, Tenn., is convalescing in the Veterans Hospital at Alexandria, La.

TED McALLISTER of Toronto, has joined the sales staff of CHEN, Peterborough, Ont.

Free Resigns FCC Post

RESIGNATION OF Lloyd A. Free, director of the FCC's Foreign Broadcasts Service, was announced April 22 with his entrance into the Army as a second lieutenant assigned to intelligence. He was appointed in June, 1941, to administer the FCC subsidiary which records and analyzes foreign short wave broadcasts. (BROADCASTING, April 13). Before joining the FCC, Mr. Free was editor of Public Radio News. From 1939 he was assistant director of the Princeton Radio Research Project and at that time served an advisory on the Rockefeller Foundation's committee on mass communications.

Fogel in War Dept.

IRVING FOEGEL, former Los Angeles program and transmission producer and recently with Allied Record Mfg. Co., Hollywood, has resigned to become special consultant to the Secretary of War and assistant to the Joint Army & Navy Committee. He has also been assigned as an advisor on transmissions for the radio division of the Andrews Field Service Branch under Maj. Gordon Hittenman.

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GORDON GRAY

BY THE TIME this reaches print, he'll probably be Buck Private Gordon Gray, volunteer officer candidate, U. S. Army, on leave of absence for the duration from his radio, publishing and other business responsibilities.

Gordon's friends and associates weren't a bit surprised when he volunteered March 28 for the Army despite the fact that he was classified as III-A. He waived all dependencies. He shunned all suggestions that he apply for a commission. With his business background, experience and status in public life, he obviously could have acquired a commission. He's about to be (or has been) inducted with the latest batch of Winston-Salem trainees. He will undergo three months of preliminary training and if he makes the grade, Private Gray will go to an officers' training school.

One of the nation's wealthiest young men, Gordon Gray, through his family's long tradition of service, is destined for a military career. He was born in Winston-Salem, March 2, 1894, to Keith Alexander and Frances Weir Gray. His grandfather was the late Gen. John Alexander Gray, a general in the Confederate Army.

Gordon was educated at Leesville Academy and later at the University of North Carolina at Chapel Hill, where he received the degree of Bachelor of Laws in 1917. He was admitted to the North Carolina bar that year.

Gray was a member of the North Carolina Bar Association, a director of the Winston-Salem News Journal, a director of Riverside, Inc. and a member of several civic affairs.

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BEHIND THE Mike

C. M. (Pinkey) HUNTER, former vocalist and band leader and more recently sportscaster of WIK-WECL, Cleveland, has been named program director of those stations. He succeeds R. W. Richmond who resigns effective April 25 to become general manager of WRNY, Warren, O., Lew Henry. WIK-WECL announcer will take over Hunter's sports programs.

NORMAN ANDERSON of CBS Hollywood junior staff. has resigned to join the Navy officers' training school.

JERRY BURNS, formerly with WLW, Cincinnati, has joined the sports staff of KXOK, St. Louis, to assist France Lauz on the play-by-play description of all home games of the St. Louis Cardinals and Browns.

CHARLES ROMINE, producer of the Meet the Men of Your Army program series, over KXOK, St. Louis, has been selected after a brief training school. Sgt. Bill Graffis, former Chicago radio writer, will handle the production of the program in addition to doing the announcing.

WILLIAM P. YEBARTO Jr., conductor of the Old Timekeeper program over WREN, Lawrence, Kans., is the father of a son.

MAX FALKENSTEIN, new to radio, has joined the announcing staff of WBN, Lawrence, Kan.; Ardell Booth, WREN announcer and music librarian, is now in the Army Signal Corps.

Mrs. Takes Over

IT'S VERSATILITY that counts in these days. Ask Dick Vail, account executive of KFRE, Fresno, Calif., for he has no qualms in leaving for military training. Carrying on his station's sales work is his wife, Evelyn. In addition she announces, writes copy and generally has taken over his former station duties.

FRED SMITH, formerly of WCFI, has joined the announcing staff of WIK-WECL, Cleveland, and Pearl Shanken, new to radio, has been added to the WIK-WECL service department.

CHARLES GUS CHAN, Chinese announcer of WREW, New York, will join the Army April 24.

DON GARDINER, BLUE newscaster, has taken over three daily news periods on BLUE, succeeding Bill Spargrove who has joined the Army.

JERRY LAWRENCE, conductor of the Night Billing Time, Inc., New York, is the father of a boy, Stephen Jeffrey.

JOE HASEL, on WNYC and WBYN, Brooklyn, as sportscaster has been appointed sports reporter of WJZ, New York City.

Graham W. SELLARS, formerly of KFJP, Ft. Smith, Ark., has joined the announcing staff of KFRO, Longview, Tex. He replaces Bob Ferrie who left to join KLRA, Little Rock.

CONNIE DESMOND, sports announcer with eight years' baseball broadcasting experience in Columbus and Toledo, has been named No. 2 announcer with Mel Allen of the Cleveland Indians. Desmond has been inducted into the Army, and John Cannon, formerly of WHK, Cleveland, now covers the winter broadcast football games of the Columbus Bulldogs.

STEVE MANDELL, theatre manager, has joined WGAC, August, Ga., as program director, succeeding Ben Miller, now with the Public Relations Office of the U. S. War Department, Washington.

CORN. BERNARD FISCHER, formerly with the script department of WOR, New York, is now a Camp Lee Army station system announcer.

JON HENDRICKS, formerly of KXNW, Winsona, Minn., has joined the announcing staff of WTMJ, Milwaukee.

FRANK HOLLOWAY, formerly of KXOK, Oklahoma City, has joined the KGFF, Shawnee, Okla., announcing staff. Naomi Warner, of the KGFF continuity department, was married recently to Loren Bishop.

GORDON KINNEY, program director of WCTH, N. Ill., joined the Army April 6.

HELEN GROGAN, traffic director of KWK, St. Louis, was married recently to Howard Bledle and has left for private life.

ROGER PATRICK, formerly of WGN, Chicago, has joined the announcing staff of WBZ, Springfield, Ill., replacing Don Walker who joined WHIO, Dayton.

JOE BIGELOW, Hollywood writer of the weekly NBC Chase & Sanborn show, has been signed as collaborating writer on an EKO film featuring Edgar Bergen, Charlie McCarthy and Fibber Magee & Molly.

PAUL FRANKLIN, Hollywood writer-producer, has been assigned in that double capacity on the three-week half-hour adventure series, Red Ryder sponsored by Langendorf U.S. Bakersies on 11 Pacific BLUE stations.

HOWARD NELSON, announcer of WKBW, Buffalo, is the father of a boy, Howard Frederick. Bob Dobbin, continuity chief and farm director of the Officers' Dining School in Florida, Warren Savold, former newscaster and news editor of WDNY, has resigned to take a position with the Government. John Lynch, former newspaperman, has been named WDNY assistant news editor.

BILL STOVIN, of CKSO, Sudbury, and son of Mr. and Mrs. Stovin of St. Louis & Wright Ltd., Toronto station representatives, has joined the Royal Canadian Air Force as radio technician.

FRANCE LAUX, World Series announcer, has returned to KXOK, St. Louis, to do the play-by-play of all Cardinal and Browns home games.

ELMER DOHERTY, formerly of WHK, Cleveland, has joined KXOK's announcing staff.

WILLIAM DAWSON, formerly of WHAM, Rochester, N. Y., has joined the announcing staff of WIBG, Philadelphia.

SID MILLER, program director of WEIM, Fitchburg, Mass., is to leave soon for military service.

ED JENSEN has been promoted to chief announcer of WYBC, Greenwood, S. C., and has taken on the duties of general manager.

BILL DAX, former Colorado U athletic publicity director and golf coach, has joined the announcing staff of KDEN, Denver, succeeding Ed Sproul, assistant news editor, who has joined the Air Force.

YUKUM SAAM, baseball announcer of WIBG, Philadelphia, is the father of a baby girl.

LOU FRANKE, director of publicity, has joined the Royal Canadian Air Force.

CARTER REYNOLDS, announcer of WMT, Cedar Rapids, was married March 25 to Margie Martin of Ft. Worth, Texas, and Paul Chalk, former WMT announcer, married Lacia, from Chicago, former director of WDBF, Rock Island, April 11.

Sgt. RAYMOND E. WATKINS, former NBC orygmatist, now directs the orchestra at Keever Field, Blioxi, Miss.

DON WILSON, of CHM, Montreal, has joined CJOR, Vancouver, as newscaster.

LARRY GUTH, student of St. Norbert College, has joined WTAQ, Green Bay, as part-time announcer-sideline reporter.

ROSEMARY WAYNE, formerly of Craig E. Dennis Agency, Chicago, has joined the continuity staff of WBEM, Chicago.

BRUCE ELLIS, account executive of KKH, Hollywood, is recovering from a serious illness, but is not yet able to return to his duties.

TERRY OSULLIVAN, announcer of WSM, Nashville, joined KHJ, Hollywood, in a similar capacity, but is continuing week-end announcing assignments for the former station.

GEORGE HARSHBARGER, Jr., formerly of West-Holliday Co., New York, has joined CBS Hollywood sales promotion staff.

BETTY MONROE, former commentator of WHB and KCMO, Kansas City, has started twice-weekly broadcasts on WHN, New York, presenting news of some women who are doing to help win the war.

BILL GOODWIN, Hollywood announcer, has been signed as a contract player by Paramount.

PAUL CANDREVA, of the staff orchestra of KPJK-KBCA, Los Angeles, has joined the Navy.

CHARLES GARLAND, Hollywood film commentator and Paul Muntz, and Stephanie Bledsoe, commercial photographer, were married in that city March 22.

GEORGE D. CAVITT and Robert Strickland have joined the guide staff of NBC Chicago.

JAMES BOUDRE, from WFRF, Baltimore, has replaced Bill Shriver, announcer of WYFA, Frederickburg, Va., on the day of radio work in New York.

BOB FLEMING, formerly announcer of WJZ, New York, was graduated April 11 from officers training school as a second lieutenant.
Meet the LADIES

15TH NAB DISTRICT STUDIES WAR ISSUE

SEVENTEEN member stations were represented at a meeting of broadcasters of the 15th District, NAB, held April 8 in San Francisco.

Howard Lane, business manager of the McClatchy stations and chairman of the NAB district, called the meeting for a general discussion of NAB problems such as the technician situation resulting from the war crisis. Mr. Lane reviewed the past month in connection with the NAB reorganization discussion.

Guests at the meeting were Granville Campbell, public relations staff, Treasury, San Francisco, and Lieut. Larry Lovett, Navy briefly public relations officer. Both spoke briefly.

William B. Ryan, general manager of KGO, San Francisco, was appointed to act as liaison between the radio stations and the Treasury in connection with proposed programs for the month of May.

Fifteenth NAB District members present were: Wilt Gunzendorfer, KFBK; Walter Delberg, KQW; Byron Mills, and Alfred Craspey, KPO; David H. Sandberg and Mr. Lane, ruling body, KSL; Paul Davidson, formerly of CFCH. North Carolina; Bob Shaw; Marvin Stroh; Jerry Kelly, formerly of CKYL; Timmins, Out.; as chief engineer; Marvin Stroh and Jack Cuthbert, operators; Sonya Barrett, traffic manager and publicity; Del Blatt, newscaster and announcer; Gordon Shaw, announcer; June Price and Hal Cooke of CFCH, North Bay, Out.; as salesmen, and Loin Monk as secretary.

ROB ROE, star of the weekly NBC Bob Hope Show sponsored by Pepsi Cola in recognition of his participation with Bing Crosby in a series of benefit golf tournaments for the Red Cross, has been made a life member of the Professional Golfers Assn.

CHEX Names Staff

CHEX, Peterborough, Ont., which after several delays was officially inaugurated March 31, has announced the following staff: J. M. Davidson, formerly of CKYL, Kirkland Lake, Ont., as manager; Don Insley, program director; Karl Monk, master of ceremonies; Jerry Kelly, formerly of CKYL, Timmins, Out., as chief engineer; Marvin Stroh and Jack Cuthbert, operators; Sonya Barrett, traffic manager and publicity; Del Blatt, newscaster and announcer; Gordon Shaw, announcer; June Price and Hal Cooke of CFCH, North Bay, Ont., as salesmen, and Loin Monk as secretary.

Maurice Rappel

MAURICE RAPPEL, 41, recently named director of Jewish programs of WWRL, New York, died at his home in Sunnyside, Long Island, N. Y., on April 11, after an illness of several months. Rappe1 was at one time director of Jewish programs at WLTW and WARD, now consolidated to form WNBY, Brooklyn. He also produced the American-Jewish Hour on WHN, New York, and a Sunday program on WEVD, New York.

Sgt. Doster Honored

CLAY DOSTER, master sergeant who operated PCAN and PCAC. Army stations in the Panama Canal Zone and who secured NRC programs for the stations, was the guest of honor at a dinner given by NRC officials recently on his return from Panama. Doster was made "honorary vice-president in charge of trivets," of NRC in recognition of his initiative in obtaining transmitted network programs for the stations and for bringing troops in the field closer to their homes at home.

Radios for USO

GIFT of $5,000 worth of radios to United Service Organizations clubs by the United Electrical, Radio & Machine workers of America, was announced last week by the USO. The union with a membership of 400,000 voted the gift in an unanimous resolution at its recent annual convention. According to Albert J. Fitzgerald, president, a large percentage of its membership now in the service had reported the great morale value of the USO, prompting the gift resolution. Union is purchasing radios from several companies and will ship them to USO clubhouses.

Celanese and Lever Beam Programs to Servicemen

FOLLOWING announcement that the Texas Co., New York, had signed with CBS as the first sponsor to shortwave its regular program—starring Fred Allen—to the armed forces via WCBD and WORC, CBS international stations [BROADCASTING, April 13], two other CBS advertisers have made similar arrangements.

Celanese Corp. of America, New York, on April 18 started shortwave its "Pioneer Mom," in Music program around the world Saturdays 7:30-8 a.m. (EWT) on CB shortwave station, and on April 21, Lever Bros., Cambridge, will sponsor transcribed versions of Lux Radio Theatre, Tuesdays, 7-8 a.m. (EWT). Celanese agency is Young & Rubicam, New York; J. Walter Thompson Co., New York, handles the Lux account.

USO AD COMMITTEE FORMED FOR DRIVE

FORMATION by the United Service Organizations of a national advertising radio committee to assist in the USO's 1942 war fund campaign, was announced last week by Pres. Scott B. Shaff, national campaign chairman.

Co-chairmen of the committee will be Joseph R. Bush, of Ruthrauff & Ryan, and Maurice R. Bent, of Blackett-Sample-Hummert. Both served in the radio section of last year's USO drive which was oversubscribed by $3,000,000.

Serving on the committee are Cadwell S. Swanson, J. Walter Thompson Co., and Hubbell Robinson, Young & Rubicam.

Mr. Bush and Jesse Butcher, director of radio for the USO drive, have already enlisted the aid of William Lewis, of the Office of Facts & Figures. In conjunction with the OFF, the USO plans to stagger its participation in commercial programs between May 11 and July 4 to avoid redundancy, and conflicting broadcasts in the same evenings.

Campaign format will incorporate use of spot announcements, gag situations and speeches by well-known people. As last year the USO will be brought into the stories of dramatic series already on the air. In certain scripts last summer, leading characters organized USO drives in their fictional communities.

WWNY, Watertown, N. Y., has appointed the Field Advertising Corp. as its exclusive representative.

THIS IS OUR LAND

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

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

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

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

AMERICA'S LEADING FOREIGN LANGUAGE STATION
WPSR War Series

Starting on Blue

Designed to clarify the war situation and the production drive and to acquaint Joe American and his family with the important role that they have assumed in this broad picture, the new WPSR series, Three Thirds of a Nation, will start on the BLUE April 22, 10:10 a.m. (EWT).

The series will dramatize the inter-relation of everyday sacrifices, shortages of materials, salvage etc. with specific cases of how it helps our war effort. Parallels of how one less lump of sugar means another soldier in the field; one less aluminum double boiler means enough planes to lick the Axis, will be drawn.

Scripts have been written by Dorothea J. Lewis, of the WPSR radio section, in a kaleidoscopic style. They will be presented from Hollywood with the cooperation of the Hollywood Victory Committee with original music by Leith Stevens and Meredith Wilson under the direction of John Nelson.

The first broadcast will link sugar with the loss of Philippine plantations and smokeless powder in American guns in Australia. Subsequent programs will deal with tires and our curtailed rubber sources; the link between junkman and our mechanized war; the connection between the last automobile on the assembly line and bombers on allied fronts; what 1,500 pounds of steel did for one American.

Radio Reveille

Radio-Active Fort Riley, Kan., began a new program April 6 called Radio Action. John Willy and Ken Howard are the announcers, with Ed Pancoast, of WSB, Atlanta. The program will air at 9 a.m. daily.

Tour for Funds

Workshop of seven staff members of WDAY, Fargo, is producing Victory Revue twice each week in various cities to raise funds for gifts to be presented to men in the armed services. Donating services, the troupe has raised between $150 and $200 each night, with the station defraying cost of advertising and travel. A feature of each show is a man leaving shortly for the services who is introduced and a gift party is arranged in Fargo the time when they leave for induction.

Zany Purchases

Hair nets, lumps of sugar, charcoal, egg shells, locks of hair and even a nose of an orange are purchased for as much as $5 from listeners who in their names to become club members.

Military Tools

To Familiarize the radio listener with the newest types of tools in military use, with the long-range purpose of building up morale and confidence in the fighting forces, MBS has started Fighting Tools, a weekly program featuring Col. Henry H. Miller, author of several texts on artillery operation. The broadcasts will be checked by the War Department.

Transportation Co-op

Plan for the conservation of gasoline, tires and automobiles of defense workers in the Pontiac, Mich., area has been started by WCAR which each day conducts a five-minute announcement program. The broadcast, Let's Ride Together, gives names and times of workers seeking transportation or offering same as well as their routes and phone numbers.

Bottle Hints

Hints to answers on WICJ, a new weekly half-hour listener quiz program sponsored by Bowman Dairy Co., Chicago, on WBBM, are given on Bowman bottlecaps and can be handed to customers by milk salesmen and grocers. A total of $200 cash is given weekly to 65 listeners who send correct answers to 10 questions on the program.

Museum Interests

Destroying the erroneous conception that museums are dull and uninteresting, WBRK, Pittsfield, Mass., conducts *South Street from the galleries of the local Berkshire Museum. Programs are interesting discussions by well-known local people on current exhibitions in the language of the layman.

For Better Health

Stressing available health clinics and agency services as well as giving information on available educational material, the Health Reporter series has been started on WINX, Washington. Data and facts are carefully checked with District of Columbia official and voluntary health agencies.

Phone Questions

Telephone quiz with the enee asking a question to which the answerer has already been announced on the air is the format of Do You Know The Answer of KLZ, Denver. Contestants are picked at random from the phone directory and correct answers win a minimum of $5.

Give a Lift

Encouraging motorists to give soldiers and sailors a lift, WTSP, St. Petersburg, has begun a series of daily spots. Other spots are used to ask listeners to help service men make the most of their furlough time.

Purely Programs

A MATEURS still get a chance on Sing & Act over WFJM, Youngstown, and listeners get an informal half-hour program each Monday at 9 p.m. Listeners are invited to the studios where they participate in the songs and playlets which constitute the program. Hand microphones bring singer's voices to the air and deep dramatic cadences—all from the studio audience seated in the chairs. Plays contain factual errors which are deliberately inserted for listeners. Complete lists of such errors bring listeners defense stamps.

All-Marine

ALL-MARINE show, titled Halls of Montezuma, has been launched on MBS from KGB, San Diego. Featured on the weekly half-hour show are the 45-voice Sea Soldier Chorus and Marine Symphony orchestra. David Titus is writer-producer.

Baseball History

HISTORY of baseball in the home town is discussed by Wally Bronson, manager of the Oshkosh, Wis., farm team of the New York Giants, and Bob Lee, sportscaster of WOSH, Oshkosh, on a weekly quarter-hour sports program.

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WSRR

Stamford, Connecticut

Announces Its Affiliation

With

THE BLUE NETWORK

Effective Immediately

Stephen R. Rintoul
Owner
Slocum Chapin
Manager

Broadcast Advertising
BROADCASTING

Tea for Servicemen

SERVICEMEN are invited to participate in a broadcast and have tea served right in the studio for "Tea With Merry Lee," a new show heard three-weekly on WFIL, Philadelphia. With Lee Frank as mistress of the teacups, different celebrities visiting the city are invited to have their tea at the station at 4:30 p.m. and discuss ways of helping in the war effort. Representatives from the various branches of the service join in the discussion.

... Naturalization Help

AID to the thousands of aliens in San Joaquin Valley who are preparing themselves for citizenship examinations is given on the weekly quarter-hour "School in Citizenship" on KTOC, Visalia, Cal. A studio announcer holds school with Gustavo Simas, Portuguese news commentator, providing a realistic touch.

... Lobby Talk

THE LOBBY in a small-town hotel is the locale for a series now heard on CBS five-times weekly an offshoot of "Brush Creek Folies," weekly program continuing on CBS. In the new show, "Down Brush Creek Way," Hiram Higby and his cronies meet in the lobby of Stop Inn, in the little town of Brush Creek, to spin tales, play and sing.

Sign Per Program Pact

PER PROGRAM contract, covering both commercial and sustaining shows, was signed by KFI-KECA, Los Angeles, and ASCAP on April 10. However, BMI and public domain numbers will continue to be the major musical sources of the stations, according to Harrison Hollway, general manager. He called attention to the fact that with signing of the agreement, KFI-KECA will be permitted to use the song, "Coral Isle," lyrics of which were written by Earle C. Anthony, stations' owner, and music contributed by Johnny Noble, an ASCAP member.

22 From WBBM's Staff

Now in Armed Forces

WBBM, Chicago, reports that 22 of its men are now in the service as follows:


Army Air Corps: Michael Sullivan, Selfridge Field, Mich., and Bob Croft, Chouteau Field, Ill., both pages.

Regular Army: Capt. J. (Buck) Weaver, director of news and special events, Washington; Lt. Frank H. Lehner, engineer, and Mat Homer, page, Camp Forrest, Tenn.; William Bartlett, transcription department, NCO training school, Camp Forrest; Donald Danielson, publicity writer, Camp Grant, Ill.; Bill Connon, Fort Deans, Mass.; Roy Gleason, San Diego; Bob Myers, Camp Crowder, Mo., all pages; Martin Michalec, maintenance.

Navy: Ensign Robert Morard, special events, Great Lakes, Ill.

Marines: Vincent Rossi, accounting, San Diego, Canadian Army; Ed Cleland, continuity writer.


VIRGINIA DAVIS, director of women's programs of KXOK, St. Louis, has announced that she has been appointed honorary member of the Marine Corps by Capt. John A. Tinsman, commander of the St. Louis office, USMC, who presented Mrs. Davis with the Marine emblem for their work for Marine enlistment. KXOK is making plans to further publicize the Marines.

WCCO's Servicemen

ANNOUNCEMENT a week ago that Bill Bivens has taken over the announcing chores on the NBC "Chesterfield Time" show of Fred Waring was accepted with a feeling of pride by WCCO, Greenville, S. C., where Bivens was chief announcer ten years ago. WFCB has come to feel that it is the proving ground for many radio big timers.

WFCB graduates include Charles Crutchfield, program director of WBT, Charlotte, who held a similar position at WFBP; Frank Blair, WOL, Washington, announcer; Walter Compton, news editor of WOL and conductor of the MBS Double Or Nothing show; Margaret McCravy, known as "Pretty Peggy Pepper" on Dr. Pepper programs; Martin S. Wales, now at WKAT, Miami Beach; Eber Lindegger, currently on the West Coast.

APPARENTLY one-third of the male personnel of WCCO, Minneapolis, are already serving Uncle Sam or are about to enter the service. In honor of this contingent, WCCO has set up a plaque in its lobby, listing those in the service.

To date ten have already left—Lee Peter, salesman; George Colbert and Lyman Swenson, engineers; Vince Bastien, musician; Dan Dawson, assistant production manager; Bill Wigginton, Eddie Gallaher and Bob Campbell, announcers; Ernest Jacobson and Harold Kappainen, pages.

Those scheduled to be inducted within the next six weeks are Tom Dawson, sales manager; Al Harding, salesman; Lewis Smith, control man; Jack Nadeau, sound effects; Bob Woodbury, traffic department; Harry Habata, musician. Dawson is to leave the middle of April to join the Navy as a lieutenant commander, j.g.

P & G Extends 'Abie'

ALTHOUGH the NBC program "Abie's Irish Rose," sponsored by Procter & Gamble Co., Cincinnati, for Drene and Teel, was slated to go off the network after the May 16 broadcast, the company has extended its contract for an additional six weeks through June 26. The series is heard on 39 NBC stations, Saturdays, 8:30 to 9 p.m. AGENCY is H. W. Kastor & Sons, Chicago.

No 20th Fete

BECAUSE STATION time was not available, KFI, Los Angeles, planned no special broadcast festivities to observe its 20th anniversary April 15, according to Harrison Hollway, general manager. Instead there was a "strictly staff" party, with dramatic incidents in the history of the station broadcast during a 30-minute program on the evening of April 13. Glen Heisch, program manager, was producer, with Claude Swenett's orchestra supplying background music. Script was by Don Clark. Don Washburn and Ken Carpenter, Hollywood network announcers who got their start on that station announce, Mr. Hollway, in a brief talk, discussed "Public Service Problems in War Times."
KFW, Philadelphia

WFAA-WBAP, Dallas-Fort Worth

KSFU, San Francisco

Lansendroft United Bakers, San Francisco (American bread), 12 a week, thru Ruthaufl & Ryan, N. Y.

KSY, San Francisco

Lever Bros., Cambridge, Mass., 10 a week, thru Young & Rubicam, N. Y.

KYW, Philadelphia

Kellogg Co., Battle Creek (All-Bran), 107 a, thru Kenyon & Eckhard, N. Y.

WOR, New York

R. R. Davis Co., Hoboken, N. J. (Cocoanut), 5 a weekly, thru Murray Breeze Associates, N. Y.

WOR, New York

Joseph Katz & Sons, New York (Admiral), 5 a weekly, thru Murray Breeze Associates, N. Y.

WTY, Troy, N. Y.

Shill Oil Company, New York, 130 a direct, thru Broadcasting Co. of America, Cleveland.

CFC, North Bay, Ont.

Canadian Oil Co., Montreal, 26 a, thru Wright & Co., N. Y., Chicago & Toronto, 26 a, thru Wright & Co., N. Y., and Finney, Chicago.

KEA, Los Angeles

American Tobacco & Cigarette Co., New York (Pal Mall cigarette), 12 a weekly, thru Ruthrauff & Ryan, N. Y.

KDLZ, Denver

Kellogg Co., Battle Creek, Mich. (Kernal), 107 a, thru Kenyon & Eckhard, N. Y.

KECA, Los Angeles

American Tobacco & Cigarette Co., New York (Pal Mall cigarette), 12 a weekly, thru Ruthrauff & Ryan, N. Y.

KECA, Los Angeles

Douglas News

DOUGLAS OIL & REFINING Co., Los Angeles, with establishment of new distributors has moved its five-week-quarter-hour news commentary What the News Means to You, on KKY, Phoenix, with six-weekly transmitted announcements on KPAS, Pasadena, Calif. Firm in addition uses four and six spots weekly on KECA, Los Angeles, and KJJ, Hollywood, respectively. Agency is H. W. Kastor & Sons, Chicago.

CANADA RED CROSS

BUDING BUYING TIME

CANADA Red Cross is using radio as a paid advertising medium for the first time. The campaign from May 5 to 23, using twice-daily transmitted dramatized spot announcements six a week, on 84 Canadian stations. In addition, the commercial English and French networks of the Canadian Broadcasting Corp. and such other stations as lines can be arranged for will carry free four-half-hour vari- ety shows, under the supervision of the CBC, while NBC and CBS will each contribute a half-hour network show to be transmitted coast to coast and produced in New York.

The campaign is being handled by the Canadian Red Cross committee of which Harry Sedgwick, CFRB, Toronto, is chairman, with George Taggart, Toronto, CBS assistant general program supervisor as chairman of the production committee, and Don Bass, in charge of scripts for the broadcast Ltd., Toronto, and Glen Banner, president and general manager of the Associated Canadian Broadcasters, as members of the production committee.

Commercial placements for the campaign will be handled by four advertising agencies—Coffield Brown & Co., J. G. Gibbons Ltd., Russell Kelley Ltd., and A. McKim Ltd.

Script Conflict Brings Shirley Temple Changes

DUE TO CONFLICT over script changes, Sally Benson and her collaborating writer, Doris Gilbert, have withdrawn from the weekly half-hour CBS Saturday morning featuring Shirley Temple, and sponsored by Procter & Gamble Co. (Ivy Snow), and have replaced her with Louella Parsons’ radio writer on various network shows, was called in to handle scripts for the broadcast casts. Miss Benson wrote the original New York magazine stories for the radio series, and the radio series is being adapted.

The writers charged that script changes were handled in disregard of characters. Besides Benton & Bowles, agency servicing the account, sharing authority on the show with Russian-born Ed Wolfe, radio agent who packed the series and the Mrs. George Temple, mother of Shirley

‘Johnson Family’ Shift

JIMMY SCRIBNER, impersonator of 22 characters on The Johnson Family, heard on MBS from WKBW, Buffalo, April 12, moves from the 4:15 p.m. period to 7:15 p.m., occupying the spot held by Here’s Morgan, participation program. Transcribed five-week-quarter-hour newsworthy commentary What the News Means to You, on KOY, Phoenix, with six-weekly transmitted announcements on KPAS, Pasadena, Calif. Firm in addition uses four and six spots weekly on KKY, Los Angeles, and KJJ, Hollywood, respectively. Agency is H. W. Kastor & Sons, Chicago.
JERGENS AT NIGHT
Value of Midnight Hours to
Be Tested on WJZ

TO EXPLORE THE commercial possibilities of the midnight-1 a.m. period, WJZ, New York will re-broadcast from 12:45-1 a.m. recordings of Jergen's Journal, written by Andrew Jergens Co., Cincinnati.

Scheduled for a 12-week period only, the repeat broadcasts are an experiment on the part of WJZ to determine the listening audience at that time for programs other than recorded announcements by presenting a program with proven audience appeal. It is expected that test offers for the re-broadcast will be made after a few weeks. Len- len & Mitchell, New York, is agency.

Now on WJZ 1-7 a.m. is Say It With Music, an all-music program with spot announcements available to advertisers who wish to tap the new market of night listeners created by the war effort.

Adam Hat on Blue
ADAM HAT STORES, New York, on May 1 will sponsor the broadcast of the Peggy Seeger program on 115 BLUE stations, with blow-by-blow descriptions by Sam Tao and commercials and color by Bill Thorn. Agency is Glickman Adv. Co., New York.

Radio
Advertisers

BENSON & HEDGES, New York (Virginia Round 20 cigarettes), on April 13 started a five-week quarter-hour news period on WOR, New York, with Paul Schubert as news analyst. Monday through Friday, 10:30 -11:30 a.m. Agency is Duane Jones, New York. Benson & Hedges also sponsors a five-week quarter-hour news program on WEAQ, New York.


LAND O’ LAKES CREAMERIES, Minneapolis-St. Paul, is launching a Fre- quency Club, children's program on WHN, New York, advertising Force retail to The Story Behind the 2-6, six-times weekly news period for adults, with Capt. Healy's Homemaker's Club, New York. The program is broadcast by the Maxon Inc., N. Y.

PHOTO DEVELOPING INC. Los Angeles, new to radio, in a 13-week test campaign which started April 6 is using six weekly participations in Andy & Virginia on KMPC, Beverly Hills, Cal. If successful, the same will be expanded to include other Southern California stations. Agency is The Meyers Co., Los Angeles.

CANADIAN WATER PAINTS Co., Montreal, has started spot announce- ments on a number of Canadian stations, placed by J. J. Gibbons Ltd., Montreal.

DEISEL-VEMMER-GILBERT, Detroit, for R. Q. Dun cigars, will sponsor for 12 weeks on WJBK, Detroit, the WJBK Polish Quiz, foreign lan- guage program, Sundays, 6-6:30 p.m. Agency is Bruce Beecher, Detroit.

AUSTRALIA BEATS THE NAZI FIFTH-COLUMN! . . . WE IN AMERICA CAN GAIN FROM THEIR EXPERIENCES BY BROADCASTING THE THRILLING, AUSTRALIAN-MADE FEATURE . . . "THE ENEMY WITHIN"

For information write or wire
DRATIC upward revisions of the li-
cense fees assessed against broadcast-
ing stations, based on many years of use of copyrighted music, by which fees demanded would be increased enough to grind up an annual amount of about $3,500,000, based on current broadcast income, proposed by ASCA in its recently awaited "yardstick", have been an-
nounced. Eric C. Maul, general manager, to become effective June 1, 1939.

DISMISSAL of the first case ever in-
stituted to question the jurisdiction of Interstate Commerce Commission juris-
diction over the broadcast rate structure
is being decided by Judge Harry M. F. F. Harpur. In the first action, in which stations are not common carriers for hire within the meaning of the law, and that the ICC is without power or authority to regulate or control their rates, services, tariffs and practices, was recommended to that agency April 6 by Examiner W. M. Cheseldine.

ACCLAIMED as a "new tool in ad-
dvertising", electrical transcriptions by the noiseless recording "hallen-
dale" method excited the keen interest of a large audience of advertising men, publishers, business executives and printers attending a unique demonstra-
tion before the New York Advertising Club April 6 by World Broadcasting System.

CBS announces that on May 15 WHAS, Louisville, will leave NBC to take a full schedule of CBS programs, and that a new station under construc-
tion at Winter, Ohio, across the river from Detroit, will be added to the net-
work to replace WXYZ.

CALL LETTERS of WHAP, New York, have been changed to WFWB by
authority of the Department of Commerce. The station's time was recently
leased in tota by its licensee, the Defenders of Truth Society, to the Fifth Avenue Broadcasting Corp., hence, WFWB, and once Tabel, who also operate WPEN and WRAX, Philadelphia.

ONE OF RADIO's most bitter news-
paper critiques, the Cleveland (O.) Gazette, shortly will enter the broad-
casting field, if the Federal Radio Commission authorizes the present
owners of WGIF, Glen's Falls, N. Y., to transfer their 50,000-watt station to John T. Calkins, general manager of the newspaper, one of the Gannett
group. Another newspaper which may
enter radio shortly is the Cleveland Plate Glass Works, which is reported nego-
tiating for control of WHK, Cleve-
land, now owned by the Howlett Bros.

WJSY, Mt. Vernon Hills, Va., a
10,000-watt station operating on 1460 kc., will shortly be taken over by CBS under a five-year lease ar-
rangeent with option to renew and will serve as a full CBS outlet for Washington. The station is licensed to the Independent Publishing Co., publishers of the Fellowship Forum.

THE TERM "electrically reproduced"
may not be used in introducing an electronic musical instrument which uses the modified rules and regulations which have become effective Feb. 1, and which relaxed the restrictions govern-
ing such programs, the Federal Radio Commission has informed Scott Howe
Bowen Inc.

JACK STEWART, sales director of WFBF, Baltimore, has been elected a governor of the Baltimore Advertising Club, succeeding R. V. O. Swartout, who recently left the management staff of that station.

OLIVER MORTON, former manager of WZK-WZCA, Boston-Springfield, has been named manager of KDKA, Pittsburgh, and F. E. Spencer has been promoted to chief engineer. It is expected that Lloyd C. Thomas, general commercial manager of WOR, will join the New York staff of NBC.

FRED SHAW, formerly a drama student at Pomona College in Califor-
nia, and recently with the cast of the Ziegfeld Follies, has joined the announcing staff of WLW, Cincinnati.

IVAN STREED, formerly with KFII, Wichita, has joined WMBD, Peoria, as program director, succeeding C. Clairr, who has returned to WOR, Cleveland.

ROY C. WITMER, NBC vice-presi-
dent in charge of sales, has notified agen-
ties and sponsors that, effective May 1, the rates of WSEA and WJZ, New York keys, will be increased 20% to $900 per hour, $592.50 per half-hour and $353.75 per quarter-hour.

SALE of WLAP, Louisville, to local interests, announced April 29 by Ralph Atlass, former owner, who also owns WJKS, Gary, Ind.

WILLIAM S. HEGDEES, manager of WMAQ, Chicago, and past president of the NAB, has been unanimously elected president of the Chicago Broad-
casters Assn., with Homer Hogan, manager of KYW, reelected vice-
president and W. E. Hutchinson, WAAF, elected secretary-treasurer.

BLAIR WALLISBERG, author of the "Harold Teen" sketches and for the last two years on the staff of WGN, Chi-
icago, has been named production man-
ger of that station.

JOSEPH R. SPADEA has been placed in charge of the Detroit office of Scott Howe Bowen Inc., with Ar-
thur C. Chappell, named manager of the Boston Office.

MYRON P. KIRK, formerly with NBC's commercial staff in Cleveland, has joined the H. Jack Lang agency of Cleveland as manager of radio ad-
vertising.

Hillman's Bone

BILL HILLMAN, BLUE Wash-
ington com m e n tator, went through a navbaray's nightmare recently. Having dinner with his col-
league Ernest Lindley after their nightly show for the BLUE, H i l l m a n ordered Chicago's five-year-old alcoholic.
Fish. Half through the meal, he
pulled—a bone had stuck in his throat. Lindley's first aid didn't work. So he, armed with glass of gingerale and a roll, Hillman headed for George Washington Univer-
sity Hospital. Passers by stared as Hillman rushed down the street, halting every few steps to sip gingerale
and nibble at roll to keep from choking. An X-Ray failed to reveal the bone, so
with fingers crossed he re-
turned to NBC studios just in
time for his second broad-
cast to Michigan network.

Wartime Communication

Aided by Pre-War Plans, Fly Tells ACA Meeting

CLAIMING that "our communica-
tions system is truly the nerve center of a nation whose whole economy is devoted to war," FCC-DCB Chairman James Lawrence Fly, in an address April 13 before the national convention of the American Communications Assn. (CIO) in Atlanta, said that pre-
war planning of the DBP will enable all communications to flow uninter-
ruptedly to the strategic centers during the war.

Alternative circuits, if cables should be destroyed, and rerouting of messages when particular routes become unavailable have been subjects of intensive study by DBP committees, Mr. Fly said.

Commenting on expansion of es-
Sential communications facilities, Mr. Fly said that no facilities essen-
tial to the war effort will be hampered "not an ounce of aluminum or copper shall be wasted elsewhere". He also explained that while responsibility for priorities and allocation of material rests with the War Production Board, the FCC and DBP act as expert auxiliary bodies on communications matters.

Commending labor for its co-
operation in the war effort, Mr. Fly said, "So far as I have been able to determine, not a single man-day, man-hour, or man-minute has been
lost through any strike called in the communications industry."

Further amplifying his remarks on the needs for adequate com-
munications facilities in wartime, Mr. Fly said, "Unlike most sectors of our American economy, civilian communications need not necessarily be
 hampered "not an ounce of aluminum or copper shall be wasted elsewhere". He also explained that while responsibility for priorities and allocation of material rests with the War Production Board, the FCC and DBP act as expert auxiliary bodies on communications matters.

FM Grant Held Up

APPLICATION of the Evening Star Broadcasting Co. for a new commercial FM station in Wash-
ington has been placed in the pend-
ing file by the FCC under its Order 75 covering new station grants. Applica-
tant is publisher of the Wash-
ington Star and licensee of WMAL, Wash-
ington.

"Listening to WFDF Flint Mich.
sure improves my morale."
SOLDERING IRON in hand, Patricia Lynch, new to radio and one of four women being trained at WBBM, Chicago, as studio control engineers, tinkers on a remote amplifier in the engineering maintenance shop of WBBM, getting a "behind-the-scenes" feel of radio.

NAVY WILL TRAIN 40,000 IN RADIO

UNDER a program announced April 12, the Navy plans to train 40,000 men annually in radio work and visual signalling at privately-operated schools. Contracts have been signed with 20 schools thus far and one more is pending. All of them are starting classes by June 1, 1942, and 13 have already begun to turn out trained men.

The schools are divided into three types: Elementary electricity and radio material, visually signalling, and radio operators' schools. Of the three programs, that in elementary electricity and radio material is most advanced. Seven schools in this category have started classes already with total monthly quotas of 713 men or an annual training of 8,556 men. The course requires 12 weeks and graduates in this category then go to secondary schools operated by the Navy, for a five-month course.

Balaban & Katz, Chicago, started classes Jan. 12. On March 2 three more schools, Grove City College, Grove City, Pa.; U of Houston, Houston, and Oklahoma Agricultural & Mechanical College, opened courses. Others already in or about to be added are Utah State Agricultural College; Texas Agricultural & Mechanical College; Bliss Electrical School; Texas A & M; U of Chicago; U of Illinois; Butler U; Mass. Radio & Telegraph School; RCA Institute; Keystone Schools; Alabama Polytechnic Institute; U of Wisconsin; Northwestern U; Miami U; U of Colorado; U of Idaho.

AFRA Negotiations

AMERICAN Federation of Radio Artists has negotiated a renewal contract with WEAF, New York, and is currently discussing renewal terms with WNEW, that city. Several other contracts in New York expire this spring. Negotiations for renewal contracts with WOR, Boston, and WJSV, Washington, are also in the works at present, according to AFRA headquarters in New York.

EDWIN REED, Ralph Moody, and Howard McGee have joined the engineering staff of WREX, Lawrence, Kan. George Egli, formerly an engineer with the station, has joined the Navy. Harry Fischer, formerly a transmitter engineer, has joined the Army as a radio instructor.

BOR DUFFIELD, formerly chief engineer at WOWO, Fort Wayne, Ind., has received an Army commission and will be stationed in Washington. Al Smith, formerly of the technical staff, succeeds Duffield as chief engineer.

ANTONIO VACCARO, engineer of WEHB, Portsmouth, N. H., on April 19 married Eleanor Irenn, of Hyde Park, Mass.

HENRY SHIELDS, control engineer of WDAY, Fargo, N. D., has joined the Army Signal Corps.

GODFREY C. GEBHARDT, formerly with Michigan radio technical activities, has been appointed production supervisor of Universal Microphone Co., Ingwood, Cal.

SCOTT REID, chief engineer of CKNX, Wingham, Ont., has been called to duty with the R.C.A.F. Joe McGill, former transmitter chief, moved up to fill the vacancy and Charles Proctor becomes transmitter chief.

PERRY WILSON, chief engineer of WMU, Mansfield, O., has become a member of the local civilian air patrol. Homer Haines, engineer, has resigned to join the Government inspection service. W. H. German, control panel operator, has joined a Cleveland defense industry.

RAYMOND GLEMBERK, formerly of WDAS, Philadelphia, has joined the engineering staff of WIBG, Philadelphia.

EDWIN ROMAN, engineer, has left WBIL, Charleston, W. Va., to enter military service and has been replaced by Merrill C. Raitke.

Charles L. Weis

CHARLES L. WEIS Jr., 41, television engineer of Bell Telephone Labs., New York, died April 12 after a long illness at his home in Mt. Vernon, N. Y. Engaged in confidential projects for the Government for the past year, Mr. Weis has also been connected with the development of high-frequency multiple telephone systems, the coaxial telephone and television cable between New York and Philadelphia, and with wire television transmission. He leaves a widow and two children.

Chicago U Course

TO MEET wartime needs, the U. of Chicago has inaugurated a course in Communications and Public Opinion. Course is to qualify men and women for professional service with Federal and other agencies concerned with problems of national morale, analysis of enemy propaganda, the sampling of public opinion, and the social effects of propaganda activities. The program of instruction is divided into five groups of courses: Present Structure and Functions of the Media of Communication; Nature and Process of Communication: Sources of Content and Opinion; Organization and Control of Opinion; Measurement of Content and Opinion.

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

INSTALL BLAW-KNOX RADIATORS FOR MAXIMUM COVERAGE

BLAW-KNOX VERTICAL RADIATORS

FM AND TELEVISION TOWERS

April 20, 1942 • Page 41
Eight - Day Celebration Is Planned by NBC for San Francisco Building

EIGHT DAYS of celebration are planned to mark the official opening of NBC's new San Francisco building which is scheduled for dedication April 26. Special programs featuring network stars and a series of coast-to-coast programs are expected to be included in the ceremonies.

The exterior of the new building is said to be of highly modern construction, with an 80-foot tower rising above the marquee and bands of glass brick trimming laid in the reinforced concrete. The main entrance is featured by a mural panel, 16 feet by 40, symbolizing "the vast extent of radio and its service to all lands and people."

Ten studios are provided with the largest seating 500 persons. The master control room, news room, traffic and radio recording rooms are visible from foyers, it is said, and will enable visitors to witness operations. The master control room has been designed so that one man will have control of all operations and every studio has been set on springs to bar outside sounds and vibrations.

The BLUE will also have quarters in the NBC plant with offices on the third floor.

KSFO's New Quarters

KSFO, San Francisco, on April 11, moved into temporary studios and offices at the Hotel Mark Hopkins, atop Nob Hill, after a four-year occupancy of the CBS studios in the Palace Hotel. The temporary quarters were taken until completion of the station's new studios and offices in the Mark Hopkins. They will house both KSFO and KQW, 100,000-watt shortwave adjunct currently under construction. KQW, according to current plans, will be in operation by the first of May. With KSFO vacating the CBS studios, KQW moves into the Palace as San Francisco affiliate of CBS network, which it became Jan. 1.

OBSEVING the rule that names are newsworthy, WCHR, Springfield, III., claims more than 1,000,000 local residents have been announced or mentioned on The Country Calendar, a program consisting of announcements of birthdays, births, and community gatherings. Theoretically each resident of the city has been mentioned 18 times on the program.
LILLIPUTIAN special events auxiliary used by WEEI, Boston, when the staff travelled to Newton recently for a remote pickup at the Town Hall. The Crosley midget car shown carried one portable recorder, one portable recorder amplifier, two microphones, and one transcription technician. Unloading are Engineer Eddie Philbrick in the car, and Technician Stanley Mann.

PROGRAMS A'PLENTY

Texas Army Camp Broadcasts—20 Each Week

PROLIFIC is the word for radio production weekly originating from the 45th Infantry Division broadcasting service at Camp Berkeley, Texas, where 20 regularly scheduled programs are broadcast. Operating from their own studio they produce a weekly half-hour variety program over the Texas State Network, a weekly 15-minute newscast over KVVO, Tulsa, and nightly programs over KRBC, Abilene, among others.

All broadcast material there is designed for entertainment, lacking any "message", in the case of Texas shows and information of Oklahoma men in the case of the Tulsa newscast. Transcriptions are made on the division's own RCA equipment for use on station not reached by direct wire now by the mailed newscasts.

Pvt. Don Robinson, former Oklahoma City Times reporter heads the section assisted by Pvt. Bill King, former announcer on WTOP, Savannah.

ERIC ENORICK of the PCT's Foreign Broadcast Monitoring Service is in Canada on his annual leave aiding the CBC in a survey of that country's wartime radio service.

Advantages of Volume Discount Method Claimed Following Local's Experiment

EDITOR BROADCASTING:

This article, which is a follow-up of the Pellegrin-Hymes letters in the March 30 Broadcasting, will not be a continuation of the previous discussion of volume discounts. The writer has tried out a time-selling system based on dollar volume discounts for the past year, and it has worked satisfactorily during this trial period.

I believe that the straight frequency discount rate card will eventually be discarded, since it violates one of the fundamental premises upon which our economic system is based, i.e., mass production and volume purchasing power. Practically our whole system of mass advertising is based on volume purchasing; why should buying radio time be any different from buying merchandise for a store?

Economic Error in Discount

We all know that the nature of our particular business makes it difficult to put this theory into complete practice, since a straight dollar-volume system of selling time usually upsets the relationship between units of broadcasting time that we sell. On the other hand, with the frequency discount system, we find a condition where it is possible to buy 200 announcements and get, say, a 20% discount. The same amount of money would buy only a few half-hour programs, and the earned discount would be much less. This is an economic error. It is comparable to a newspaper advertiser having to pay three times as much for a quarter page ad as they would for ¼ page.

In order to get our rates on a dollar discount basis without upsetting the relationship between broadcasting time units, we must have a basic time unit, and all other amounts of time which we sell must have a simple mathematical relationship to this basic quantity of time. In other words, we have got to something comparable to a "line" of advertising space.

In order to follow out this theory, and to test the practicability of my idea, a "time-unit" rate card was set up and put into operation with a local account. To see how it works, take your rate card and determine approximately what the arithmetical relationship is between your various units of time listed under your 1-time rate. That is, how much greater the cost of 5 minutes is over the cost of 1 minute, etc.

Typical Rate Card

<table>
<thead>
<tr>
<th>Time Unit</th>
<th>1-time rate $</th>
<th>Arithmetical Relationship</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 hour</td>
<td>$82.50</td>
<td>25</td>
</tr>
<tr>
<td>1/2 hour</td>
<td>$41.25</td>
<td>15</td>
</tr>
<tr>
<td>1/4 hour</td>
<td>$25.00</td>
<td>10</td>
</tr>
<tr>
<td>1 minute</td>
<td>$5.00</td>
<td>2</td>
</tr>
</tbody>
</table>

We assigned the terminology "time-units" to the arithmetical ratios. In other words, a quarter-hour is 10 "time-units," one minute is 2 "time-units," etc. The relationship between amounts of time we ordinarily sell is thus fixed, and any volume discount applies uniformly to all divisions of time.

'Time-Unit' is $2.50

In the case of the above chart, it is readily seen that the basic "time-unit" rate is $2.50. With this system, a rate card would be simply a listing of the "time-units" equivalent of the various units of broadcasting time, the rate-per-unit for various classes of time (A, B, C), and the dollar volume discount applicable.

In order to prevent inconvenience caused by receiving an order for a very few announcements or programs, it is necessary that the contract with the advertiser specify a minimum number of announcements or programs that may be ordered. This requirement will vary with stations.

The writer does not propose this discount and selling system as anything more than food for thought on the important and controversial subject of rate structures, but here's how it works from the local department store advertiser angle:

In addition to regular programs and announcements which the advertiser uses, whenever there is a sale of any kind, the amount of radio advertising is increased in somewhat the same manner as the newspaper space is increased. Say the advertiser is going to have a Dollar-Day sale on which

it has been decided to spend $800 in newspapers, and that my station is to be used to the extent of $200 of time above regular programs. If the advertisers space rate is $1 per inch, he knows that he has 800 column inches of white space. Similarly, if the "time-unit" rate is $1.60, he knows that he has 125 "time-units" to use. The amount of time to be given to each department, or items is worked out.

Remember, the word program or announcement has not yet entered the picture!

Experience Shows Advantages

The advertiser next calls the station representative, and together they quickly determine what the announcement availability situation is, and which sustaining programs lend themselves for sponsorship during the sale.

Our experience at WGAC indicates that this system has practical advantages for many local accounts. Only by experimenting with various rate structure ideas will we reach a final solution to the discount controversy.

J. B. FUGA,
General Manager,
WGAC, Augusta, Ga.

WINS WGN PRIZE

ROSS HASTINGS, Los Angeles theatre usher and upholstery salesman, won first prize for his oratorio "Mister Mozart", in the $10,000 Great American Operetta Quest sponsored by WGN, Mutual affiliate in Chicago. Hastings won $5,000 for his work, and Mrs. Ethel M. Riggs of Wichita, won a first prize of $1,000 in a separate contest for a title for the winning opera. "Mister Mozart" was broadcast on MBS April 1 from Chicago's Civic Opera House. There were 2,251 entries from 40 states and Canada.
Wide Variance in Readership Is Found
In Analysis of Radio Program Listings

READERSHIP of radio news and program listings in newspapers varies widely from city to city and from small city to large one, according to a summary of readership studies of radio programs made during the past two years by the Advertising Research Foundation under the general title of Continuing Study of Newspaper Reading.

Papers covered by the 80-page summary of the Foundation range in size from 18 to 66 pages and in circulation from 8,000 to over 250,000, with a combined circulation of more than 3,400,000.

Program Readership

In an analysis of reader traffic count by type of content, the report shows that male readership of any radio programs or news ranged from a high of 76% to a low of 54%, with a median figure of 62%. High for women was also 76%, with a low of 9% and a median of 53%. Unlike most types of content, in which reader interest is almost the same for large and small cities, readership of radio news rises greatly in larger cities.

The median figure for any radio programs or news is more than twice as high in large cities (52% for men and 62% for women) as in small cities (21% for men and 30% for women). This variation might be attributed to the fact that radio is not to receive more space in large city papers, the report suggests.

When the readership figures are broken down by income-occupation groups—A, Business and Professional; B, Salaried; C, Skilled; D, Unskilled—radio programs or news are read as follows:

<table>
<thead>
<tr>
<th>Class</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class A</td>
<td>45%</td>
<td>41%</td>
</tr>
<tr>
<td>Class B</td>
<td>35%</td>
<td>45%</td>
</tr>
<tr>
<td>Class C</td>
<td>41%</td>
<td>51%</td>
</tr>
<tr>
<td>Class D</td>
<td>43%</td>
<td>50%</td>
</tr>
<tr>
<td>All groups</td>
<td>49%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Most modern recording equipment in the Midwest is this new NBC installation at Chicago. No expense has been spared to provide improved facilities to help get what you want in recorded programs when you want it—network or local station wire-line recordings; custom-built studio programs; instantaneous recordings for rebroadcast; or reference recordings and air-checks.

Included in these improved facilities are four of the latest Scully high-fidelity, precision lathe-type recording machines as well as the latest type of "dubbing" tables. All are installed in new, enlarged quarters.

A good investment—Definitely! We're better equipped than ever to serve you—from a single reference copy for your file to a complete five-a-week custom-built musical or dramatic show, shipped to every station on the list.

Radio Displays Honored
In Art Director's Awards

AN ART Directors Club Medal for excellence in black and white photography was given last week to Fairchild Aerial Surveys for an advertisement designed by Art Director William Golden for CBS. Award was part of the ceremonies of the Annual Exhibition in New York in which seven medals and 17 awards of distinctive merit were presented for outstanding art work in various fields of advertising.

A number of distinctive merit were also given for an advertisement with black and white photography by Mr. Golden, also for CBS. In this color illustration field, an award of distinctive merit was made to Bernard La Motte for an advertisement designed by Art Director Walter Reinsel for Farnsworth Radio & Television Corp., through N. W. Ayer & Son.

Edelbrau Baseball

EDELBRAU BREWERY, Brooklyn, on May 4 starts sportscasts by Dan Daniel, Tom Cohane and Bob Considine six-times weekly, 7:30-8 p.m. on WNEW, New York, as part of a 26-week radio campaign in New York [BROADCASTING, March 30, 1943]. Daniel and Cohane, both sports reporters on the New York World-Telegram, will split their assignments to cover the Tuesday, Thursday and Saturday period. While Daniel is covering baseball games of the New York Yankees for his newspaper, Cohane, who reports the Brooklyn Dodger games for the Telegram, will take over the period. When Cohane is covering the Dodgers, Daniel will broadcast on WNEW.

Bob Considine, sports reporter for the New York Daily Mirror, will cover the same period, Monday, Wednesday and Friday for Edelbrau Brewery. The sportscasters are heard on a sustaining basis until May 4. Agency for Edelbrau is Weiss & Geller, New York.

Brewery Expands Discs

AMERICAN BREWING Co., New Orleans (Regal beer), after a successful test on WWL, New Orleans, of the three weekly transcribed programs of Old Curly, featuring Pappy Cheshire, has expanded to additional markets. During the first three weeks of April, programs were started on WALA, Mobile, and KTBS, Shreveport, while continuations of the Disco Recording Co., St. Louis, makes the transcriptions, and agency is Walker Saussey Adv., New Orleans.

Whitehall on MBS

WHITEHALL PHARMACAL Co., New York, has started three-weekly Associated Press news reports for Asperspan on 90 Mutual stations. The series, heard 1:30-1:36 p.m., was presented on WALA, Mobile, and MBS, Shreveport, while continuations on the Disc Recording Co., St. Louis, makes the transcriptions, and agency is Blackett-Sample-Hummert, New York.
Broadcast Leaders On Tour of Canada

Dominion Taking Guests on Visit to Defense Spots

AMERICAN Broadcasting executives and commentators will see at first-hand Canada's war effort in a conducted tour which starts in Montreal April 20 and will cover war production plants, air force and army training camps there, at Brockville, Trenton, Toronto, Hamilton, and end with interviews with key government officials at Ottawa April 23.

While a number of tours for daily and weekly American newspaper groups have been held in the past, this marks the first such tour for American broadcasters. The Canadian Corp will conduct the tour in cooperation with the Canadian government's director of public information.

Invited to participate were James Lawrence Fly, FCC chairman; Neville Miller, CBC; John Shepard, 3d, BVC chairman; Fred Bate, NBC; O. L. Taylor, BVC executive secretary; Lawrence W. Lownman, CBS; J. S. Barlow, WOR; Dan Russell, CBS (American shortwave network); Clay Morgan, NBC; A. A. Schechter, NBC; Easton C. Woolley, NBC; G. W. Johnstone, BLUE; H. R. Baukhage, BLUE; Keith Kiggins, BLUE; Fred Weber, MBS; Lester Gottlieb, MBS; Dave Driscoll, WOR; Douglas Mesery, Office of Facts and Figures.

Extensive Itinerary

In charge of the tour will be G. Herbert Lash, director of public information for Canada, who will meet the American broadcasters in the Windsor Hotel, Montreal. Representing the Canadian Army and the Royal Canadian Air Force will be Joseph Clark, public relations director of both forces. The Department of Munitions & Supply will be represented by Rielie Thomson, publicity director. The CBC will have on the tour Ernest Bushnell, program supervisor; E. A. Weir, commercial manager and publicity director; Peter Aylen, executive assistant; Dan McArthur, CBC news service.

The Monday morning, April 20, itinerary in Montreal calls for visits to the Canadian Pacific Railway's Angus shops, where tanks are made, the Fairchild Aviation Co., manufacturing bombers, and lunch at the Royal Air Force Ferry Command, in charge of ferrying bombers to Britain. The afternoon visit will be to the shipbuilding yards at Sorel, Que., or in case of rain to munition plants of Canadian Industries Ltd., Vickers Ltd., and Dominion Engineering. Following a dinner the party will leave in two private railway cars for Brockville, Ont., where Tuesday morning will be spent at the Canadian Army Officers Training School. Lunch will be served on the train enroute to Trenton, Ont., where the broadcasters will see Canada's largest Royal Canadian Air Force training center, and have dinner as guests of the officers of the RCAF.

Wednesday morning, after an overnight journey, the party will arrive at Toronto to visit the Bren gun and other machine gun plants of the John Inglis Co., and the government's Research Enterprises Ltd., set up to manufacture all types of optical instruments. Lunch will be tendered by the director of public information at the Royal York Hotel. In the afternoon the party will go to Hamilton, Ont., to see the Canadian Army Trade School, and munition plant of the Otis-Penson Elevator Co. The CBC will be hosts at the dinner that evening at the Royal York Hotel.

Arriving in Ottawa Thursday morning the party will be taken to have interviews with various key government officials, and will be tendered an official luncheon at the Chateau Laurier Hotel, which will mark the close of the tour. The party will return by train to Montreal later in the afternoon.

H. R. BAUKHAGE's news commentaries on BLUE will be sponsored by the Fisher Flour Mills Co., Seattle, on KJR Seattle. The Fisher company controls the station.

ANNOUNCEMENT that Hammond E. Chaffetz and Donald C. Beelar, NAB president, in the Washington office of Kirkland, Fleming, Green, Martin & Ellis, will leave their practices for the duration to receive service commissions was made last week.

Mr. Chaffetz, who will be a lieutenant A-V ($), in the Navy was graduated in 1930 from Harvard U and its Law School. He joined the Department of Justice as special assistant to the Attorney General, resigning in 1938 to take up his present law practice. Lt. Chaffetz will report for a two-month training period at Quonset, R. I.

Mr. Beelar leaves April 24 to become a major in the Air Force. He is a 1928 graduate of the U of Oregon as well as receiving degrees from George Washington U in 1932; with the Reconstruction Finance Corporation during 1932 and 1933, joining Kirkland, Fleming, Green, Martin & Ellis in 1933. Maj. Beelar became a partner in the firm Jan. 1.

Win WOR Prizes

WINNER of first prize for the most original and helpful suggestions contributed to the Suggestions Committee of WOR, New York, in March was C. N. Van Aukcn, of the mail department. Van Aukcn won $15 for his suggestion that when mailing several sheets of paper, a staple rather than a clip be used, thereby saving metal and eliminating the possibility of damage to the postage meter machine. Five dollar prizes were awarded to Margaret Archer, promotion department; Ruby Shepard, receptionist, and Jerry Lawrence, m.c. and conductor of Moonlight Saving Time.

Tune-Dex Service

AS A SERVICE to radio production offices, transportation companies and advertising agencies, Tune-Dex compiles a form of "pocket" music library, has been formed in New York by George W. Lash. The service mails information on tunes on miniature cards, giving full chorus and lyrics, with such data as copyright dates, special arrangements, whether ASCAP, BMI, etc. Subscriptions are on a yearly basis and carry a minimum of 100 cards monthly giving full reports on the latest tunes.
Radio Club in New York Plans for Nominations

TALKS on how the Quartermaster's office in Washington is working with radio to keep the public informed of the well-being of American armed forces were given April 15 to members of the Radio Executives Club of New York by Col. John P. Welch, 2d Corps Area Quartermaster, and Lt. V. L. Cary of the Public Relations Branch, Office of the Quartermaster General, Washington.

At the luncheon meeting, John Hymes, timebuyer of Lord & Thomas, New York, and president of the club, named a nominating committee to elect next year's officers, who will take over the group at its last meeting of the season May 27. Committee includes Arthur Sinsheimer, Peck Adv. Agency; Al Taranto, Ted Bates Inc.; Art Toulson, WHN, New York, and William Wilson, Wm. G. Rambeau.

Out-of-town guests were A. S. Grinals, WSAT, Cincinnati; F. C. Eighmey, WSAI, Cincinnati; Elmer Peterson, CBS Chicago.

A COMPILATION of free time given by Canadian broadcasting stations during the recent Second Victory Loan campaign for $900,000,000, held during part of February and March, has been announced at approximately $25,000 by the Canadian Assn. of Broadcasters. The report was made as a result of consultations among the majority of CAB member stations. Every Canadian station for the campaign received paid time, some in spot announcements, most as part of a four-week three-weekly evening network.

**AUDIENCE BUILDERS**

*BMI* *BMI* *BMI* *BMI* *BMI* *BMI* *BMI* *BMI* *BMI* *BMI* *BMI* *BMI* *BMI* *BMI* *BMI* *BMI* *BMI* *BMI* *BMI* *BMI* *BMI* *BMI* *BMI* *BMI* *BMI* *BMI**

**V** THE MEM'RY OF THIS DANCE

by Ben Selvin and Bob Effros

Already recorded by

Glen Gray (Decca)
Horace Heidt (Columbia)
Hal McIntyre (Victor)
Tony Pastor (Bluebird)
Ginny Simms (Okeh)

**V** A LITTLE BELL RANG

by Joan Whitney and Alex Kramer

Co-writers of My Sister and I

**V** SWEET TALK

by Robert Sour and Una Mae Carlisle

Just released

Una Mae Carlisle (Bluebird)
Sonny Dunham (Bluebird)

**Coming!**

STARLIGHT SONATA

by Helen Bliss and Henry Manners

Broadcast Music, Inc.

580 Fifth Avenue

New York City

**BMI** *BMI* *BMI* *BMI* *BMI**

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House Seeks Light on FCC

(Continued from page 14)

Dot's & Dashes

WORDLESS spot campaign now being conducted by WDRC, Hartford, Dot's and dashes transmit the words, "Marine Corps Needs Operators," keynotes of the station's cooperation campaign on behalf of the Marines to aid in recruiting lams. Idea and key-punching procedure are work of chief engineer, I. A. Martino.

He suggested that Congress forbid the Commission from interfering with radio programs or business management; that it forbid the FCC from imposing penalties not authorized by law such as forcing the owner of two stations in a community to dispose of one before he could get authorization for a power increase for the other; provide for declaratory rulings by the FCC which could be appealed to the courts. The latter would permit station owners to appeal FCC orders to the courts before they become effective and prevent summary action prior to judicial review.

Exceeded Power

Mr. Miller endorsed in principle the amendments proposed by FCBA governing FCC procedure. He attacked FCC discrimination against newspaper ownership of stations and cited this as one reason for the need of an amendment to prevent unauthorized penalties by the FCC.

Sometimes this discrimination has been affected by adverse action upon particular applications, he said, at other times by merely holding applications without action.

In urging the Committee to forbid the FCC to interfere with programs or business management, Mr. Miller alluded to the Supreme Court's recent decision. Notwithstanding this clear-cut ruling and the fact that no language can be found in the Act which confers any right upon the Commission to itself with business phases of station operation, Mr. Miller said, "we find the Commission concerning itself more and more with such matters."

He said this has been done by requiring licensees to file with the Commission voluminous reports showing in the minutest detail practically every phase of their financial operations by requiring the filing of practically all contracts relating to acquisition and broadcast of programs; by attempting to regulate and control the source and consequently the character of program material, and the contractual or other arrangements made by the licensee for the acquisition of such material.

In his detailed testimony, Mr. Miller said the problem of the broadcasting industry today can
be summed up in one word—"uncertainty" of right, of remedy and of future. This uncertainty is wholly unrelated to the war, he said, declaring that it goes to the power of the Commission, due to the indefinite grant given it as contained in the phrase "public interest, convenience or necessity."

It is perfectly possible for a broadcaster to lose his license for a single mistake which does not involve willful misconduct, he said, and which might in fact represent "just one small slip of the tongue or of the pencil in the hand of a news script writer." Urging that the punishment should most certainly fit the crime, he said that he did not believe a license should be revoked for a single violation but only for over-all and willful continuous violation and defence.

Alluding to the newspaper-owners' demonstration, Mr. Miller said that today newspapers are threatened with the possible loss of their licenses. "It is possible that insurance companies' right to hold a license may be threatened tomorrow, department stores next week, and so on down the line." Legal Proposals

Mr. Bingham's direct testimony [see summary published herewith] covered in detail all proposed changes in the statute outlined in the Sanders Bill plus recommendations advanced by himself as former president and as a member of the Executive Committee of the FCBA. His recommendations covered proposed changes in the basic organization of the Commission, changes in procedure employed by the Commission and changes in provisions of the Act relating to judicial review of Commission actions. Aside from basic reorganization of the Commission, the procedural and appellate changes were designed to liberalize existing procedure and provide for virtually automatic review of Commission actions.

Devices used by the FCC in blocking appeals were covered, with suggested remedies outlined. He called the changes in the administrative setup as the most important problem in the field and one which, if properly solved, would go far towards eliminating other problems now existent.

As against the present procedure of the full Commission acting on all matters, the Bingham plan proposed two separate autonomous divisions of three members. Each division would name its own chairman. The chairman of the full Commission would be the executive officer and would not sit on either division, except during the enforced absence of a regularly appointed member.

He said the existing procedure has been generally unsatisfactory. There has been a tendency by the Commission to ignore the less interesting problems of public utility regulation and to devote an inordinately large portion of the Commission's time and attention "to the more attractive and publicity-making questions involved in broadcasting or mass communications," he said.

Too Much to Do

Emphasizing the necessity for detaching the chairman from routine activities, Mr. Bingham said that illustrative of the present situation, Mr. Fly testified before a committee of Congress recently that since the advent of the national emergency he has been required to spend approximately 90% of his time on defense communications problems, concerning which as chairman of the Defense Communications Board he must assume responsibility. Mr. Bingham said that under any conceivable set of circumstances, a person cannot adequately perform the executive duties which fall upon the chairman of the Commission and at the same time take part in the hearings and disposition of adjudicated cases.

In urging changes in procedure, Mr. Bingham said that interpretation of the present law by the FCC has resulted in great doubt and confusion concerning the meaning and application of most, if not all, the statutory provisions and "what we believe to be an outright avoidance of the legislative intent in certain important respects."

By the use of such names as "special experimental authorization" and "special service authorization," he said the Commission has attempted to avoid the application of the procedural sections of the Act to persons who apply for or hold such authorizations. "We also believe that Congress did not intend to confer upon the Commission the power to avoid all statutory restrictions upon the procedure to be employed merely by the simple device of calling a license or an application for a license by a different name," he continued.

The WLW Case

After Mr. Bingham had completed his direct testimony, Committee members plied him with questions about specific situations involving FCC actions. The history of the WLW 500,000 watt "experimental authorization" litigation appeared to intrigue the members as an example of what Mr. Bingham had cited as a license called by another name.

Duke M. Patrick, former general counsel of the Radio Commission and a member of the FCBA Executive Committee, was called upon to explain the circumstances surrounding this case and the actions of the FCC which ultimately resulted in a dismissal of the WLW appeal on the ground that its authorization to use 450,000 watts additional power was not actually a license.

Mr. Patrick attacked the FCC's special service authorization and special experimental license procedure, in that the licensee must accept an automatic cancellation clause. He said he had not been able to find any statutory right by which these cancellation clauses could be inserted by the FCC.

During ensuing cross-examination, Mr. Bingham explained that under existing law, the courts can only reverse and remand FCC decisions with final action to be taken by the Commission. In reply to Rep. Simpson (R-Pa.), he said that the court could only refer to misconstruction of facts or other errors on the part of the FCC but could not command that it issue a license.

When Rep. Sanders inquired whether the FCC had ever "abused its power in any way," under license renewal procedure, Mr. Bingham said that in many instances he personally felt the Commission had gone beyond its powers and had shown a growing tendency to do so.

Again called to answer questions, Mr. Patrick testified that by using the device of short licensing periods the FCC was able to cite renewals for hearings. He referred specifically to withholding of license renewals to stations because...
of network affiliations and ascribed to the FCC use of its power to coerce stations into breaking away from networks.

Rep. Halleck and Sanders insisted that their questions on newspaper-ownership that there is considerable indignation in Congress over actions of the FCC in withholding licenses in pending files because of newspaper affiliations.

**Bad Precedent**

Asked by Rep. Sanders as to his views on newspaper-ownership, Mr. Bingham said he thought this would be a most dangerous precedent. “So long as his business does not contravene public policy,” Mr. Bingham said, “I see no reason why a newspaper publisher, as such, should not own a radio station.”

Congress, rather than the Commission, should determine the newspaper-ownership issue, Mr. Bingham replied to Rep. Sanders. Responding to Rep. Halleck, he said the FCC could enforce any ruling it might make that newspapers not own radio stations through refusing to license or withholding of a license renewal.

Rep. Sanders asked Mr. Bingham to what extent the FCC Bar membership was in agreement with his proposals. Mr. Bingham said the proposals had not been put to a vote but had been published in the Association’s journal and discussed at the last annual meeting. He estimated that about 90 to 95% of the members are in agreement.

Rep. Halleck observed that the organization setup proposed by Mr. Bingham, for division of authority on the FCC, would find precedent in administrative practices of other Governmental agencies, such as the National Labor Relations Board and under the Food and Drug Acts.

Chairman Leo questioned the wisdom of having each division under the proposed reorganization elect its own chairman. This, he observed, also would give them power of recall and thus weaken the division’s work. Bingham, however, held there would be no weakening of power since each member on each division would have equal voice.

Asked by Chairman Leo whether he felt the new setup would lessen the number of appeals being taken by communications litigants, Mr. Bingham replied affirmatively, declaring that since the revised act would more clearly define how far a litigant could go, it therefore would more clearly establish his rights.

**Hardship Created**

Asked by Rep. Sanders whether he approved of Section 7 of his bill, to clarify whether Congress should delegate its power to the FCC to regulate network-affiliates’ contracts, newspaper ownership and all of the other controversial issues, Mr. Bingham said he heartily approved this section, declaring these matters “should be clarified since confusion concerning them is causing a great deal of hardship.”

In his direct testimony Thursday morning, Judge Sykes said that he heartily concurred in the proposal that the Commission be divided into two divisions. He said that from practical experience, during a decade of years of stewardship on the old Radio Commission and the FCC, he had found it physically impossible for the chairman to sit ex officio on two divisions. Moreover, he said that such an arrangement on the FCC would mean four members on each division and the danger of tie votes would evolve.

Urging rotation of the chairman-ship for one year, both of the full Commission and of each division, he said that would “round out the experience of each commissioner and make him more familiar with the executive duties of each division, as well as of the full commission.” He urged that the Commission elect its own chairman and that each division or the Commission elect the chairman for the respective division.

To serve as chairman of the Commission and ex-officio on each division is a “man killing job,” Judge Sykes declared, alluding to his own experience. He opposed the designation of a “permanent chairman” such as at present. During the seven-year cycle, he said, each member would have the honor of heading the Commission and each of its divisions. He urged that the chairman of the Commission or of either division should not “immediately succeed himself” under the rotated system.

Asked by Rep. Bulwinek D-N., whether there is a “sufficient number of commissioners to perform the duties”, Judge Sykes responded affirmatively. Then Rep. Bulwinek asked whether three members were needed on the common carrier division. Judge Sykes thought so.

**Common Carrier Duties**

While a large volume of the FCC’s work is radio, Judge Sykes said he felt that the common carrier aspects were “just as important, if not more so” than broadcasting, insofar as public service is concerned.

Disagreeing with previous witnesses on special experimental authority, Judge Sykes said he was a member of the Commission at the time the WLW case was in litigation. He declared he did not think Congress should hamper the Commission in any way on experimental authorization. “It should be free to cancel experimental authorizations when it is ready,” he said.

Referring to the revocation provisions of the Act, Judge Sykes declared that the section is pretty drastic and that the licensing of a station should not be revoked because of a single violation. As
In this connection, Judge Sykes urged that it should be given au-
thority to "merit" licenses or
else "inflict some fine" as an
intermediate step. He said such rec-
ommendations were made to Con-
gress several years ago but nothing
was done about it.

Rep. Halleck questioned the in-
volving of penalties, describing the
issuance of a broadcast license as
comparable to that of a "certificate
of necessity and convenience"
given a common carrier. He said he
thought the only test should be
that of whether the licensee or
holder of the certificate is "doing
the job". To inflict a fine or en-
danger a station operation simply
because of "just one slip" is not
justified, he declared.

Rep. McGranery inquired whether
suspension of a station for a month
"wouldn't be the same thing as
revocation from a practical stand-
point". While Judges Sykes said it
would be most severe, he felt that
the station could be "saved" as
asked by Rep. McGranery about what
would happen to network contracts
under such suspensions, Judge Sykes
said he thought that the sta-
tion probably would be liable for
damages for breach of contract.

"If the operation of NBC or
CBS should be suspended for 30
days, would that break the entire
network?" inquired Rep. McGran-
ry.

"No, I don't think it would break
the entire network, but it would
hurt it pretty much," Judge Sykes
observed.

Testifying extemporaneously,
Judge Sykes said he saw no need for
special service authorizations and
that he did not recall anything in
the law vesting such authority in
the FCC. He said that the courts
might very well hold that such an
authorization is not strictly a li-
ense under the statute.

Questioned by Rep. Sanders on
hearing procedure, Judge Sykes
declared he thought that the pres-
ent setup "needs remodeling". He said
the Commission had made a
mistake in abolishing the examin-
ing division in 1939. He said he
agreed with the conclusions of the
Bar Assn. and thought the Com-
mision should reestablish an exam-
ing department. Preliminary re-
ports should be submitted, excep-
tions allowed and oral arguments
heard before final decision, he said.

Asked about Paragraph 7 of the
Sanders Bill, covering contro-
versial issues which have been un-
der FCC investigation, Judge Sykes
said that he favored them but felt they
did not go far enough in at least in
one particular. Referring spe-
cifically to the provision regarding
proposed licensing of networks,
Judge Sykes said he thought care-
ful consideration should be given
to whether or not networks should
be permitted to own "in whole or
in part any more of these broad-
casting stations". Describing this as
a "serious question", he said Con-
gress should determine whether
or not a "monopoly of ownership"
of high-powered broadcast stations
in the country might not develop.
He said he thought remedial pro-
visions should be incorporated in
the Act and that the matter should
not be left to the FCC, since it
involves a policy consideration.

Asked about newspaper own-
ership, Judge Sykes said this was
not a new question and that it had
been broached repeatedly during
his FRC-FCC tenure from 1937
until 1939.

"It was my position then and it
is my position now that under the
Communications Act the Commis-
sion cannot discriminate between
qualified applicants," he said.

Declaring he did not think the
Commission has the power to deny
a license because of newspaper
ownership, he said he thought it
was a matter for Congress to con-
sider. Beyond that, he said he did
not feel that a law banning news-
paper ownership as such would be
constitutional, because of previous
Supreme Court determinations that
there must be "reasonable classi-
fications" separating "the sheep
from the goats".

Press Stations Praised
Congress would find it very diffi-
cult to make a "reasonable classi-
fication" covering newspaper li-
censees and attempt to say who
could or could not hold a license,
all other things being equal, he declared.

A n s w e r i n g Rep. McGranery,
Judge Sykes said that his experi-
ence has been that newspaper op-
erated stations "are some of the
best stations in the country." He
doesn't know of a newspaper sta-
tion that is not a good one in the
public interest."

He pointed out that many news-
paper stations were pioneers and
were in the field before it became
profitable.

Network Ownership
Rep. McGranery reverted to net-
work ownership of stations and
Judge Sykes suggested that Con-
gress perhaps could limit station
ownership by networks to not more
than one station in a State, or
"something of that sort". He said
he doubted whether the networks
need to own more than one or two
stations—in New York and perhaps
in California, as a program origin-
ating point. He reiterated that
there is the tendency of owner-
ship of stations by the networks".

At the conclusion of Judge Sykes' testi-
ymony, Rep. Lea asked him
whether he thought the Commis-
sion could provide answers to the
controversial policy questions pro-
ounced under Paragraph 7 of the
Sanders Bill. When Judge Sykes
replied he thought that the Commis-
sion was in a position to supply this
information, Rep. Lea indicated the
questions would be put when Com-
mission witnesses are called.

GILLETTE SAFETY RAZOR Co.,
Boston, who is sponsoring the Ken-
tucky Derby May 2 on CBS, has an-
ounced that the race will be broad-
cast on WIBC and KGMB, Hawaii,
and WKAQ, Puerto Rico, as well as
94 CBS stations. Agency is Maxon

Happy Birthday
Your 83 current advertisers

April 10th in 'twenty-two'.

BROADCASTING • Broadcast Advertising


Poynter ‘Loaned’ For Movie Series
Denies Resignation Reports; Pierce Gets Coast Office

SPIKING reports that he has resigned as associate director of the Foreign Information Service of the Office of the Coordinator of Information (Donovan Committee), in charge of shortwave broadcasts, Nelson D. Poynter, while in Hollywood the week of April 13, stated that he has been “loaned” to Lowell Mellett, administrative aide to the President and head of the Office of Government Reports, for a special job.

He has been made Hollywood liaison between the film industry and the Government for the next six months during production of a series of 26 short entertainment films to stimulate the war drive. While in Hollywood, he met with executives of the motion picture industry to arrange for the series.

Mr. Mellett, who was in Hollywood April 11-12 for the conferences, stated that Mr. Poynter, who accompanied him, would be head-quartersed in this city as representative. Acting in his advisory capacity, Mr. Poynter will set up machinery to clear a constant flow of information from Washington, thereby assisting the film producers in their undertaking.

Mr. Poynter, publisher of the St. Petersburg Times and owner of the Times team, is due back in Washington this week to arrange his affairs at the Donovan Committee, but returns to Hollywood within the next two weeks to establish the liaison office. It has not been decided who will assume his duties at the Donovan Committee, where he is assistant to Robert E. Sherwood, director of the Foreign Information Service.

Warren Pierce, former Chicago Times editorial writer, has been designated by the Donovan Committee as Pacific Coast representative with headquarters at 233 Montgomery St., San Francisco, where he will be assisted by Miss L. I. Burke, formerly of CBS. Mr. Pierce was in Washington last week, but was expected to leave momentarily for his new headquarters.

CANDY-LIT CAKE received full attention of KFI, Los Angeles, staff members during festivities staged by the station to celebrate its 20th anniversary April 16. Beaming in anticipation as Dorothy Roe, secretary, makes the presentation to Harrison Hollway, general manager of KFI, were RECA, are (1 to r standing): Clyde Scott, sales manager; Gian Heisch, program director; Bernard N. Smith, farm editor and public relations director.

DCB Stops Construction
(Continued from page 7)

moved in only to prevent the acqui-
sition of such facilities by com-
petitors or prospective competitors. Thus, by keeping the present broad-
cast structure in “status quo”, when the licensing authority later re-examines conditions looking to the promulgation of new policy, it can pick up precisely where it left off.

More Severe

Moreover, the licensing of new stations requires much critical material which should be available for maintenance and repair of existing essential services. By blocking out all new construction, dissipation of such materials is eliminated.

The old freeze order, really a quasi-freeze, was recommended on Feb. 12 by DCB and was subsequently approved by WB and FCC. It gave the Commission discretion to license stations in areas not now receiving adequate service. It left openings for “pressure” and some grants were made, along with modifications.

The WPB construction order of 10 days ago [BROADCASTING, April 13], prohibiting all new civil construction costing more than $6,000 without permission, further tightened the grip on new radio grants.

This, in effect, established WPB as another wartime licensing agen-
cy for radio.

DCB’s new recommendation, while it will keep everything frozen in its tracks. Engineeringly, there will be no change until the structure is “unfrozen” sometime in the dim future. There will be no changes in directional antennas, no power increases, no new assignments.

The order stems from something more than shortage of critical materials, being used for plane, armament, tank and other war con-
struction. Skilled labor, radio tech-nicians and transportation bottle-
necks are important contributory factors. Uncle Sam needs operators badly, as does radio. Licensing of new stations only creates greater demand for these vital services.

Await Actual Order

It should be emphasized that while the DCB action is regarded as tantamount to approval, it nevertheless leaves the WPB and the FCC actually to promulgate the new regulations. FCC will set the effective date. It can be expected shortly — perhaps this week, and most certainly within a fortnight.

The recommendation itself does not cover actual construction. That is left to the operating agen-
cies, because DCB is only the pol-
icy-making body. What the recom-
mandation does cover is “future authorizations”. Thus, the disposition of pending CP’s is left entirely to the FCC on material prior-
ities, to DCB.

Ever since promulgation of the “quasi-freeze” order two months ago, it has been evident that more stringent action was needed. The military agencies represented on DCB particularly have been dissatisfied. Chairman Fly has indi-
cated repeatedly there would be a tightening up and that the previous order could be regarded as only a half-measure.

W49PH, in Philadelphia Makes Debut on April 20
WITH W49PH, adjunct of WIP, Philadelphia, scheduled to go on the air April 12, a total of three commercial FM stations are now operating in that city.

Benjamin Gindal Jr., president of WIP, has announced that Clifford C. Harris, chief engineer of WIP, has been appointed general manager of W49PH. Station is to operate from 3 to 6 p.m. and from 9 to 12 midnight every day except Sunday. The station has adopted a policy of stressing live programs and will rebroadcast several pick-
ups of MBS stock shows.

Studios and transmitter have been incorporated into WIP’s head-
quarters in the Gimbel Bldg., where a new Western Electric FM trans-
mittor has been installed. Station operates on 44.9 mc.

Coughlin Tax Ruling
COUNSEL for Father Charles E. Coughlin last Wednesday demanded a determination of a Michigan Unem-
ployment Compensation Hearing which read in effect: “The Commis-
sion ruling that Coughlin’s radio broadcasts were not undertaken by a ‘charitable or religious institu-
tion’. The hearing was on an appeal of the Radio League of the Little Flower which handled Fath-
er Coughlin’s broadcasts and re-
vealed that his radio efforts brought in more than $1,000,000 for Catholic charities. Commission sources, it was said, revealed that former employees of the League had been denied unemployment compensation because the League had not paid payroll taxes.

Seal-Cote Spots
SEAL-COTE Co., Hollywood (liquid polish protector), is sponsoring a weekly quarter-hour of recorded music on WJJD, Chicago, and WORL, Boston. Contracts are for an entire year, beginning the week of April 12. Arrangements were made by early April. Firm, in addition, sponsors a similar 25-minute pro-
gram in New York, as well as two spot announcements per week on KFI, Los Angeles. Agency is Buchanan & Co., Los Angeles.

Bjornson on Blue
BJORN BJORNSON, formerly editor-
ial writer on the Minneapolis Tribune, who went to Iceland several months ago as a correspondent for NBC, has started a series of news broadcasts on alternate Mondays, for BLUE, originating from Reykjavik, Iceland. Both of Bjornson’s parents were born in Ice-
land, migrating to Minnesota in the eighteen-seventies.

Then it dawned on us

“My husband and I went to town for a show. We were caught in a terrific storm. Then it dawned on us to stay at a hotel overnight. It was a grand escape from traffic problems and a nice little vacation.”

Mrs. Mary C. Brinker, Dormont, Pa.

AMERICAN HOTEL ASSOCIATION
FOR A FRESH START
STOP AT A
HOTEL

Page 50 • April 20, 1942

BROADCASTING • Broadcast Advertising
OFF Adopts Plan For Clearance of Federal Programs

(Continued from page 8)

OFF interferes with radio in its great function of providing entertainment to the public. On the contrary, it hopes by careful planning to prevent the kind of cooperation that grows out of appeals and messages of great quantity and little quality. All that OFF does is done as a designated Government agency for Government radio effort, and depending entirely on the advice and cooperation of radio men in all branches of the industry. That this cooperation has been thoroughgoing and effective, is a tribute to the radio industry.

The plans flow evolved are the joint work of four committees which have been in almost constant huddles with OFF officials during the last two months.

OFF's Network Program Committee consists of Charles Berry, BLUE eastern program manager; Madeline Ensign, program director of WOL, Washington, acting for May 1, 1942; Charles Menser, NBC program manager; Charles Vanda, CBS war program manager.

Other Committees


The Station Advisory Committee comprises John Petzer, WKZO, Kalama- zoo, chairman of the NAB committee on defense information; Neville Miller, NAB president; Eugene Pulliam, WIRE, Indiana- polis; Network Relations, Inc.; John Shepard 3d, Yankee Network, chairman, Broadcasters Victory Council; James D. House, WLW-WSAI, Cincinnati, Clear Channel Broadcasters Assn.; George B. Storer, Fort Industry Co. stations, National Independent Broadcasters; O. L. Taylor, KGNC, Amarillo, Broadcasters Victory Council.

The Government Committee comprises the following radio and press relations men from the various Government agencies charged with war duties: Shannon Allen, Dept. of Interior; Vincent Callahan, Treasury Dept.; Philip Cohen, OFF; J. Harrison Hartley, Navy; Jesse Irvin, Federal Securi- ty Agency; Frederick M. Kluthe, Dept. of Agriculture; Edward Kirby, Army; Bernard Schoenfeld, War Production Board; E. A. Sheridan, Office of Civilian De- fence; Maj. John Van der Hoeven, Marine Corps; Sylvester L. Weaver Jr., Office of the Coordina- tor of Inter-American Affairs.

Fibber Again Leads

IN FIRST PLACE, for the third consecutive month, Fibber McGee & Molly shows a rating of 32.3 in the April list of C. E. Hooper’s “Keeping the Users” National Network Programs. Bob Hope ranks second with a rating of 30.9, followed by Lux Radio Theater of 28.5, Red Skelton third in ratings, with a rating of 24.5, holds fourth place.

The remaining programs, listed in the order of their ratings, are: Radio Theater, Warner Winchell, Jack Benny, Coffee Time, Ford Library, Rudy Vallee, Bing Crosby, Kay Kyser, Time to Smile, Fred Allen, and the United Nations Society. Leave it. Red Skelton continues to take the top spot on the list of pro- grams measured by partial rather than full “national” interviewing coverage, with an April rating of 31.7.

Law Changes

(Continued from page 14)

...somewhat has not seen fit to name in the hearing to the one or one of a variety of causes, these persons may not be in a position to ap- proach the full force and effect of what the Commission is about to do in the cases as in the final order entered. We believe that the op- portunity for rehearing should be ex- tended to all stations, whether the cases rather than only in broad- cast cases as at present.

4. It would specifically provide that all petitions for rehearing must be filed within 30 days from the entry of any deci- sion, order or requirement compli- cation. As the Act now stands, such a limitation is imposed upon pe- titions filed in cases arising under the Act (broadcast cases) but as to all other cases, there is no limitation upon the date of filing.

Effective Date

3. It would provide that all petitions for rehearing must be filed within 30 days from the entry of any decision, order or requirement compli- cated. As the Act now stands, such a limitation is imposed upon pe- titions filed in cases arising under the Act (broadcast cases) but as to all other cases, there is no limitation upon the date of filing.

4. It would specifically provide that in all cases except where the decision, order or requirement is necessary for the maintenance and conduct of an existing service the filing of a petition for rehearing shall automatically stay the effective date of the matter challenged. Here again we have al- ready dealt with and commented upon the reasons for such a provision.

5. It would specifically provide that the filing of a petition for rehearing shall not be a condition precedent to judicial review of the Commission’s order except where the party seeking such review was notparty to the proceeding before the Commission re- cords. In the case of a complaint dismissal or where the party seeking such review is on the grounds of the petition- ers, whether the action was not party to the proceeding before the Commission recog- nized as a condition precedent, the party seeking such review shall be furnished with a copy of the filing of such a provision is necessary.

6. It would continue in effect with- out substantial change the exis- tence of provisions of law which give the Commission the power to prescribe rules for the conduct of negotiations and to further provide that any decision, order or requirement which reverses, changes or modifies the original determination shall be subject to the same provisions as an original order.

Insurer to Cease

LUMBERMEN’S MUTUAL Casualty Co., Chicago, which has been sponsoring the Sunday afternoon news commentaries on NBC by H. V. Kaltenborn for its automobile insurance, will discontinue the program following the June broadcast. The series, heard 3:15-3:30 p.m., will continue on NBC on a sustaining basis with cut-in announce- ments where local sponsors are involved. Lumbermen’s agency is Leo Burnett Co., Chicago. Kal- tenborn also is sponsored on NBC five times weekly 7:45-8 p.m. by Pure Oil Co., Chicago.

KATZ DRUG RENEWS, ENLARGES CAMPAIGN

ENCOURAGED by the "unquali- fied success" of its radio campaign during the first quarter of 1942, Katz Drug Co. of Kansas City, has signed new contracts for the second quarter with four Kansas City stations — WDAF, KMBC, KCKN, WIB, according to Henry Gerling, Katz advertising manager.

In addition to the regular sched- ule of one minute and 15 second spot announcements three-weekly on all four stations, Katz has added new spots on Monday and Thurs- day nights on WDAF and KMBC. The whole schedule has been re- vised for pulling efficiency, Mr. Gerling disclosed.

Advertising appropriation for KFEQ, St. Joseph, Mo., has been doubled by Katz and contracted for one year. This advertising will be by transcription instead of by an- nouncer as formerly.

Bulk of the advertising will ex- ploit "Katz Kity-Log," the name of its newspaper ads. Ferry-Hanly Adv. Co., Kansas City, is Katz agency.

IBEW Negotiations

AFTER several months of negotia- tion, the IBEW, covering its entire technical staff, Friday, April 15, has signed a contract with Local 40, IBEW, covering its entire technical staff, which provides wage in- creases with closed shop. Following a breakdown in negotiations, the IBEW has placed KFI-KOCA, Los Angeles, on the organized labor unfair list and has added several broadcast sponsors to that ef- fect. All other stations in the Los An- geles area are organized under IBEW.

OFF Adopts Plan For Clearance of Federal Programs

WWJ STAFF DRILLS

Wartime Precautions Taken By

Detroit Station

AIR RAID drills to insure protec- tion of the personnel of WWJ, De- troit, have been started by that station under the direction of For- est P. Wallace, business manager, who is defense coordinator of the five-story studio building.

WWJ last fall had completed a protection system and upon Amer- ica’s entry into the war the system was promptly put into effect. Identification cards for employees, fingerprinting and visitor passes were being used.

On a lower level floor a com- pletely equipped firstaid room has been set up under Paul Williams, WWJ sportscaster. Violet Cery, Hilda Eastcott, Betty Davis and Jane Shug, of the station staff, comprise the firstaid corps.

DAY and NIGHT

mail returns and surveys show that more and more people in Boston are tuning in to WCPOL popular news and musical programs. More and more advertisers are on WCPOL too . . . and they’re happy.

KATZ DRUG RENEWS, ENLARGES CAMPAIGN

WCPOL IS FORGING AHEAD!

WKJK MASSACHUSETTS BROADCASTING CORP.

COPEL-PLAZA HOTEL BOSTON, MASS.

BOSTON'S "STAR SALESMAN"

April 20, 1942 • Page 51
Runyon Replaces Klauber on BMI
Haverlin Reports 650 Signed Contracts, 64 Pledges
SIGNED contracts have been received from 650 stations, Carl Haverlin, BMI vice-president in charge of station relations, reported last Friday to the BMI board of directors meeting in New York. Mr. Haverlin also reported that 64 additional broadcasters have pledged to sign the new eight-year contracts.

The board accepted “with profound regret” the resignation of Edward Klauber, chairman of the CBS executive committee, and elected Mefford E. Runyon, CBS vice-president, to the board in his place. In a unanimously adopted resolution the board paid tribute to Mr. Klauber’s “vision and courage” and declared him responsible to the success of BMI. Mr. Klauber, former executive vice-president of CBS, was appointed chairman of the CBS executive committee last March 25 and his former duties were taken over by Paul Kesten (Broadcasting, March 30).

Operating details and other routine business took up most of the board’s time, it was reported. For the board was present except for Mr. Klauber and Niles Trammell, NBC president, who was represented by Robert P. Myers of that network’s legal division. M. E. Tompkins, BMI vice-president and general manager, and Sydney M. Kaye, executive vice-president, also attended.

Farmer Sues KWKW
CHARGING that his $6,000 vegetable crop was seized and ruined last March, Yoshina Goto, an American-born Japanese farmer, has filed suit in Los Angeles Superior Court against the Southern California Broadcasting Co., KWKW (1500), in Long Beach, and Larry Iwata, manager of the station, for $20,000. Seeking redemption, he charged that the firm illegally took over part of his 20-acre farm near San Gabriel, Calif., last March 9, and destroyed crops to erect two broadcasting towers for the proposed new 1,000-watt KWKW. Stating that he had the property under lease from its original owner, Goto seeks actual damages of $7,050, plus twice that amount for presumed forcible entry and unlawful detention.

SALES PUSH is all Don Fridare, salesman of WCAR, Pontiac, needs to propel his bicycle on his daily rounds. In line with the conservation program he tells the world WCAR is tuned with the times.

Reply to Haggerty
(Continued from page 9)

growth. This was also borne out in the IBWE memorandum presented to the committee which included a statistical table showing the increase in membership in printer-trade unions in the years of radio’s greatest growth.

Labor Opportunities
The NAB testimony then pointed to the labor opportunities that broadcasting has provided since its inception and cautioned that “some 400,000 workers will thus challenge the threat to their security which this proposal represents”.

The NAB explained that in its presentation of testimony it had no pleading intent but merely suggested to the committee regarding the general structure of this year’s revenue bill. The association and its members, it added, “fully realize the seriousness of the emergency, and the terrific responsibility borne by members of this committee.

“They know that taxes must be drastically increased,” the statement continued, “and they have fundamental doubts as to whether they can fully pay their share of all general taxes which the Congress may see fit to impose.”

The testimony emphatically stated, however, that “they (the broadcasters) are vigorously opposed to special and discriminatory taxation and especially to penal taxation which imperils an essential public service”.

Radio’s War Efforts
Bearing out their claim that the war would imperil an “essential public service” the statement referred to the various programs being carried by stations to promote the war effort such as This Is War, Army Hour, Report to the Nation, and others. Also referred to were the spot announcements being carried by stations and networks for the various Government agencies and Government programs as well as the War and Navy departments, the Office of Facts & Figures, Office for Emergency Management and others.

It was also brought out that broadcasters are receiving no compensation for Government programs carried or for other services rendered such as the close collaboration with interceptor commands, and the linking of stations to defense centers, for instantaneous communication in emergencies. "Progress on sponsored war programs costs the Government nothing," the NAB stated. "As already indicated, the industry looks upon this as their contribution in the public interest."

It was added that this policy was one which the broadcasters had long maintained and one they hoped to maintain resolutely despite the fact that "various Government agencies spend hundreds of thousands of dollars for advertising by means of other media".

Claiming that a fallacy exists in the proposition that the amount of revenue-producing programs carried by stations in general, the NAB stated that "today the productive time is less than one hour, 'every commercial of the direct war demands upon radio's time, but also because shortages and rationing of consumer goods are reducing advertising expenditures.'

License Requirements
FCC license requirements on the number of hours stations must operate were also brought to the attention of the committee. The NAB statement brought out the fact that despite reduction in number of sponsored programs stations were still required to broadcast for certain periods each day which increased the program demand.

"By contrast," the statement continued, "a newspaper, faced with the loss of advertising, can drop pages, and thus effect a substantial reduction in expense."

"In the case of broadcasters," it added, "the broadcast hour lost means not only reduced revenue, but a substantial additional expense, which he would not otherwise incur, in supplying a non-commercial program."

In concluding, the NAB said that "overshadowing all these considerations is a major consideration of broad public policy. Radio broadcasting has become the most important medium of disseminating information to the public, and the greatest forum for public debate. It must be kept free; the only way for this freedom is clearer today than ever before. This freedom cannot be preserved by special taxation."

IBEW Defends Radio
The IBWE memorandum, which followed the NAB report in the committee, was submitted to the tax advocacy by Mr. Haggerty would be a tax on radio's advertising.

SALES PUSH is all Don Fridare, salesman of WCAR, Pontiac, needs to propel his bicycle on his daily rounds. In line with the conservation program he tells the world WCAR is tuned with the times.

HARVARD HONORS
BINGHAM, STRAUS
TWO broadcasting figures have been nominated for Overseas of Harvard College's highest alumni honor—G. Barry Bingham, president and publisher of the Louisville Courier-Journal & Times, which operates WHAS, and Jack Isidor Straus, president and director of R. H. Macy & Co. and chairman of the board of WOR, key station of MBS. They were among 13 nominees for the honor.

J. L. Bingham, who is on active duty in the Navy assigned overseas, was a 1928 graduate of Harvard Magna Cum Laude. He has served as director of the Harvard Alumni Assn. from 1938-41 and is a director of the Southern Newspaper Publishers Assn., together with holding high offices in many important New York City and Louisville philantropic organizations.

Mr. Straus, a 1921 graduate of Harvard, has been on the Overseers Committee of Harvard to visit the Graduate School since 1939. He is prominent in New York City in civilian defense affairs, serving on the City Council of Defense and on Mayor LaGuardia’s Business Advisory Committee.

WWVA On 50 kw by June 1
WWVA, Wheeling, plans to be on the air by June 1. Chief Engineer Glenn Boupy and his staff are now busy at work on the new equipment which has already been installed in the station's new and modern transmitter building.
NO MIKE FRIGHT here as this groggy boxer came through the ropes in the third round of his Western AAU heavyweight bout, barely missing the mike. Breaking his fall with arm extended is Bill Welch, chief sportscaster at KFEL, Denver, with details of the fall. Behind him, wearing earphones, is Frank Bishop, station director who provided listeners with a color story of the tournament.

Transcribers Discount Shellac Order

(Continued from page 10)

enough of this material available to meet the demand of the record makers, to which, he stated, the requirements of the transcription industry do not constitute a drop in the bucket.

Columbia Comment

Edward Wallerstein, president of Columbia Recording Corp., CBS subsidiary, said that although the order calls for a 70% curtailment in the use of shellac, some substitution of other materials is possible, so that the production of records for 1942 will not be reduced as much as 70%. He said he could not at this time state to what extent this curtailment could be alleviated as details are still being worked out.

No plans have been made as yet, he stated, for allocating available material to various types of records, pointing out that any decisions on what kinds of records should be continued and what kinds should be dropped cannot be made until there is more accurate information as to the total number of pressings the company will be able to produce.

At Union Carbide & Carbon Corp., maker of vinylic, it was said that the company is largely committed for all it can make, with war materials accounting for about 90% of its current business. Vinylic is already under Government allocation, but so far the transcription companies report they have been able to secure enough for their needs.

Standard Radio's Report

Confidence that the WPB order restricting use of shellac will not affect transcriptions was expressed by Standard Radio in a bulletin to its library subscribers. "Although shellac is a necessary ingredient in a phonograph record", the bulletin states, "it is not used in quality transcriptions. The base of the vinylic discs used in Standard Library is vinyl acetate. While this product is available only on priority, it is a semi-byproduct of munitions materials. For the present we have been assured that there is no shortage of this material.

"There is no possible way of knowing what war demands will be, and this situation may change any time," the bulletin continues. "However, to the best of our knowledge, we feel that we can continue to serve our subscribers indefinitely." On the other hand, reduction in not only phonograph record production, but in the number of individual recordings is predicted by the bulletin.

Sidney J. Wolf, secretary-treasurer of Keystone Broadcasting System, transcription network, declared that shellac is not used in the manufacture of Keystone transcriptions and he did not foresee any curtailment of service to its 170 affiliated stations as a result of the WPB order.

A spokesman at Decca Records said that while no one could say what the final effect of the order would be, the situation did not appear to be too alarming and that there was hope that a considerable supply of shellac might be re-claimed from old records. At another record company it was said that even if the cost of vinylic were not prohibitive and if an ample supply were available, discs made of this substance would not be desirable as they are too thin and flexible to be played on any phonograph utilizing mechanical record-changing devices.

Stocks in Stock

One recording executive, who like many others asked not to be quoted directly, said that the record companies are themselves responsible for the WPB order. Explaining the danger of a shortage, he explained, the record makers

DISCS AID THE WAR
ABC Cooperates With BBC

AN UNUSUAL way in which radio is aiding the war effort came to light last week when BBC Radio-Recording Division announced that since last September it has been cooperating with the BBC in recording and distributing to airplane factories reports made in England by R.A.F. pilots and ground crews on the performance in combat of American planes.

As an example of the service, a report was made to the BBC by the pilot who guided one of America's Flying Fortresses in the Channel battle with the German ship Gneisenau — the first actual combat for one of these planes. This report was recorded by the BBC, flown to this country by the ferry Command and turned over to Radio-Recording for additional copies.

These copies were sent to Boeing Aircraft Co., manufacturer of the Flying Fortress, as well as to other plane factories, which placed them on their public address systems for the information of the plane workers. The master record of all reports is sent to Washington.

In rare cases, when the transoceanic weather is not suitable for flying bombers via the ferry service, the BBC shortwaves the reports to NBC's listening post at Belmores, Long Island, so that NBC can obtain the master record with no delay. In addition to reports on a plane's general performance, the BBC has also recorded interviews with mechanics who decorate the planes and parts in England when they arrive from America, as well as "moral" recordings for the interest and education of American workers.

Japs Jam NBC

FIRST CASE of Jap jamming of programs from India to the United States was reported by NBC April 14, when the pickup of Fransic Muir from India was blotted out by a broadcast of code on the same frequency and with the same strength. NBC attributed the jamming to the Japs because two previous broadcasts from Delhi had come through without interference, and because the tests immediately before the Alka-Seltzer sponsored world news roundup had shown the channel to be clear, with no interference until John Vandercook, m.c., said, "Come in, Delhi." NBC comment was that the Japs may soon find out, as the Nazis have, that jamming works both ways.

KROGER GROCERY & BAKING Co., Cincinnati, on April 27 will receive 22 weeks Linda's First Lover, Mary Foster, in Hearts in Harbour, quarter-hour transcription series Monday through Friday, on WGN, Chicago. Ralph H. Jones, Co., Cincinnati is agency.

BROADCASTING • Broadcast Advertising

April 20, 1942 • Page 53
HOUSE CONSIDERING ‘FORCED WORK’ BILL

LEGALIZATION to outlaw "forced work" tactics of labor unions by subjecting them to jurisdiction of the anti-trust laws, was taken under consideration last Friday by the House Judiciary Committee, with the opening of hearings on the Monroney White Report. The measure is of interest to radio because of the "forced work" activities of the American Federation of Musicians, requiring all stations to hire staff, announcers, or not.

The measure, introduced by Rep. Monroney (D-Okl.), is an outgrowth of the recent Supreme Court decision that requires out-of-town truckers to hire "standing" drivers upon entering the New York City area. The measure has the inferred support of Assistant Attorney General Thurman Arnold, in charge of the Anti-Trust Division, who several times attempted to break up the AFM "made work" forays against radio.

This summer, Mr. Arnold announced that the Anti-Trust Division would take action against Acme Petrolio and its union largely on violation of the anti-trust laws through forced hiring. Nothing happened, however, beyond the issuance of the "press release."

Chesterfield Shift

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield), which has wanted to shift its CBS Glenn Miller program for some time to an earlier hour than 10 p.m., on May 6 will move the program to the 7:15-7:30 p.m. period vacated May 1 by the Lanny Ross show. The latter series goes off May 1 because of the tin shortage effect on the sponsor's use of Owens-Soap Co. [BROADCASTING, April 11]. The Chesterfield show will be carried by a quota of 130 stations, totaling 97, and will be heard Tuesdays, Wednesdays and Thursdays. Agency is Newell-Emmett Co., New York.

ARTHUR E. DESNOYERS, senior accountant in the broadcast section of the FOC Accounting Department, reported for duty with the Army Air Forces. He will fill the place of Mr. Desnoyers for several years has been in charge of broadcast transfer and assignment cases.

Blue Committee Meets

STATION advisory and planning committee of the BLUE was to meet Sunday afternoon at the Waldorf-Astoria, New York, to discuss the network's progress during its first quarter of independent operation and to make plans for its future. Meeting was scheduled to coincide with the publishers' convention, a spin-off of the fall station owners to New York this week.

Nelson Succeeds Roberts

WILFRED S. ROBERTS, NBC production manager, last week announced his resignation from the network to enter Government service in a civilian capacity. Appointment to succeed Mr. Roberts by C. L. Menzer, NBC program manager, is Ray Nelson, an NBC director, who has had experience on stations in Cleveland, Buffalo and New York, doing announcing, sales production and program building. Before entering radio, Mr. Nelson produced and conducted many of the well known light programs as well as serving as a newspaper reporter and orchestra leader. A native of Cleveland, he holds degrees from Baldwin-Wallace College.

Blue Puts 'Gang Busters' on Local Sponsorship

IN LINE with its policy of offering BLUE programs to local sponsors on a participating basis, the BLUE on May 1 will resume broadcast of Gang Busters in the Fri 8-9:30 p.m. period, to be available to local advertisers. The program was on the BLUE during the winter under sponsorship of Dr. Earle S. Sloan, New York, for which he was paid a considerate sum until when that sponsor discontinued its seasonal campaign. Sloan will not make a show of this fall, starting Sept. 18, in its former Friday 9-9:30 p.m. spot, but during the summer it will be heard at the earlier hour on BLUE affiliates for local sponsors. Sloan agency is Warwick & Legler, N. Y.

WBXN Awarded Plaque

WBXN, New York, has been awarded a plaque, in recognition of its public and civic services, by the Bronx Board of Trade.

ASCAP Election

ELECTION of officers will be the main business of the new ASCAP board of directors when it holds its first regular monthly meeting April 23. Opposition to Gene Buck, ASCAP president, who has been voiced by a faction of the Society's publisher members who were dissatisfied with the outcome of the ASCAP-radio trouble last year, is expected to come to a head at this meeting, but the consensus is that with the solid backing of the writer members Mr. Buck will continue as head of ASCAP.

Pante Test

PANTE Co., Chicago (Panates anti-grey hair vitamins), is testing with spot announcements 7 to 29 times weekly on WOTL, Toledo; WJLB, Detroit, and WCAP, Pontiac, Mich., for 26 weeks. Agency is Salem N. Baskin, Chicago.
WE MUST WIN the crede-ence of the peoples of other nations, if we are to dominate in the theatre of war and in the peace that follows, according to Joseph Barnes, Office of the Coordinator of Information (Donovan Committee), speaking on U. S. propaganda warfare abroad before the American Society of Newspaper Editors on the opening day of its twen-ty-annua-ral convention April 16-18 at the Waldorf-Astoria in New York.

How It Can Help

In discussing ways in which propaganda directed beyond our borders can be most effective, Mr. Barnes said, “The most powerful weapon in the world is news,” and stressed the importance of building “listener confidence” throughout the world by telling both good news and bad.

Barnes suggested two theo-ries which if repeated constantly in all media might be the deciding factors in determining the side chosen by the “undecided” people in neutral countries: “The United States doesn’t lose wars” and “The United States doesn’t lose after wars.” There is historical proof for both points, he said, adding that it would be effective to wait for big victories to launch the mes-sages.

In posing the problem of how to suspend for the duration of the emergency, without giving up our freedom, certain “aberrations” in national news which can be turned to the advantage of enemy propa-ganda, Mr. Barnes called upon those concerned with the written and spoken word to ask themselves constantly, “How much will this help—how much will it hurt” the cause of democracy.

“We must make the ‘Voice of America’ strong, clear and honest,” he said, contrasting our methods with those of the the Nazis, who aim to confuse by creating humor, panic and prejudice.

Byron Price, Director of Censor-ship, discussed voluntary and Gov-ernmental censorship, showing how the “ground rules” set up by the Office of Censorship are necessary under the honor system of volun-tary censorship. Mr. Price reported that while the vast majority of editors have shown an understanding of the code, there were still “too many apologies after the dam-age was done”. Granting that any editor can “beat the censor”, he stressed the importance of team-work rather than contest between Government and editor.

Rumor Mongers

Referring to the editor’s respon-sibility beyond a mere observance of the code, Mr. Price pointed to the harm from columns used for rumor mongering, stating that irresponsible journalism—represen-table at any time—is a crime against the nation in wartime. “Authenticity is the No. 1 pri-ority of wartime journalism,” he said. Since, in the long run, the only place where information can effectively be withheld is at the source, he added, the newspaper industry as “the greatest fact-find-ing institution in the world today,” has heavy responsibilities. He ob-jected to the current practice of repeating once more on trial and that the suc-cess of the experiment of voluntary censorship will be determined by the editors themselves.

The difficulties encountered in securing a sound balance between naval security and public information were outlined by Rear Admiral A. J. Hepburn, director of public relations of the U. S. Navy. In discussing various causes for delay in releasing Navy news, he announced that the Navy would change its policy of with-holding losses of ships until the next of kin has been informed of resulting casualties, a humanitar-ian measure.

Under the new policy, naval losses will be released as soon as they have been confirmed by the Navy and when it is established that they can be made public with-out deranging naval security.

Piecing Items Together

Col. Ernest Dupuy, chief of plan-ning and liaison branch of the Bu-reau of Public Relations of the Army, defined censorship as “ barring from the enemy knowledge of the things he wants to know in order to defeat us.” He demonstrated how fragmentary and un-important news items can be pieced together by the enemy, to furnish them with valuable information.

Other spokesmen of the opening day were: Dwight Marvin, presi-dent of ASNE; Mrs. Oveta Culp Hobby, chief, Women’s Interests section, planning and liaison branch, Bureau of Public Rela-tions, War Department; Eugene Wilson, president, United Aircraft Corp.; Lynn Heinzeler, AP; Wallace Caroll, UP; Pierre J. H. Hues, INS; Katherine Vincent, fashion editor, and Air Commodore, H. N. Thornton, M. B. E. Referring to the editors Thursday evening, starting them out with a tour of the network’s Radio City studios. Then came an evening television program, part of which was produced specially for the visitors and included ASNE members in the cast.

Next the editors witnessed the production of a Command Perform-ance show, one of the series which is not broadcast in the United States but recorded exclusively for the entertainment of the armed services abroad, with an all-star cast. A buffet supper concluded the evening.

Fraternity Awards

FOR HIS OUTSTANDING work in radio research, Dr. Paul F. Janssen, Office of Radio Research, Columbia U, was awarded the medal of the national professional journalistic so-ciety, Sigma Delta Chi, when the New York Chapter held its annual Found-ers Day dinner April 16 at the Mid-town House, New York. Palmer, national president of the society, made the presentation. Darcy Pears, presi-dent of the New York Chapter, and INS editor-in-chief, presided at the dinner, to which were invited Dr. Kieran, INS humorist; Glenn Babh, AP correspondent, and Wallace Caroll, UP correspondent.

San Francisco Blackout

BROADCAST blackout of San Fran-cisco stations was ordered by the Fourth Interceptor command April 10, at the first knowledge of an unidentified flight of planes. Lasting 17 min-utes, the alert was canceled when the planes were identified as friendly. The Fourth Army Headquarters announced

“KOKK St. Louis beats the band for sales results”

630 KOKK, 5000 WATTS
BLUE NETWORK

PRESS NEWS LTD.

NAMES FORD HEAD


Roy H. Thompson, of Northern Broadcasting and Publishing Co. (CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Tim-mins, Ont.; CKRN, Rouyn, Que.; CKVD, Val d’Or, Que.; Timmins Press) was elected vice-president. The board includes: Emil Jean, CHLT, Sherbrooke, Que., and CHLN, Three Rivers, Que., Three Rivers La Nouvellette, and Sherbrooke La Tribune; H. M. Hueston, Sarnia (Ont.) Canadian Observer; W. B. Preston, Brant-ford (Ont.) Espositor; Wesley McCurdy, Winnipeg Tribune; Ar-thur Ford, Roy Thomson and W. Newhouse, Jr., of Press News ap-pointed manager of Press News and made secretary of the company.

At the same time the annual meeting of Canadian Press was held in Toronto where Mr. Ford was re-elected president, with Senator W. A. Bu-chanan, Lethbridge ( Alta.) Herald as first vice-president, and F. I. Rowan, Lasting Broadcast, as second vice-president. J. A. McNellis was reappointed general manager.

Holland on CBC Board

APPOINTMENT of R. Rowe Hol-lond, Buffalo, Ont., to the Board of Governors of the Can-dian Broadcasting Corp. was announced at Ottawa April 11 by National War Services Minister Thorsen. Mr. Holland succeeds Major Gen. Victor Odum of Van-couver, now Canadian High Com-missioner to Australia. Mr. Hol-lond attended his first CBC board meeting April 17 at Ottawa. His term expires Nov. 2, 1943.

THREE MEN of NBC-Chicago joined the armed forces last week, making a total of 24 of the staff now in the service. They are Paul Milen, pro-ducer, Brian O’Connor, teletex, continuer writer, commissioned lieutenant, and P. H. Clark, engineer, of NBC for 12 years, commissioned canteen, both in the Signal Corps.

WHO at Des Moines is “Heard Regularly” all over IOWA with 50,000 WATTS from the center of the State

J. O. MALAND, Manager
FREE & PETERS, Inc.
National Representatives

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WGR and WKBW
Columbia and Mutual Buffalo
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

BROADCASTING • Broadcast Advertising
Actions of the
FEDERAL COMMUNICATIONS COMMISSION
APRIL 11 TO APRIL 17 INCLUSIVE

Decisions

APRIL 14
WLAK, Lakeland, Fla.—Granted consent transfer control from Bradley R. Eidman to WUSL, W. O. W. (see April 24, 500).
NEW, Granite District Radio Broadcasting Co., Inc.—Denied petition for vacating 3-2-43 order, designating applicant for further hearing and request granted without hearing.

NEW,感染的.

NEW, The WMAA, Warwick, Mass.—Denied petition for vacating 3-2-43 order, designating applicant for further hearing and request granted without hearing.


NEW, WMAA, Worcester, Mass.—Designated for hearing at a license determination completion date new station.

NEW, WWM, Jennings, Mo.—Granted modification license shift to 600 kc change to 1000 kc.

NEW, Percy C. Klein, Alexandria, Va.—Application CP new station dismissed and referred to closed files.

APRIL 15

NEW, The WMAA, Manchester— Granted motion leave amend applic. FM station location to Mt. Shaw with 15 kw.

NEW, South Florida Broadcasting Inc., Miami—Granted continuation hearing to 6-21.


NEW, WRAM, Inc., Birmingham—Granted petition cancel further hearing dismi without prejudice.

NEW, Drehlisch Bros., Jefferson City, Mo.— Granted petition to dismiss June 2 hearing.


Applications

APRIL 14
NEW, WDAQ Broadcasting Station Inc., Philadelphia—CP new FM station 47.7 mc 5,500 kw.
NEW, WESA, Harrisburg.—Amend applic. CP new station re power to 1 kw.

Radio Industry’s Status

In Canada Draft Awaited

Canadian broadcasters have not yet obtained a ruling. It is understood, from the recently appointed director of national selective service, E. L. Little, as to what extent the manpower restrictions will affect the broadcasting industry, that the national selective service regulations a number of industries have been deemed unessential and may no longer hire physically fit men between 17 and 45 years of age without permission of the national selective service board.

These restricted occupations include salesmen, practically all office workers, entertainers, while advertising has been termed an unessential industry. Broadcasting is considered an essential industry. In clarifying the regulations in a radio address Mr. Little explained that men in the 17 to 45 years class did not have to leave their posts immediately, but that no more men in those age classes could obtain jobs in those occupations and industries without permission, unless these were their regular occupations. Broadcasters do not expect the manpower restrictions to affect the industry for some time. Women can be trained to replace men called for the armed services or war industries.

Tentative Calendar

NEW, WBNX Broadcasting Co., NEW, Syndicate Co., Inc.; NEW, WMCA Inc.; NEW, Debs Radio Music Fund Inc.; NEW, Greater New York Broadcasting Corp.; NEW, The American Network Inc. all applicants in Chicago (see April 9, 50000.) NEW, WMCA, New York (see April 9, 50000.)

WAFS, White Plains, N. Y., modification new station for new station 250 kw.

WGST, Atlanta, license renewal (further hearing, April 20).

WPRF, Ponce, P. R., CP 1460 kc 1 kw N 6 kw d.u.; modify, CP 1520 kc 1 kw N 6 kw d.u.; license renewal. 1420 kw d.u. (April 22).

REPO, San Francisco, CP 710 kc 1 kw directional N & D d.u.; KSQ, San Jose, same (consolidated hearing, April 28).

NEW, Better Broadcasting Corp., Hamilton, Ont., CP new station 1460 kw d.u.; regular argument, April 21.

NEW, Jefferson Broadcasting Corp., Birmingham, Ala., CP new station 1460 kw d.u.; NEW, George Johnston Jr., Birmingham, same (consolidated hearing April 22).

WAF, Chicago, CP 960 kc 1 kw directional N d.u. (April 23).

NEW, Robert V. Drake, Bradenton, Fla., CP new station 1460 kw 250 kw (April 24).

W75P Operating

W75P, commercial FM station of KDKA, Pittsburgh, went on the air April 11 to the accompaniment of artificial lightning produced in the Westinghouse laboratories at Trafford, Pa. W75P is operating six hours daily and is under the direction of Mrs. Helen Repogle, production manager.

BOARD of Governors of the American Television Society, meeting April 14, decided not to make any further general meetings until the FCC has made its decision regarding the wartime status of television.

COMMAD. T. A. M. CRAVEN, commanding general of the U. S. Army, has appealed the Canadian Government’s invitation to participate in the tour of inspection war centers. His visit will coincide with other prominent American broadcasting figures (see page 45).

FOR LIFE-LIKE MONITORING!
GET THIS NEW G-E LOUD-SPEAKER
(Typc JCP-10)

PERFECTLY matched to the G-E FM station monitor with monitoring amplifier.

Unusually fine response from 30 to 15,000 cycles, with G-E monitoring amplifier.

Single unit construction.

Special alnico permanent magnet for field.

8-ohm voice coil; 20-watts input.

Can be furnished with 18-inch high base of matching walnut veneer, which provides ample space for mounting high-fidelity amplifier.

An excellent speaker for audience and sponsor rooms.

PRICE...$75.00 net, f.o.b. factory Inc. (Bom. If desired.

ORDER NOW through the nearest G-E office or direct from General Electric, Radio and Television Dept., Section 160-20, Schenectady, N. Y.
Plea for KEVE

BASEBALL broadcasts of the Seattle Pacific Coast League games are now carried by KEVE, Everett, Wash., in competition with KRSC, Seattle, because Everett fans recently got out petitions and forced KEVE to carry the games. Less than two weeks before the opener negotiations were concluded for sponsorship by General Mills and local advertisers.

Souvaine Acquires Rights

EXCLUSIVE radio production rights have been acquired by Henry Souvaine Inc., New York, for serialization to radio, script based on the character of “Dean Harcourt” in the novel “Green Light,” by Lloyd C. Douglas. Souvaine also acquires an option on the services of Sir Cedric Hardwicke, actor, to play the part of Dean Harcourt. Allocation Engineering has acquired rights to “Appointments With Crime,” a script by Jerry McGill. Each show is a half-hour program, complete in itself.

Midwest Series

OLD BERN COAL Corp., Chicago (Green Marked Stoker coal), on May 4 will start Alexander McQueen’s “Nothing but the Truth,” five-week-quarter-hour program on WGN, Chicago, and five-minute transmissions Monday through Friday for 26 weeks on WOOO-KXO-KFVS-KFOB KOIL, KBTM, WROK WKBH WTAD-FRPRU WHUP KSCO WIBA KVF DWTN WNAX KSO KGLO KFEG WMRO. Agency is J. R. Hamilton Agency, Chicago.

Blue and Ohio State U Plan Damrosch Tributes

DOUBLE TRIBUTE will be paid to Dr. Walter Damrosch, dean of American orchestra conductors May 5 when the BLUE announces creation of a musical scholarship in his name, and Ohio State University presents to him a citation in recognition of his “distinguished career of public service in music, radio and education”. The honor to Dr. Damrosch will be made at a testimonial dinner, broadcast exclusive- ly on the BLUE, and held in conjunction with Ohio State’s 18th Institute for Education by Radio (BROADCASTING, April 13).

The Damrosch Music Scholarship will be presented by Edgar Kobak, vice-president of the BLUE, to H. H. Davis, vice-president of the university, and will be given to the most deserving music student at Ohio State, with “particular emphasis on interest in radio work”. Dr. Damrosch has directed the Music Appreciation Hour on the BLUE for 14 years.

Help Wanted

Engineer—First class, experienced. Ideal working conditions. WGN, Newburgh, N. Y.

Combination Operator-Announcer—Local station Rocky Mountain area desired. Send full information and disc first letter. Starting salary $100.00 per month. Box 385, BROADCASTING.

WANTED—Experienced sportscaster capable of play-by-play and agency. Give full particulars first letter including working and draft status. Box 394, BROADCASTING.

Assistant Engineer—Western Pennsylvania 250 watt. $75.00 for 40 hours. Good working conditions. Box 395, BROADCASTING.

ANNOUNCER

Girl—Who knows details of radio station office in small town may find opportunity. She has wanted by writing letter of application giving full personal details, education, qualifications, and experience. Box 392, BROADCASTING.


Texas Independent Station—Desires competent announcer. Tell all. Box 390, BROADCASTING.

ANNOUNCER-SALESMAN—Texas station desires combination man. Tell all. Box 393, BROADCASTING.

Program Director—Of ability for a 250 watt full time station. Salary paid. State draft standing with references. Box 387, BROADCASTING.

Commercial Salesman—Willing to hit the ball for 250 watt full time station. Possibilities for making a solid position, and easy to stay put. Names of former employers and draft standing. Don’t send reference letters. Box 388, BROADCASTING.

Transmitter Engineer—First or Second Class. No experience necessary. Good salary. WMT Radio Engineers, Des Moines, Iowa.

Position Open Immediately—West Coast station, newscaster-announcer, programming, salary competitive, large audience qualifications considered. Full details first letter. Box 403, BROADCASTING.

Situations Wanted

ANNOUNCER-WRITER-OPERATOR

Draft 3-A. No employed network affiliate. Desires position in larger city. Experienced position leading to production work in television or radio. Good dramatic, music and technical background. Card will bring full details. Box 386, BROADCASTING.

MANAGERSHIP—Of progressive network affiliates anywhere. Ten years or more experience includes all phases selling, merchandising, programming for both regional and national network. Draft exempt. Excellent references. Box 409, BROADCASTING.

ATTENTION EXECUTIVES—Married man, remote radio executive and network; now manager small Southern station wants a chance in a larger field. Tops on program, news, sports, sales, drafting, etc. Salary $150.00. Prefer South. Box 389, BROADCASTING.

EXPERIENCED Combination Announcer-Operator—Desirous of change, DeForest classification B.B. Single or anywhere. Box 390, BROADCASTING.

OPERATOR—With first class license. Now employed as transmitter engineer. Prefer Pacific Coast or Mid-West. Box 391, BROADCASTING.

ANNOUNCER—3 years experience. News-casting and baseball, draft deferred, wage change. Box 392, BROADCASTING.

SALESMAN—Six years radio, eight years newspaper. Married, draft exempt, presently employed, proven sales record. Box 393, BROADCASTING.

COMMERCIAL MANAGER—GENERAL MANAGER—Combination man for regional or local. Ten years every phase radio; A2, married, family. Top references. $15 salary with bonus. Box 400, BROADCASTING.

ENGINEER-ANNOUNCER—Wants responsible position with opportunity for advancement. College education, four years experience, expert newscaster, handle all sports. Network voice, actor. First class license. Now employed under draft age. Write Box 396, BROADCASTING.

ANNOUNCER—Wants to buy All or part interest in small station—Small town type.400 watt station would be ideal. Will handle advertising agency executive. Box 391, BROADCASTING.

FOR SALE

Four New Wincharger 250 Foot Towers—Complete with ladders, wire, supported, etc. Box 383, BROADCASTING.

EMERGENCY GENERATORS—75 KW with 120 HP full diesel engine; 40 KW with 60 HP semi diesel (very good); 40 KW with 30 HP semi diesel (very good); 4-12 KW generators with semi-diesel—reliable and cheap. 105 HP semi diesel engine only. Voltas 546 and 550—all three phase. Radiators air starting, outfits, poles, switchboard available. Write for details and photographs. Kentucky Edison Company, Stanton, Ky.

2 RCA frequency monitors—Type 475-A, Serial No. 161 and Type 475-A, Serial No. 155. Box 331, BROADCASTING.

RADIO ENGINEERS

Consulting Radio Engineer

Design of First Directional Antenna Complete Interference

Souvaine Bldg. • WASH., D. C. • Dl. 7471

Consulting Radio Engineers

Consulting Radio Engineers

Souvaine Bldg. • WASH., D. C. • Dl. 7471

Consulting Radio Engineers

Souvaine Bldg. • WASH., D. C. • Dl. 7471

Consulting Radio Engineers

Souvaine Bldg. • WASH., D. C. • Dl. 7471
White House Word
Still Awaited for Shortwave Method
Three-Man Board Planned;
List of Rockefeller Officials

STILL AWAITING word from the White House regarding the proposed new setup for operating the shortwave stations of the United States, both the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) and the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) are making time, with the expectation that they may be involved in the proposed reorganization of Government information services into a new War Information Administration (Broadcast, April 6).

So far as shortwave operation is concerned, with the Donovan Committee handling broadcasts to all parts of the world outside the Western Hemisphere, the Rockefeller Committee concentrating on Latin America, it is still expected that the President will name a three-man board to administer the new section, and to determine rates of compensation to private operators for maintenance costs and depreciation. The board will probably comprise a representative from each of the Donovan and Rockefeller committees and one from the FCC, to be designated by the President.

Rockefeller Officials
Meanwhile, the Rockefeller Committee's radio division, headed by Don Francisco, former president of the NAB, and Prescott, former chief of the FCC division which will be the shortwave division, is being staffed by former FCC personnel, with the expectation that it will be named by the President. The division will handle the shortwave stations and will have two chief radio officers, the first of whom is John W. G. Ogilvie, formerly stationed in South America and Spain for IT&T. Jerome J. Henry, formerly with NBC, is assistant in the office of the director. Other members of the staff and their duties are:

- Dr. Russell Pierce, former vice-president of J. Walter Thompson Co. in South America, handling research for radio program development.
- W. G. Francis, former advertising manager of American Tobacco Co., directing program production work of the division in New York City.
- Guy Hickok, former chief of the Electrical Division of the Department of Commerce, in charge of shortwave schedules.
- Ross Worthington, former radio production manager for Young & Rubicam, handling special events broadcasts.
- Cyrus Nathan, former writer and producer of radio shows for Lord & Thomas, handling contacts with the radio industry.
- Philip Barbour, former NBC foreign press and station relations staffman, editor and producer.
- Francis J. McArdle, former manager of J. Walter Thompson Co. offices in

DCB Orders Registration of Devices Capable of Generating Radiofrequency Generation
REGISTRATION of every piece of apparatus capable of generating radiofrequency energy, whether through space or by wire lines, including the vast range of diathermy devices, was ordered last Thursday by the Defense Communications Board as a wartime precautionary measure. Among other things, the purpose is to prevent use of such equipment, capable of being transformed into long range transmitters, for illicit purposes.

Broadcasting apparatus is not affected by the order since all such devices are in the possession of exempted stations.

South Africa and Brazil, handling contracts with the radio industry.

George J. Vogel, former sales and production manager of KZRM and KZRF, Manila, editor and producer.

Arthur Peters, former export sales manager for Naah Motora and former Packard representative in foreign countries, in charge of correspondence and related activities.

John J. Carol, former foreign advertising manager for Bristol-Meyers, in charge of production of programs for the other American Futures.

John F. White Jr., former director of the Bob Hope and Huddo Hop programs, and former program manager of KGW-XEN, Portland, Ore., as assistant to Mr. Clary.

Fred A. Long, former radio producer with Lord & Thomas and one-time manager of WCAJ, Providence, in charge of programs on inter-American subjects to the United States.

Donald W. Wooten, former NBC station relations manager, in charge of special programs for Brazil.

John C. Jensen, former vice-president of Grant Advertising Inc., Mexico City, editor and producer.

Frank W. Linder, formerly with BBDO and former chief of production at WRUL, Boston, editor and producer.

Louis J. Deane, formerly with Campbell Ewald Co., NBC and CBS, associated with various organizations.

Charles C. Sper, former script writer with CBS who wrote the Robert L. Ripley radio program, editor.

Adeline Bower, former chief of the Public Relations and Radio Division of the Radio Corporation of America, now with the Radio Corporation of America and recently with Pathe News, in charge of transcriptions.

transmitters, already are licensed under the Communications Act, before the FCC. The enormous task of registration was delegated to the FCC by the President's policy-making Communications Board.

Covers Broad Scope
The Board said it had determined that the national security and defense and the successful conduct of the war "demand that the Government have knowledge of all persons who possess apparatus equipped for transmission of radiofrequency energy." The latter term was defined as meaning electromagnetic energy at any frequency between the limits of 10 kc. and 10,000 mc.

Such apparatus, it said, "includes any equipment which utilizes a radio frequency oscillator, or any other type of radiofrequency generator, or transmitter, or which transmits, over radiofrequency energy, whether through space, or by wire lines—for purposes of communication or control, for therapeutic treatments, industrial operations, or any other purpose whatsoever."

The order requires that every person who has in his possession any apparatus capable of generating radiofrequency energy shall register that apparatus with the FCC "at such time as the Commission shall designate, unless possession of such apparatus is pursuant to license or construction permit outstanding under the provisions of Title III of the Communications Act relating to broadcasting and associated services on such apparatus is in the possession of the United States Government, its officers or agents, or in the process of manufacture under contract for or on behalf of the United States Government."

Provision is made for exemption from registration where the FCC determines that its possession by particular persons is not necessary to insure that the apparatus will not be used for the transmission of illicit purposes or by physicians and practitioners. There is a proviso, however, that the Commission may require any person in possession of exempted apparatus to keep records and furnish information as the Commission may prescribe.

Under the procedure outlined, the Commission, upon receipt of an application for registration, can in its discretion issue a certificate of registration. This certificate must be displayed in such manner as the Commission shall prescribe and the apparatus shall be subject to inspection by the Commission at all times.

Transfers Affected
The provision also is made for transfers, handling of renewals, and expiration. Notice must be given the Commission of any registered apparatus is transferred, sold, assigned, leased, loaned, stolen, destroyed, or otherwise disposed of. In all such instances, the holder of the certificate must notify the Commission within five days and return the certificate of registration.

The order provides that violations of the regulations, whatever their nature, will be punishable by such action as the Board or the Commission deem appropriate, including fines, imprisonment, or both. Apparatus transferred into the United States under the procedure outlined will be subject to the same regulations as those already in force.

Chance for Producers
INDEPENDENT producers will have an opportunity to try out and register new programs for sale in the 5:30 p.m. period Wednesdays on the BLUE, starting April 22, when this time slot is open for auditions. According to Phillips Carlin, vice-president in charge of programs for the BLUE, the new auditions period will not only give outside producers a chance to air their shows on a network, but also will give BLUE producers a chance to hear what is available to them. The audition period will not extend beyond April 22.

Gro-Pup May Use Air
KELLOGG Co., Battle Creek, is expanding distribution of its dog food, Gro-Pup, first introduced as a dehydrated product in 1957. During the first four years distribution has been confined to New York and a few secondary markets but product will now be distributed nationally. Newspapers are to be used in the initial stages, but it is understood that radio will enter into the advertising plans. Kaynor & Eckhardt, New York, is agency.
The lampshade microphone was designed to prevent "mike fright." This is an early scene at WGY, this year celebrating its 20th anniversary.

More watthours per dollar; smaller, more compact tubes; longer life—what General Electric's 29 years in the tube business means to you today. Here are a few of the major advancements in tube design G-E engineers have contributed.

* thoriated tungsten filaments
* high-power, water-cooled tubes
* hot-cathode, mercury-vapor rectifiers
* the first accurate rectifier emission test
* the screen-grid tube
* metal tubes for receivers and industrial uses

Today we are speeding the conquest of the ultra-highs with such tubes as the GL-880, GL-889, and GL-8002R. Bulletin GEA-3315C brings you the story on our complete line of tubes for all classes of service. General Electric, Schenectady, N. Y.

20 YEARS AT WGY, one of G.E.'s proving grounds

Discussing electronics in WGY's laboratory: (left to right) C.E.'s Dr. Irving Langmuir, inventor of the high-vacuum tube; Professor J. J. Thomson, the English physicist, discoverer of the electron; and Dr. William D. Coolidge, famous for his work in X-ray tube design, now director of the G-E Research Laboratory.

One of the immortals of science, Dr. Charles P. Steinmetz in one of his rare appearances before the microphone (at WGY, March, 1922). Among Dr. Steinmetz's contributions while with General Electric were the solution of perplexing high-voltage problems in electrical transmission, and the analysis of the behavior of transient electric currents.

First use of crystal control on a broadcast transmitter for regular program service (WGY, September 19, 1935). Contrast this with G-E's new hermetically sealed C-30 Thermocell for precision temperature control. (Insert—cutaway view.)

The first use of "super-power"—100,000 watts in the antenna—August 4, 1937 (the tubes were ancestors of the GL-862). Other WGY "firsts" include the first broadcast in two-way communication with England, February 21, 1928, in cooperation with BBC; first remote television pickup on August 22, 1928; first round-the-world broadcast of news transmission on June 30, 1930.

WGY today serves about one million radio families 24 hours a day. It was the first station in the Great Northeast; today it is the foremost.

*Photo shows the first application of a water-cooled modulator—in WGY's 1922 transmitter.
WKY Has More Listeners In Oklahoma City Morning, Afternoon And Night Than All Three Other Stations Combined

WKY's predominant favor with listeners in Oklahoma City completely eclipses that of all three other stations combined, morning, afternoon, and evening. WKY's morning listening index for January-February, 1942, according to C. E. Hooper, Inc., was 53.9 against a total index of 46.1 for all three other stations together; WKY's afternoon index was 57.0 against 43 for all other Oklahoma City stations; and WKY's evening index was 58.3 against 41.7 for all others.

To the same degree which it eclipses all other Oklahoma City stations in listener favor, WKY eclipses them in selling impact, in proven ability to secure prompt, profitable results from advertising dollars.

WKY
OKLAHOMA CITY

Owned and Operated by THE OKLAHOMA PUBLISHING CO.
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KVOA, Colorado Springs • KLZ, Denver (Affiliated Station)
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