BIG WATTAGE

50,000 Watts

BIG COVERAGE

4,860,716 POPULATION
IN 50-KW. 500 MICROVOLT SERVICE AREA OF
WEST VIRGINIA
EASTERN OHIO
WESTERN PENNSYLVANIA

JOHN BLAIR REPRESENTS US

WWVA
WHEELING, WEST VIRGINIA
ARE AMERICANS SOLD ON RADIO?

It seems a silly question. Do you know of anybody whom you would have to sell the idea of entertainment, education, information and culture... free... every day and every night?

Do you know of anyone who would say radio is a poor bargain after listening to the inspiring music of the great masters... the living voices of the world leaders and the acting of the world’s stars in plays written by the outstanding talent of the globe... all of this free?

We doubt it. That’s why Americans own 55,000,000 radio sets... two sets to every American family.

So it seems that the public... the great American public is sold on radio.

And if you were selling a product to the public... so unanimously sold on radio, wouldn’t it at least be wise to explore, to inquire, to get the facts about this medium based on the known fact that people remember ideas better... when they hear them?

WSM is proud to be a part of the great Fifth Estate... America’s most powerful medium.

HARRY L. STONE, Gen’l. Mgr.

NASHVILLE, TENNESSEE
Bouquets from British Columbia

Sales for you right here...

You get both with:

WWL
NEW ORLEANS

50,000 watts - clear channel

Thousands of miles from the Crescent City, our fan mail attests, thousands of listeners tune in the 50,000-watt clear-channel voice of WWL regularly. It’s plus advertising for you, of course.

But undisputed dominance in the entire trade territory of the South’s largest city is the real payoff in profits when you use...

The greatest selling POWER

in the South’s greatest city

Big things are happening in and around Detroit. Michigan fields, last year green with corn, have sprouted huge armament plants—one of them the largest building in the world. Production lines that carried fancy autos now roll off mighty fighting tanks. Massive bombers from a single factory soon will be completed one every hour, day and night.

These are facts which perk the ears of Mr. and Mrs. American Citizen as they listen to the radio program called F.O.B. Detroit. Originated every Saturday by WJR for 92 CBS stations, this broadcast is Detroit's report to the nation—an authentic account direct from the lips of those men who have converted the world's greatest automotive center into a mammoth Arsenal for Democracy.

There have been rumors that America cannot produce armaments fast enough to avert defeat, that Americans go into battle with empty hands. Radio can combat these Axis lies. Radio does combat them with word of weapons F.O.B. Detroit.
If you sell to women...

HERE'S YOUR STAR SALESGIRL!

It's a woman's world... if you sell food, home furnishings, drugs, cosmetics, apparel, beauty treatments or what-have-you! And it's a woman's program you need—if you're really going to sell!

Can you think of anything that fills the bill better than "Let's Take a Look in Your Mirror!"? Stella Unger keeps 'em listening... with the same technique she used so effectively in "Hollywood Headliners"—the program sponsored by more than 100 sales-minded advertisers in 1941. (Still available, incidentally, in many markets... where it can be run in combination with "Let's Take a Look" or sold to another sponsor).

Every woman knows that the most effective appeal to women is the desire for personal charm. Every smart advertiser knows it. You know it. And Stella knows it, too! That's why her talks on how to discover the secrets of charm—how to find the keys to beauty, poise, self-confidence and happiness—keep women breathlessly listening!

The 156 five-minute programs in the series can be broadcast 3 to 6 times weekly. It's produced and recorded by NBC—headquarters for sales-building recorded shows. Write for presentation, rates and availability—now, while it's hot!

And 5 more Tested Programs from BROADCASTING HEADQUARTERS For summer or year 'round schedules!

Betty and Bob
Outstanding dramatic programs with name stars who are favorites of millions. Five quarter-hours per week for 78 weeks! (Minimum contract: 13 weeks)

The Face of the War— as seen by SAM CUFF
Keen, timely, penetrating analysis of the stories behind war headlines. Three 5-minutes per week. (Minimum contract: 13 weeks)

Who's News
Revealing, informal 5-minute chats with America's headline personalities in the arts, sciences, sports, business, music, theatre, etc. 39 programs. (Minimum contract: 39)

Getting the Most Out of Life Today with Dr. William L. Stidger
Forceful, down-to-earth philosophy every man and woman can understand and enjoy. 117 five-minute programs. (Min. contract: 39)

Time Out—with Ted Steele and Grace Albert
Bright, gay boy-and-girl songs and banter with interludes featuring "Nellie the Novachord." Twenty-six quarter-hour programs. (Min. contract: 13 programs)

Economical? Sure! NBC Recorded Programs are priced to fit limited budgets. For example, rates for the complete series of "Let's Take a Look in Your Mirror" figure less than $1 per program in El Paso, $1.68 per program in Syracuse, and $2.40 per program in Detroit... Investigate!
ROUND UP YOUR BUSINESS with WPEN PHILADELPHIA

"The Station That Sells"

5000 WATTS • 950 ON THE DIAL
Just look who's here!—

**Robert Buechner!**

Twenty years ago Robert Buechner graduated from Princeton and started work as a warehouse stock boy. Today after a highly successful career—which has included executive, merchandising, stock-brokering and radio experience—Bob Buechner has joined F&P because, to him, radio advertising is the most significant and exciting business in America.

Give a mental flash-back over the entire group of Free & Peters men, and you’ll quickly realize that Bob Buechner is fairly typical of them all. Not a single one has entered radio because his Uncle Oscar was in the business, or for any other reason of that sort. Every one of us has a successful background in some kind of general business, and came to radio because radio is the one and only thing we want to do for the rest of our lives.

Feeling that way about our work and our profession, we believe we do a better job than would otherwise be conceivably possible. For our customers, our stations, and ourselves. And that’s the reason we think you’ll like doing business with us, here in this group of pioneer radio-station representatives.

**Free & Peters, Inc.**

Pioneer Radio Station Representatives

Since May, 1932
Pooling of All Radio Equipment Discussed

Federal Officials Discuss Methods of Providing Maintenance Material

WITH THE LID clamped tight on all new or modified broadcast construction, including FM and video, because of the war’s ever-growing appetite for critical materials, means are being evolved by Government war production units to keep the broadcast structure intact by making provision for maintenance and repair materials.

On the heels of the Defense Communications Board’s mandate of April 16, recommending stoppage of all new or changed broadcast construction, the War Production Board last Friday accorded to radio communication, which includes broadcasting, an A-3 preference rating for replacement and repair as against the A-10 priority heretofore generally available.

A vacuum tube pool has been proposed several times by segments of the industry and has been the subject of much discussion at meetings of the Domestic Broadcasting Committee (No. IV) of DCB.

A preliminary inventory made by Committee IV, it is understood, indicated about a year’s supply for the industry as a whole, but with many stations having no reserve whatever, while others had sufficient tubes to run them several years.

Meanwhile, action by both the FCC and the WPB on the DCB recommendation of April 16, stopping all new or changed construction, was expected momentarily. It was pointed out last week that the FCC considered the last, having approved a memorandum order at a meeting last Monday and again last Friday afternoon. WPB is expected to issue its order sometime this week.

FCC - DCB Chairman James Lawrence Fly said last Monday that he assumed stations having all materials and necessary authorizations in hand who requested further priority assistance from the Government, would be allowed to complete construction. But those that have not acquired essential equipment more than likely will be stymied [Broadcasting, April 20].

The maintenance and repair order (P-129) giving all radio an A-3 rating is regarded as a definite “break” for broadcasting, even though it will not immediately place most types of transmitting tubes within reach of stations [see text of order on page 23].

Leighton H. Peebles, chief of the WPB Communications Branch, pointed out that P-129 makes available an A-3 rating for deliveries to an operator or his supplier of materials essential for maintenance and repair and protection of service. The rating, however, cannot be used for plant expansion or improvement.

An operator cannot accept, under this order, delivery of materials, whether rated or not, until the dollar value of his inventory of materials has been reduced to a practicable minimum working inventory, which is fixed at 27 1/2% of the dollar value of materials used by him for all purposes during 1940.

Use of rated materials is restricted in any calendar quarter to 110% of the aggregate dollar volume of such material used during the corresponding quarter of 1940. It was further explained that operators whose average value of inventory of material for the five calendar years prior to Jan. 1 did not exceed $10,000 are not subject to the inventory restriction but are bound by the restriction on use.

Telephone Ruling

Radio was accorded recognition in another WPB communications order last Friday, which drastically limits new telephone users. Broadcasting is listed among the preferred category of telephone users directly linked with the war effort, which are exempted from the restrictions concerning installation of new telephone facilities. It is listed along with Army, Navy, Marine Corps, Coast Guard and other vital services as among the preferred categories where physical installations of equipment are permitted. Public utilities, common carriers, pipe lines, press associations, newspapers, hospital clinics, and similar services are included along with broadcasting.

The new A-3 preference rating, according to WPB officials, will open up such tubes as may be "in the channels of distribution", but

Dozen Construction Projects May Beat WPB Freeze Rule

A DOZEN or so pending applications for improved broadcast facilities may get in under the wire before the recommended full-scale stoppage of all new or modified broadcast construction is invoked by the War Production Board and the FCC.

At a tense three-hour meeting last Friday afternoon proposals were debated, supported by Chairman James Lawrence Fly, that these applications be granted prior to adoption of the construction "blackout" for the duration. The Commission did not reach a decision and set another meeting for Saturday (April 25) at 11 a.m.

Material On Hand

The proposal, it is understood, was to grant these applications on the ground that all essential material already is in the hands of the applicants and therefore no new construction or procurement of critical material would be involved. In some quarters, however, such a move was regarded as one that would circumvent the spirit of the Defense Communications Board recommendation that the status quo be maintained for the duration.

All members of the Commission but T.A.M. Craven were present at the Friday meeting. He headed a delegation which made a goodwill trip to Canada last week and was due to return April 27.

Several of the applications being considered, it is understood, have Havana Treaty aspects and action is being urged lest desirable coverage in under-served areas be lost. In this connection, the situation in Cleveland was understood to be in the forefront.

Several petitions for reconsideration and grant of applications previously designated for hearing are understood to be included in the batch. All told there are pending (Continued on page 55)
the main line of tubes required by stations not available under A-3 can only be procured through special application to the Communications Branch. In effect, an A-1 rating is required.

This situation on replacement and repair parts under the A-3 rating varies with the particular stations and regions. There are so many variables involved, it was said, that no hard and fast list of materials which will be available generally under A-3 priority is possible to give.

By and large, on certain important materials, the A-3 rating, as opposed to the A-10 priority, may mean delivery in three months instead of six months.

Delivery Date

WPB announced last Thursday that all applications for priority assistance which do not specify a required delivery date will hereafter be returned to the applicant. J. S. Knowlson, Director of Industry Operations, WPB, said that priority regulation No. 1 as amended requires every applicant to specify the latest date on which the items in connection with which priority assistance is requested can be delivered to him to meet his contract obligations or production schedules.

Nevertheless, many applicants, especially those submitting individual applications on PD-1A forms, have been specifying "immediately" or "at once" instead of filling in a definite delivery date. Hereafter, such requests will not be considered unless an exact delivery date has been filled in.

Manufacturers Convert To All-War Production; Few Extensions Granted

AT [MIDNIGHT] April 22, the major part of the country's radio set manufacturing industry was converted to all-war production. At the same time the War Production Board granted 25 smaller radio manufacturers to continue production of civilian radios from one to six weeks beyond the original deadline of midnight April 22 [BROADCASTING, March 9].

Already 30 of the 55 companies producing civilian radios have ceased producing civilian sets. According to the WPB at least six of the concerns stopped civilian production between March 1. RCA's plant at Camden, reports producing more than 80% of the company's total production ceased civilian production on April 7. Stewart Warren and Westinghouse ceased their civilian radio production on March 31, according to the WPB. Phillips also halted its plants in Indiana and Ohio and two of its three plants in Philadelphia. It was given a few weeks longer to reactivate the plant.

In fact, officials said that the estimated 410,000 sets expected to be produced under the extension order will be reserved for export as requested by the Coordinator of Inter-American Affairs and the Lend-Lease Administrator.

Piano Lesson Spots

DAVE MINOR PUBLISHING Co., Chicago (play-by-ear piano course), has expanded present schedule of five-minute and quarter-hour broadcast programs on 50 stations with the addition of the following: WHO WLN WENR WJZ WSM KVF WDGY KMA WKO KFBF, Agency is United Adv. Cos., Chicago.

Pope to Broadcast

ON THE 25th anniversary of his consecration as Bishop, May 13, Pope Pius XII will broadcast a message from the Vatican on NBC via RCA international facilities. The Pope's last worldwide broadcast was made Christmas Eve, 1941. It is understood that CBS and MBS will also carry the Vatican message.

PRESS BIKE of KOA, Denver, stands ready when tire and gas rationing forces the station's automobiles off the street. Here News Editor Stan Brown dons the KOA press tags and mounts for a trial spin through Denver streets.

SEVENTH anniversary of Your Hit Parade will be celebrated May 2. The popular song program is heard weekly through the sponsors: American Tobacco Co., New York, for Lucky Strikes. Agency is Lord & Thomas, New York.

Supports House Action by Refusing to Sanction Salary of Dr. Watson, FBMS Chief Analyst

SLASHING $312,460 from 1943 funds recommended for the FCC, the Senate Appropriations Committee which issued its report last Friday on the Independent Offices Appropriations Bill for the coming fiscal year, followed the almost unprecedented ruling of the House Committee which prohibited the use of appropriated funds of the Commission to pay the $5,600 per year salary of Dr. Goodwin Watson, chief analyst of the FCC's Foreign Broadcast Monitoring Service.

Dr. Watson, since his appointment last year, has been under Congressional fire for alleged membership and activity in Communist front organizations. During the Senate hearings on the bill, FCC Chairman James Lawrence Flynn and Commissioner Clifford J. Durr testified on behalf of Dr. Watson under protracted questioning of Committee members. Senators McKellar (D-Tenn.), Bankhead (D-Ala.), and Doxey (D-Miss.) questioned Dr. Watson on his affiliations with alleged Communist front organizations, following the approach taken by members of the House Committee.

Cut in Travel Funds

Dr. Watson's salary was included in the $300,000 cut from the House-recommended $2,300,000 for FCC salaries and expenses. In addition the Senate also subtracted $12,460 from the FCC's estimated budget of $2,667,619 for national defense activities of the Commission, deducting this principally from the estimated bill for traveling expenses of FCC field representatives. An estimated $23,600 for printing was not slashed, nor was the $836,979 allotted for FBMS, with the exception of the $5,600 salary of Dr. Watson.

Following approval of the Senate Feb. 17 of a supplemental appropriation of $587,195 for the FCC's expanding national defense operations, funds for the Commission's activities will be $34,346 in contrast to the original estimate of $56,555,294.

Defense Work Unaffected

Action of the Committee in cutting the funds indicates that only estimates for the normal operations of the FCC were considered excessive. The $300,000 deduction from salaries and expenses is not expected to affect the national defense activities of the Commission.

FCC Chairman Fly, who had been confronted during House Committee hearings on the Independent Offices Appropriation bill with "documentary evidence" purporting to establish Dr. Watson's Communist-front connections, took the initiative in his appearance before the Senate Committee by asking that Dr. Watson be considered by the Committee before the other matters of appropriation were dealt with.

Mr. Fly reported at his appearance before the Senate Committee that Commissioner Durr had prepared a lengthy report on attacks made (Continued on page 55)
"DON'T IOWA PEOPLE EVER GO TO BED?"

By cracky, a lot of you big-city fellers seem to think that all us "Ioway" people eat dinner at five o'clock, and go to bed by eight—and that our radios must therefore certainly be off by 10 p.m. But 'taint true! And here's proof!

A couple of months ago a big New York firm gave us an order for forty-five 5-minute spots—five times weekly for nine weeks—at a total cost of $1530.

Our job was to pull direct sales, at a dollar a throw, and we knew that a sales cost of 50 cents per sale was O.K.

At the end of the ninth week, WHO had actually pulled 17,164 orders, at a cost of 11 cents per sale. So everybody was happy, to say the least.

Now you guess at what time these 5-minute spots were aired. Twelve noon? No! Early morning? No! Early evening? No!! They were broadcast on a floating basis, between 10:35 p.m. and midnight!

Well, we guess that's enough said. Any of you city boys feel like "making a night of it", sometime soon? Write for availabilities—or just ask Free & Peters!
ANPA Canvasses U. S. Paid Advertising

Private Ad Budgets Reveal Decline,
ANA Finds

DEVOTING themselves primarily to the problems of wartime publishing, the more than 300 publishers attending the 56th annual meeting of the American Newspaper Publishers Assn. at the Waldorf-Astoria, New York, April 21-23, omitted discussion of radio from their agenda.

Attitude expressed by organization leaders was that the problems of publisher-broadcasters among the ANPA members were being handled by the Newspaper Radio Committee, whose Tuesday afternoon meeting at the same hotel was attended by 120 publishers with newspaper interests [see separate story on page 18].

Court Victory

In his annual report, ANPA President Walter M. Dear, Jersey City Jersey Journal, stated:

"The District Court of the Newspaper Radio Committee, representing many of our members, your board instructed counsel to oppose the attempt of the FCC to uprate the 300 kilowatt station now broadcasting thus inerferentially to stigmatize newspapers applying for radio licenses. In a sweeping conclusion, the U. S. Circuit Court of Appeals for the District of Columbia, admirably settled the matter in favor of the newspapers."

Convention adopted a recommendation that the FCCers "should take every step available, not only to conserve newsprint paper, but to conserve gasoline, oil, tires, trucks, and all other materials and equipment that help to meet the production and distribution of newspapers, and the conservation of which is essential to the war effort." It also recommended against ad campaigns."...

Condemn Undue Pressure

The publishers unanimously endorsed a resolution condemning "efforts by newspaper salesmen to induce distributors or retailers to exert undue pressure upon a advertiser to switch, split or extend an advertising schedule, particularly when such pressure includes the intimidation that the advertiser's protest may be discontinued if the request is denied" [and] the Vieting offers to officials in the advertiser's company who are not connected with the administration of advertising."

This resolution followed the denunciation of such "me too" selling in the annual report of the ANPA Bureau of Advertising, which chairman, E. T. Tripp, Gannett Newspapers, told the convention that "plenty of newspapers are being turned down cold more and more every day because important advertisers are afraid to use newspapers."

"These advertisers say," he continued, "that when they try to advertise in newspapers the way they wish, to the extent they think wise and in the places they want, life immediately becomes not worth living and what's worse, sometimes they suffer direct sales losses because of varied forms of interference."

ANA Survey

This kind of selling was also described by Paul B. West, president of the Assn. of National Advertisers, who told the publishers that "has caused serious resentment among national advertisers." Mr. West was also quoted as telling ANA members to a letter asking about their advertising expenditures for the coming year.

Of the companies answering, he said, 37% plan to spend for all advertising the same as they did last year; 40% will spend less; 19% will spend more, while 4% are undecided.

"These figures," he said, "were gathered during the last ten days. They indicate some decided, though natural shifts, from last September when we made a similar survey. At that time, 52% of the responding companies reported no change in advertising appropriation plans (compared with 37% now), 18% were increasing expenditures (compared with 19% now), 18% were decreasing (compared with 40% now), and 2% were then undecided on expenditures policy (compared with 4% now). The major shift since eight months ago, you will note, has been by those companies which have switched from unchanged to decreased appropriations.

"You may be interested in the industry line here. On the darker side of the picture, 88% of the companies in the automotive and automotive supply field are reducing current expenditures, severer of them by 100%. Manufacturers of household appliances, and of office equipment and supplies are cutting advertising by 57% and 67% respectively. But 80% of our members in the beverage industry anticipate increased advertising expenditures, ranging from a 'slight' increase to 100%. Of 28 companies selling to the grocery field, 18% are planning expanded appropriations and 50% anticipate expenditures approximating last year's, as do 50% of the drug companies."

U. S. Advertising

Question of the use of paid advertising by the Government to promote the war program was discussed by the ANPA members. President Walter M. Dear, re-elected president of the ANPA for another year in accordance with the organization's by-laws, said his officers were also re-elected, as were five directors whose two-year terms expired this year. William E. Schmick, Baltimore Sun, was elected as a director for a one-year term to fill the vacancy left by the retirement of Jerome T. Barnum, Syracuse Post-Standard.

Full board includes: Mr. Dear, president; Linwood I. Noyes, Ann Arbor News (Mich.) Daily Globe, vice-president; Norman Chandler, Los Angeles Times, secretary; Wm. G. Chandler, Scripps-Howard Newspapers (WNOX WCPO WMC WMPS), treasurer; George C. Biggers, Atlanta Journal (WSB); Howard Davis, New York Herald Tribune (Tribune Co.); Dallas Morning News (WFAA KOMO); David H. Howe, Burlington (Vt.) Free Press; F. I. Ker, Hamilton (Ont.) Spectator, chairman; Chicago Tribune (WGN); John S. McCarron, Cleveland Plain Dealer (WJW); C. D. L. McCarroll, Mr. Schmick; J. L. Stackhouse, Enston (Pa.) Express; S. R. Finch, Kalamazoo (Ore.) Journal (KALE KINO).

advertising should be paid for, on a moral and rational par with that upon which other government services and goods are paid for. There is no reason to doubt that the experience and the technique of those whose established business is advertising, would be as effective in the disposition of Government war bond taxes as it is in all other fields."...

Opposes 'Subsidy'

Quoting the resolution on Government advertising which the ANPA has just rejected at their meeting the previous week, Mr. Tripp said the Bureau of Advertising was also opposed to any Government subsidy, the press or to "any action which might be construed as an effort to bring pressure upon the Government to buy advertising space in the newspapers of the nation" but added to the ASNE proposal the words "as distinguished from honorable and orderly presentation to Government of the advantages of advertising."

He pointed out, however, that if the pressure tactics which commercial advertisers have found objectionable could be used on the Government, it "would duck for cover quicker than it fled from Bundles for Congress" and that "if we have any chance at all to get Government advertising the press or to "any action which might be construed as an effort to bring pressure upon the Government to buy advertising space in the newspapers of the nation" but added to the ASNE proposal the words "as distinguished from honorable and orderly presentation to Government of the advantages of advertising."

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COMpletely DESTROYEd By fire recently was WGBB, Goldsboro, N. C., 250 watts on 1400 kc. Because the station was located on the edge of town, firemen were unable to get water to extinguish the blaze, which started in a workshop, and the entire station and its contents were gutted. WGBB is being rebuilt, with transmitter at the same site but new studios downtown, and expects to be back on the air in early May.

(Continued on page 51)
MORNING 'NOON & NIGHT

We've got the town by the EARS!

MORE NEWS ON WCAE

than any other Pittsburgh station

39% MORE NEWS THAN #2 STATION
82% MORE NEWS THAN #3 STATION
84% MORE NEWS THAN #4 STATION
87% MORE NEWS THAN #5 STATION

And more time devoted to nationally famous network commentators than all other Pittsburgh stations combined.

THE KATZ AGENCY

5000 WATTS NEW YORK—CHICAGO—DETROIT—ATLANTA
1250 K. C. KANSAS CITY—DALLAS—SAN FRANCISCO

MUTUAL BROADCASTING SYSTEM
Miller's Invitation
To Address NAB
Is Declined by Fly
But Says He May Be in Cleveland
During the Convention

FCC CHAIRMAN James Lawrence Fly may be in Cleveland during the NAB convention May 11-14, but he won't address the assemblage. The chairman last week advised NAB President Neville Miller that "circumstances will not permit me to take part in the work of the convention."

President Miller had extended to the chairman an invitation to address the convention or a luncheon session "upon a subject of your choice." After being advised by Mr. Fly that he would not participate, Mr. Miller last Thursday extended to the Chairman a "cordial invitation to be with us for the entire convention, or any part which your duties will permit even though he would not be able to speak.

Last Year's Tempest

Whether Mr. Fly's refusal to address the convention is a high spot or a highlight "Radio and the War," harked back to his experience at the NAB convention in St. Louis last year was not indicated. The St. Louis episode, which resulted in a fiery denunciation of the NAB and its president by Mr. Fly, precipitated internal discord in the association which still has not entirely healed. A number of stations resigned from the NAB, notably prominent affiliates of MBS, and practically since then Chairman Fly has refused to recognize the NAB as representative of the entire industry.

Mr. Miller, after being notified by Mr. Fly that circumstances would not permit him to take part in the work of the convention, wrote the chairman last Thursday as follows:

"I greatly regret that you will not be able to speak at the NAB convention. I am sure all of us would like very much to hear you. If later you find it possible to attend the convention, I hope that you will come, and I want to extend to you my cordial invitation to be with us for the entire convention, or any part which your duties will permit."

On Sunday night, May 10, at 7 o'clock, the Columbia Broadcasting Symphony Orchestra are having an informal supper and are inviting the speakers and other distinguished guests to have supper with the Board of Directors. I want to extend to you a cordial invitation to be our guest. The affair will be entirely informal, and should break up around 9 o'clock.

SIXTEENTH season of the Columbia Broadcasting Symphony began April 25 after a considerable tour which are broadcast during the spring and summer of each year, will feature music of the countries now held captive by the Nazis.

LIFETIME PASS of gold, good for admission to the Grand Ole Opry, presented by Harry Stone, manager of WSM, Nashville, to Richard Marvin, radio director of William Esty & Co. Others (to r): George Flack of the Opry; Ford Rush, singing high sheriff; Roy Auff, Oswald; Marvin, and Stone.

Agencies and Advertisers Especially Welcome at NAB Convention

REPRESENTATIVES of agencies and advertisers will be particularly welcome at the annual convention of the NAB this year, to be held in Cleveland at the Statler Hotel May 11-14, President Neville Miller announced last Thursday.

Citing the impossibility of sending personal invitations to all in those categories, Mr. Miller declared that he hoped "every advertiser and advertising agency will have at least one participant at Cleveland to help us work out the crucial wartime problems and grasp the unprecedented opportunities for greater national service that the war has presented."

Sales Problems

Built around a general war theme, with top executives of Government and business on the speakers' list, the convention also will devote an unusual amount of time to sales and advertising problems. A three-day program arranged by the Sales Managers Division of the NAB included a special session on advertising agency problems, another devoted to national sales representatives, a department store clinic, and grass-roots attacks on present and anticipated problems.

Speakers in this division are Dr. Miller McClintock of The Advertising Council, Arthur Horrocks of the Goodyear Tire & Rubber Co., Gene Flack of Loose-Wiles Biscuit Co., Dr. Harry Dean Wolfe of Kent State U, and others.

Eugene Carr, assistant manager of WGB, Cleveland, and chairman of the NAB Sales Managers Division, seconded Mr. Miller's invitation and stated that a special headquarters room will be set aside for the use of agency and advertising representatives.

"Now, as never before, radio has much to offer the business men of this nation, and as never before, we need the advice and assistance of those engaged in advertising," he said. Mr. Carr pointed out that room reservations may be secured by writing the NAB Housing Committee, 1603 Terminal Tower, Cleveland.

CLARK TO NAVY
On Radio Duty

RALPH L. CLARK, who a year ago May 1 formed a partnership with Andrew J. Ring in Washington consulting engineering practice, withdrew last week from the firm of Clark & Ring. Mr. Clark to do radio work with the Navy Bureau of Aeronautics. He is at present working in a civilian capacity but will shortly be commissioned a lieutenant, senior grade.

The firm will continue under the same name, headed by Mr. Ring, and it is working on some war contracts. Mr. Ring also is secretary of the domestic broadcasting committee of the Defense Communications Board. Other members of the staff are Harold Rorthrock, Clyde Bond, and Harry Woodward.

Mr. Clark is a broadcast assistant FCC chief engineer in charge of broadcasting, and Mr. Clark, former senior engineer, which resigned last year to form their consulting firm, Mr. Clark is a 1930 graduate of the Michigan State College, served with the inspection force of the Department of Commerce's radio division, joining the old Radio Commission in 1932 and remaining when it was changed to the FCC.

Sweets Co. Stays

DESPITE the difficulties in filling orders and making deliveries to all dealers handling Tootsie Rolls, Sweets Co. of America, Hoboken, N. J., has notified its dealers that it plans to continue its radio advertising for the candy product as well as advertising in other media throughout the war. Although the sugar rationing may curtail production, the company feels that the name should be kept before the public on a basis with a long range view to post-war business. Tootsie Rolls are currently promoted with 15 spot announcements weekly on stations WBBM, WCCL, WMAQ, WABC, WNEW, WOR, WEZL, WINS.

Van Camp's Dry Pack

VAN CAMP'S, Indianapolis, one of the largest canners in the country, has entered the dry packaging field with a new brand of a product called Tenderson. The product will be advertised in 500 Demonstrate events, with des cribed singing spot announcements and participations on women's programs. National weeklies and magazines will also be used. Calkins & Holden, New York, is agency.

Soroteone Spots

MCKESSON & ROBBINS, Bridgeport, Conn., on May 4 will start its second radio spot for Rubber Liniment, using one-minute transcribed announcements, five to 10 times weekly on 18 stations for a 20-week period. Agency is J. D. Tarcher & Co., New York.
The rich Tennessee Valley, soon to be covered by WLAC's 50,000 watts, is an industrial area of national importance. One-half billion dollars worth of mighty dams supply more than a million kilowatts of cheap TVA Power to this section's rapidly expanding industries.

Here is a scene depicting the actual manufacture of aluminum in a Tennessee Valley aluminum plant.

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

WLAC
Nashville, Tenn.
Going Soon to 50,000 Watts
The Station of the Great Tennessee Valley
Australian Forces Will Speak to U. S. Red Cross Arranges a Daily Program for Families

BRINGING the AEF in Australia just a little closer to home by radio is a current plan of the American Red Cross. Beginning May 1, in cooperation with the Army and the Australian Broadcast Commission, the Red Cross will conduct a daily 10-minute shortwave program featuring soldiers by localities.

By producing programs with boys from the same geographical area the Red Cross may facilitate its plans for transmission to the families concerned. Since reception is not good at all times the Red Cross has hired NBC to transcribe these daily programs. As fast as they can be turned out the transcriptions will be airmailed to stations in the region for rebroadcast to the interested families.

To Present to Families

After the broadcast the transcriptions will be returned to the Red Cross and individual recordings of each soldier's voice will be made and presented to each family for a keepsake.

According to the Red Cross this plan will continue for the duration and there is a possibility that it will be extended to other foreign bases. Stations may obtain these discs at a nominal cost from the American Red Cross in Washington.

To alleviate the morale problem in service families the Red Cross will shortly operate 13 mobile recording units to record messages from soldiers dispersed throughout the country. Individual recordings on paper records will be made and sent to each soldier's family.

Griesedieck Spots

GRIESEDIECK BROS. Brewing Co., St. Louis (beer), has placed a varied schedule of nine-word transcribed announcements in St. Louis on KMOX, KSD, KWK, KOKO, KWW, WTT. The spot is an expansion of the campaign in Missouri; Southern Illinois, and Oklahoma are to be under way. Ruthrauff & Ryan, Chicago, is agency.

ST. LOUIS STATION EXECUTIVES tendered an informal farewell to Jack S., director of WEW, the St. Louis University's commercially-operated station, who has retired from radio due to ill health and has left for Augusta, Ga., to take over the assistant pastorate of a parish there. They are (l to r): George M. Burbach, managing director of WEW; Father Burke; Margie S. Jones, general manager of KMOX; Clarence Cosby, commercial manager of KOKO; Nicholas Pagliara, manager of WEW who succeeds Father Burke; Arthur Casey, public relations, KMOX; Robert T. Convey, president, KWK.

Communications Industry Gets Fourth Place in Draft Ranking

COMMUNICATIONS (including broadcasting) has been placed fourth on the list of seven most important occupations on which Brig. Gen. Lewis B. Hershey, National Selective Service Director, feels deferments should be based. The list was issued by the Selective Service chief at a convention of the Arkansas Junior Chamber of Commerce and, in order, included munitions production, food production, transportation, communications, health, maintenance of each and “to some degree” education.

Brig. Gen. Hershey said that “these supporting agencies to war maintenance are necessary, but to what degree will depend on development of the war”. He added that “we think society has to have all these things and we hope we don’t have to do without them—but we may.”

At Selective Service Headquarters in Washington, however, it was said that Brig. Gen. Hershey's statement was not to be considered as official policy of the organization and that no memoranda had been sent to local boards following the statement. It was indicated that the statement should be considered only as a personal observation of Brig. Gen. Hershey. It was indicated also that no memoranda would be sent to local boards setting up “vital” occupations for special consideration.

Rise in Network Billings Noted in First Quarter

COUNTERING trends in other media, network radio billings were up for the first quarter of 1942 as compared with the like period of a year ago. Although no figures have been released, network except MBS, whose first quarter time sales topped those of 1941 by more than 100%, Broadcasting has learned that Blue billings are up approximately 20%, NBC billings up about 10% and network billings up about 5% over last year. Since CBS and NBC billings are far larger in dollar volume than the Blue and Mutual, the overall increase can probably be safely estimated at about 8% for the period.

‘Able’ Renewed for Year

WITH A RATING of 18 from the Cooperative Analysis of Broadcasting after 12 weeks on the air, Able's Irish Rose, NBC program produced by Proctor & Gamble Co., Cincinnati, for Drene and Teel, has received a contract for one year, beginning Sept. 5. The program, which broke all opening Crossley records for half-hour dramas since Jan. 1, 1941, goes off the air June 13 with the completion of a recently extended contract of six weeks. H. W. Kaster & Sons, Chicago, is the agency.

New Telephone Show

WITH THE START of its third year on the air, the NBC Telephone Hour, sponsored by Bell Telephone, will inaugurate a new feature Great Artist Series, presenting radio, concert and opera stars as guests. First star will be Jascha Heifetz, the violinist, followed by such stars as Grace Moore, Joe Iturbi, Lawrence Tibbett, Lily Pons and John Charles Thomas. Background stories and scenes concerning the lives of the artists are presented by Floyd Mack. Agency is N. W. Ayer & Son, New York.

New Old Gold Show

WITH the shift from the Blue to CBS April 29, The New Old Gold Show, sponsored by P. Lorillard Co., New York, will have an entirely new cast headed by Nelson Eddy, radio and screen singer, with music by Robert Armbruster's orchestra. Present cast of the show will be replaced by Hal Miller, Ralph Brent, Wheeler, Hank Ladd and the Merry Macs. On CBS, the serial will be heard Wednesdays, 8-8:30 p.m. Agency is J. Walter Thompson Co., New York.

Funds for Censorship

TO FINANCE the Office of Censorship from December 1, 1941 through June 30, 1942, President Roosevelt on April 21 asked Congress for a $7,500,000 appropriation. In his message to Speaker Rayburn, the President noted that when the censorship agency was established $6,100,000 was allocated for the next 12 months, while the President's emergency fund and said that much of the requested appropriation would be used to reimburse the emergency fund.

Page 16 • April 27, 1942
THAT WIN FRIENDS
and INFLUENCE SALES!

A winning personality attracts attention over the air just as it does anywhere else. WHN has a whole schedule—full of personalities—like those shown here—attracting plenty of attention to the 1050 spot on the dial all day long.

Anytime is good time on America's most powerful independent station if you cash in on an established WHN personality. Let us tell you about sure-fire programs and talent now available.

WHN 50,000 WATTS · 1050 CLEAR CHANNEL
NEW YORK · 1540 Broadway · Bryant 9-7800
Chicago Office · 360 N. Michigan · Randolph 5254
Press-Radio Group Continues to Fight

Will Make Appearance At Sanders Probe; Funds Provided

DECISION to continue the Newspaper-Radio Committee for as long as may be necessary, and to make an appearance at the Board of Trade at the Waldorf-Astoria, New York, last Tuesday evening.

The committee, formed a year ago, decided to continue operation for as long as may be necessary to accomplish its goal of protecting the rights of newspaper publishers holding radio interests and at least until the next meeting of the full group.

Funds Authorized

Originally set for Monday afternoon, the session was twice postponed to await the meeting of the Associated Press members in the same hotel, and convened shortly after 5 p.m. on Tuesday. The group unanimously endorsed the work of its chairman, Headed by Harold V. Hough, of the Fort Worth Star-Telegram, operating WBAP and owner of KGKO, and requested the committee to continue its operations. The committee was authorized to draw upon the entire membership for whatever additional funds are necessary to carry on its operations.

In authorizing the steering committee to make a presentation on behalf of newspaper suppliers, the observers committee of the Santer Bill, now in its seventh consecutive year with the paper, the other newspaper members were present at the hearings April 14-16 [Broadcasting, April 17].

The committee was empowered to elect two new members to replace Tennant Bryan, Richmond Newspapers (WRLN), now on active duty in the Navy, and Nelson Poynter, St. Peterburg Times (WTSP), now serving on the Washington staff of the Coordinator of Information, and to replace any other members who may enter the Government service. H. Dean Fitzger, Kansas City Star (WDAF), was named treasurer in lieu of Mr. Hough.

The committee session following the general meeting.

Organized a year ago at a special session held, like this year's meeting, in connection with the annual publishers' meetings in New York [Broadcasting, April 28, 1941], the Newspaper-Radio Committee's purpose was the representation of newspaper-radio interests at the hearings of the FCC in the Commission's investigation of newspaper ownership of broadcasting stations which had been announced shortly before.

Hough Continues

Mr. Hough, as chairman both of the full NRC and of its Steering Committee, has directed these activities during the past year and will continue to do so. The NRC offices at 370 Lexington Ave., New York, will be continued.

Following an account of the activities on the group's behalf at the FCC hearings made by Mr. Hough and by Sydney M. Kaye, associate counsel of NRC, the group made its decision to continue the organization until the next meeting of the full group, which will probably be at this time next year, when the publishers are again in New York for the annual meeting of the American Newspaper Publishers Assn.

Group also authorized the continuance of its present counsel, headed by Washington lawyer, the merger Solicitor General and a Federal justice, and including Mr. Kaye and his associate, George Hourwich, and A. M. Herman of Fort Worth.

The committee was endorsed the work of its committee, at 10 a.m., the present writing, the other committee, at its next meeting.

Opening of New 150 kw. Juarez Outlet Portends Revival of Radio Border Fight

REVIVAL of the Mexican border station issue, ostensibly settled under the North American Regional Broadcasting Agreement (Havana Treaty), which became effective more than a year ago, was foreseen with the receipt of reports that the 150,000-watt XELD had begun operation earlier this week at Juarez, just across the border from El Paso, Texas.

After word had been received that the high-power station was under construction at Juarez, the State Department on March 26 protested to the Mexican Government, both through Ambassador Mesermith in Mexico City and Dr. Armando Mencia, director of the Inter-American Radio Office in Havana, on technical grounds.

XELD was slated for operation on the 800 kc. L.A. channel, a frequency which under the Treaty should have been assigned to the province of Sonora, remote from the border. As yet, the State Department has received no reply from the Mexican Communications Ministry on the assignment. It is expected that further request will be made to determine the answer in view of complaints of interference in this country. The Department's protests were filed at the instance of the NRC.

The border station issue, it is understood, was not raised in the protests.

Unofficial reports received in Washington were that XELD began operation April 9, presumably on program tests. With WFAA-WBAP, Fort Worth-Dallas, operating on 820 kc., some interference is understood to have been caused aside from blanketng of stations in the El Paso-Juarez area.

While XELD is licensed to a Mexican corporation, pursuant to Mexican law, the station nevertheless is understood to be operated by W. E. Branch, well-known as a border station operator for the last dozen years, his high-power equipment, according to one report, is of German manufacture and bears the Telefunken name plate.

The station issue, of course, the company will offer $25 during its regular bond sales on Monday in connection with the announcement of the $30,000,000 for the building of the new station.

Lord's Day Alliance Asks Sunday Radio Ban

A BRIEF to ban Sunday radio advertising was presented to the commission, in the name of governors of the Canadian Broadcasting Corp. at Ottawa on April 15 by the Lord's Day Alliance. Asserting that the practice of newpapers and magazine of Canada provide advertising on a six-day week basis, and make no attempt to utilize all seven days, the deputation, headed by general secretary Rev. George G. Webster of Toronto, asked for immediate elimination of all radio advertising on Canadian radio stations in Sunday programs. "We believe that the practice of Canadian radio stations to use Sunday for permanent advertising is a violation of the spirit of the Sabbath," Mr. Webster stated, "and also unfair to other advertising media within our Dominion."

PEPSI-COLA BOOKS

PEPSI-COLA BOOKS 171 BLUE OUTLETS

WITH one of the largest booklets of stations for any program now on the four major networks, Pepsi-Cola Co., Long Island City, on May 4 will start a five-minute daily program for 171 Blue outlets. All Blue stations, including those in the various major cities, have agreed to carry the program, which is designed to promote the Pepsi-Cola product.

The Pepsi-Cola show, produced by Alan Kent and Ginger Johnson, musical jingle experts, will revolve around the famous jingle "Pepsi-Cola hits the spot, with Ramona and the Tune Twisters providing the musical background. As a patriotic measure, the company will offer $25 during each bond sale nightly through May 20. Other stations, which include the border stations, are expected to support the program.

Pepsi-Cola's program, which will be presented the first week of May, will be geared toward listeners in the Midwest.

War censorship restrictions imposed upon stations in this country, concern is being evoked over possible use of this high-power outlet, and efforts are being made to retransmit programs and possibly for other transmissions banned in this country under Federal censorship.

NRC DEMAND One Man's Family sponsored by Standard Brands on 60 NBC stations, Sunday, 8:30-9 p.m. (EST), is set to begin its seventh consecutive year with that sponsorship of April 26, Carlton E. Morse, writer-producer, has maintained same principal players in the cast since 1932.

BACK TO LONDON, where on April 26 he was scheduled to start taping for the new program, for International Silver Co., Meriden, Conn, replacing the Silver Theater, Sunday 5-6:15 p.m. (EST), Edward R. Murrow, CBS European news chief (right) is here shown conferring in the CBS newroom with William L. Shirer, another famed CBS correspondent. Shirer holds down the British Columbia station, the two will confer before their broadcasts via Transatlantic telephone. Murrow receives Bob Trout, due back at his New York post.

Broadcasting • Broadcast Advertising
To WGY, Schenectady—for "20 Years of Radio History," as announced in Broadcasting, Feb. 23. Congratulations, WGY, on reaching an important milestone! WOAI will observe its 20th birthday this fall . . . 20 years of leadership in the Southwest.

To WKY, Oklahoma City—because "More Persons Listen to WKY in Oklahoma City Morning, Afternoon and Evening Than ALL THREE Other Stations Combined," according to your ad. in Broadcasting, March 23, based on the C. E. Hooper Indexes for Dec.-Jan. In San Antonio more persons listen to WOAI during the same periods than ALL FOUR other stations combined, as shown by C. E. Hooper's Indexes for Jan.-Feb.

To WBEN, Buffalo—for having a "2 1/2 Greater Audience Acceptance Than Its Nearest Competitor," according to C. E. Hooper's Dec.-Jan. Indexes for Buffalo, as pointed out in Broadcasting, Feb. 23. Likewise, in San Antonio, WOAI has a 3.1 greater listener acceptance than its nearest competitor, as established by the same Hooper Indexes of San Antonio listening for the Jan.-Feb. period.

To WCKY, Cincinnati—because "In Metropolitan Cincinnati WCKY Delivers a Stronger Signal to More People Than Any Other Station," as stated in January Radio Advertising Rates & Data. WOAI does the same; not only in metropolitan San Antonio, but throughout Central and South Texas.

To WJSV, Washington, D. C.—because "4 Out of 5 Come Back to WJSV," as set forth in Sales Management, Nov. 1, 1941. The same client confidence also brings 4 out of 5 advertisers back to WOAI.

To WNAX, Sioux City—for receiving "46,854 Requests for War Maps Offered on Regular News Periods for Five Days," as announced in Advertising Age, Feb. 16. It cost WOAI 20,564 maps as the result of an offer made only TWICE on our 6:30 A. M. newscast. Naturally, we are proud of that hearty response.

Like these other notable stations, WOAI has long experience, listener preference, signal strength, high percentage of renewals and mail pull—which make it "The Powerful Advertising Influence of the Southwest!"
### Dramatizing Radio's War Efforts

**NAB Contest Open to All Stations at Convention**  
By M. F. ALLISON  
Director of Promotion & Publicity  
WLW, Cincinnati

The magnificent manner in which radio has awakened to its serious responsibilities in aiding the war effort will be the basic theme of the annual station promotion competition at the NAB Convention in Cleveland in May.

With the country in every license category having literally knocked themselves out in cooperating with the war bond selling drive, recruiting, civilian defense, conservation, production now, etc.

The NAB promotion display gives an opportunity to dramatize the cooperation which is the first time since the outbreak of the war, of course, where graphic examples of all the different stations have cooperated will be assembled in the place of display. Station management an opportunity to show what it has done to win recognition for this cooperation.

Open to All

To me, one very important change has taken place in the NAB promotion display exhibits. For the first time, competition is open to every commercial radio station in the entire United States, with-out regard to membership in the NAB. This makes the promotion competition an all-industry show without any reservations—a comprehensive show case of what radio is doing to help win the war.

Since the printed announcement was mailed from Washington, William B. Lewis of the Office of Facts & Figures has given his approval to the plans calling the first award "The William B. Lewis Award"—to the station which has most effectively educated its audience concerning the war effort.

In similar manner, the second award will be termed "The William B. Lewis Award" to the station which has most effectively inspired its audience to continue its support of the war effort.

Naturally the addition of Mr. Lewis' name to the designation of these awards makes them more attractive than ever to stations which have done an outstanding job in these two types of endeavor.

The third award is to be made to the station "which has distinguished itself in the conduct of civilian defense activity." While this is almost self-explanatory, it should be pointed out that there may be stations which have carried on Civilian Defense projects outside the scope of actual broadcast service. These should not be overlooked, of course.

Finally, thinking leaders of the industry recognize that although radio's first obligation is to cooperate with the war effort, the commercial aspects should not be completely forgotten. As a matter of fact, I believe that everyone will agree that free advertising, as a symbol of economic freedom, is one of the things we're fighting for, and without it, radio would be powerless to render the high type of service that has characterized its operation in the war thus far.

**Blackout Voice**

VOICE of Olle Roberts, Hollywood BLUE news and special events director will be heard in 400 Southern California theatres during blackouts. Selected as commentator on the public service feature by the Theatre Defense Bureau, he has made three recordings which will be used in the theatres. First announces the existence of a blackout; second advises that the blackout is still on and also keeps patrons posted on its continuance and gives instructions; third gives the word when it has been lifted.

The committee has worked out a new system of displaying the panels sent in by stations this year which we feel is a decided improvement. Special pyramidal type easels are being constructed, so that the panels may simply be placed on the racks with a minimum of effort and time.

Further, the display will be easier to follow, because the uniform system of display and classifications into competition divisions will make for streamlined viewing.

### Quality First

The committee feels it desirable to call attention to all station personnel to the general instructions which are:

- The competition is open to all stations and there is no limit to the number of panels any station can enter, we are interested in quality rather than quantity.
- Routine programs and activities should be left out entirely, because they have no place in a competition which seeks to provoke thought and furnish inspiration for all concerned in radio's responsibilities in the war effort.
- It might be well to clarify one more thing—the only stipulations regarding panel entries are that they are to be 28 inches wide and 44 inches high, they must be made vertically (due to the manner in which they are to be displayed on our new easel-type racks) and they must have flat backs (for the same reason). Beyond that, the imagination of the individual station promotion manager has full play.

Last year some stations used presentations mounted on the panels, others used shadow boxes, still others used third dimension cutouts. These are all okay, so far as

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**CHARM CORPS of CBS-Chicago, these new messenger-pages are replacing men taken by the armed forces. They are (I to r) Grace Granger, Mary Tanguyen, Eleanor Klak, Jennie Gavard and Marie Mahder.**

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**CHICAGO PROGRAMS RECEIVE AWARDS**

TECHNICAL excellence and effectiveness in execution of five radio programs in Chicago were awarded certificates of achievement April 23 by the Chicago Broadcasting Club in an annual awards luncheon meeting at Hotel Sherman.

Winners and their classifications are:

- *Daytime network program, NBC Day for Day.* Rare award to sponsor, Procter & Gamble Co., Chicago, made at luncheon April 23. The award was given to the NBC program, *CBS First Nighter,* for its work in education of American public in the meaning of war, and as a reminder of the value of a united front in supporting the war effort.


The committee was composed of influential members of the Chicago broadcasting industry who represent a wide cross-section of the radio industry. The committee included:

- Louis Jackobson, producer of WGN; Stuart V. Dawson, assistant manager of American Magazine; J. M. Easton, publicity and advertising manager of the Northern Trust Co., Chicago; William Ray, president of the Radio Society.


- *DAYTIME network program.* The award was given to the following programs: *WGN The Northwest- erners,* *Western Trust,* *WENR Morris B. Sachs Amateur Hour,* *Wade Adv. Agency,* *Evening local program.*

- *CHICAGO local program.* The award was made to the following programs: *WGN The Northwest-erners,* *Western Trust,* *WENR Morris B. Sachs Amateur Hour,* *Wade Adv. Agency,* *Evening local program.*


*Chicago Station of the Week.*

The committee feels it desirable to call attention to all station personnel to the general instructions which are:

- The competition is open to all stations and there is no limit to the number of panels any station can enter, we are interested in quality rather than quantity.
- Routine programs and activities should be left out entirely, because they have no place in a competition which seeks to provoke thought and furnish inspiration for all concerned in radio's responsibilities in the war effort.
- It might be well to clarify one more thing—the only stipulations regarding panel entries are that they are to be 28 inches wide and 44 inches high, they must be made vertically (due to the manner in which they are to be displayed on our new easel-type racks) and they must have flat backs (for the same reason). Beyond that, the imagination of the individual station promotion manager has full play.

Last year some stations used presentations mounted on the panels, others used shadow boxes, still others used third dimension cutouts. These are all okay, so far as

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**Awards Go to CBS**

ANNUAL award by Phi Beta to the radio organization considered to have made the most noteworthy contribution of music and speech during the year has been given to CBS for its Broadway and York Philharmonic Symphony concerts.

the committee is concerned, but anyone who submits a real freak wouldn't have to worry if he sends it displayed in some dead end position where it won't be knocked out of shape by some wandering delegate.

One final warning: The time is short, because convention plans weren't set this year until late. Therefore all stations are faced with the problem of ACTING NOW! All displays must be in Cleveland by the 8th of May. If you failed to get a copy of the printed announcement with all the rules and regulations, wire NAB head-quarters in Washington, wire me in Cincinnati, or any of these committee members: Charles Newcomb, WGAN; Robert Greenberg, WHK and WCLE, Cleveland; Howard Barton, WTM, Cleveland; Harry Buckendahl, KALE, Portland, Oregon; King Park, WYPR, Baltimore; KMBC, Kansas City; Irving Gross, WFAA, Dallas; or Holly Moyer, KFEL, Denver.
NATURE records no other geyser which erupts with the uncanny regularity peculiar to "Old Faithful" in Yellowstone National Park.

Wise advertisers, however, will tell you that there is another "Old Faithful" ... well-known to radio time buyers. They know by experience that WTIC can be depended upon to bring results in the Southern New England market where buying income is far above the national average.*

The prosperous people here pay attention to WTIC. So, include this faithful and friendly station in your next appropriation and discover for yourself why we say THERE'S NOT ANOTHER LIKE IT!

* Sales Management, April 10, 1942
RADIO TIME BUYERS!

How would you like to buy guest-chair reservations for your top salesmen in the living rooms of one hundred and eighty homes for half a cent?* No foot-in-the-door peddling. Just forthright attention...from the family...in the home. That is the ticket you write for yourself when you buy WDAF, dominant broadcast station in the great Kansas City market.

WDAF has passed its twentieth birthday. That's a ripe old age in radio. It's the test of time!

WDAF offers super coverage on the frequency of 610 kilocycles.

WDAF sends forth its signal over a farflung area—out and beyond the boundaries of all other coverages in the vast Kansas City market.

WDAF primary coverage, the half-milivolt signal, reaches 189 counties, a million radio homes!

WDAF carries the topflight shows of the Basic Red Network and outstanding local productions.

WDAF is radio's bargain buy...low rates coupled with tremendous coverage.

*Minimum quarter-hour day program rate.

Tie these distinctive facts together and you have the simple, exclusive formula for effective and economical radio selling in the rich Kansas City market.
The WPB Order Giving Radio A-3 Preference Priority

FOllowing is the full text of the War Production Board’s order relating to the radio broadcasting (along with wireless communication) on an A-3 preference basis. Title 32—National Defense
Chapter IX—War Production Board
Supplement to Part 1090—Commissions
Maintenance, Repair, or Operating Supplies Preference Rating

1090.5 (a) For the purpose of facilitating the acquisition of Material for (1) the maintenance and repair of equipment and property of the industries specified, and (2) the essential operation of such industries and services, a preference rating in hereunder assigned to deliveries of such Material upon the shore of all the WPB, the District of Columbia, any state or territory of the United States, any political, corporate, administrative or division agency thereof, to the extent engaged in one or more of the following services within, or to from any of the United States, its territories or possessions:

(1) Wire Communication.
(2) Radio Communication.
(3) Radio Advertising.
(4) Repair.

(b) Definitions

(1) "Operator" means any individual, partnership, business trust, corporation, receiver or any form of enterprise whatever, whether or not the United States, the District of Columbia, any state or territory of the United States, or a political, corporate, administrative or division agency thereof, to the extent engaged in one or more of the following services within, or to from any of the United States, its territories or possessions:

(1) Wire Communication.
(2) Radio Communication.
(3) Radio Advertising.
(4) Repair.

(2) "Maintenance" means any common, equipment or service in sound working condition.

(3) "Preference Rating" means any order or contract for such Material which has been rated herein in accordance with the terms and conditions specified.

(4) "Repair" means the restoration, without thereby increasing existing facilities of the operator’s property and equipment which has been rendered unsafe or unfit for service by wear and tear or by acts of nature, or by such other cause as the WPB shall designate for such purpose.

(5) "Material" means any material which has been used to repair, maintain, or operate radio stations or equipment.

(6) "Material for Maintenance, Repair, or Operating Supplies" means any material which is essential to and consumed in the operation of any of the services specified in paragraph (b) above, but does not include any material which is not essential or in whole or in part in the property or equipment of the services specified above.

(7) "Preferential Rating" means any order or contract for such Material which has been rated herein in accordance with the terms and conditions specified.

(8) "Repair" means the restoration, without thereby increasing existing facilities, of the operator’s property and equipment which has been rendered unsafe or unfit for service by wear and tear or by acts of nature, or by such other cause as the WPB shall designate for such purpose.

(9) "Material" means any material which has been used to repair, maintain, or operate radio stations or equipment.

(10) "Material for Maintenance, Repair, or Operating Supplies" means any material which is essential to and consumed in the operation of any of the services specified in paragraph (b) above, but does not include any material which is not essential or in whole or in part in the property or equipment of the services specified above.

STUDENT ADVERTISERS of the Charles Morris Price School of Advertising, Philadelphia, had this staff of experts give them practical pointers on broadcasting when they made a tour of WFL, Philadelphia. Also included were a demonstration of FM and a roundtable discussion of radio advertising. Specific purposes were: (1) promotion of the curriculum, (2) promotion of the school, (3) promotion of WFL, Philadelphia, (4) promotion of the business, (5) promotion of the school's placement services.

(e) Application of Preference Rating

(1) An Operator or Supplier, in order to apply the preference rating to deliveries of Material to him, must endorse the following statement on the original and all copies of the purchase order or contract for such Material, signed by a responsible official duly designated for such purpose by such Operator or Supplier:

"Signature of Person Authorized"

"Preference Rating A-3 under Preference Rating Order P-1200 with the terms of which such Material shall be delivered to him in accordance with the War Production Board’s order released herewith.

(2) The Operator and such Supplier or his department shall include such rating in all orders placed with him, whether authorized by the Operator or Supplier.

(f) Restrictions of Application of Preference Rating

(1) Restrictions of Application of Rating

(a) Restrictions of Application of Rating on Supplier.

(b) Restrictions of Application of Rating on Operator.

(c) Restrictions of Application of Rating on Contractor.

(2) Restrictions of Application of Rating on Contractor.

(3) Restrictions of Application of Rating on Operator.

(4) Restrictions of Application of Rating on Supplier.

(5) Restrictions of Application of Rating on Contractor.

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(53) Restrictions of Application of Rating on Contractor.

(54) Restrictions of Application of Rating on Operator.

(55) Restrictions of Application of Rating on Supplier.

(56) Restrictions of Application of Rating on Contractor.

(57) Restrictions of Application of Rating on Operator.

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(104) Restrictions of Application of Rating on Contractor.

(105) Restrictions of Application of Rating on Operator.

(106) Restrictions of Application of Rating on Supplier.

(107) Restrictions of Application of Rating on Contractor.

(108) Restrictions of Application of Rating on Operator.
Radio Instrument Landing System
Developed in Cooperation with the Civil Aeronautics
Administration by I.T. & T. Associate Company

Through the fog the airliner of tomorrow will be able to
glide toward an unseen landing field as accurately as if its
wheels were taxiing down a gently sloping road.

* * *

In the log books of commercial aviation a new chapter starts
with the words: Radio Instrument Landing System developed
by I.T. & T.'s associate, International Telephone & Radio
Manufacturing Corporation, in cooperation with the Civil
Aeronautics Administration.

Utilizing ultra high frequency equipment, which incorporates
I.T. & T.'s broad experience in the field, this new system
places before the pilot—on one dial—all information needed
to keep his ship on a correct landing course.

Having demonstrated its value in actual use the system will
be installed in many of the Nation's principal airports
during the coming year.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION
67 Broadway, New York, N.Y.
A Shampoo Sponsor's Daytime Success

Mar-O-Oil Credits Use of Radio for 16 Years of Surfing Sales

By MYRTLE MARROW
President and General Manager,
Marrow's Inc., Chicago

BACK IN 1925 Marrow's decided its new Mar-O-Oil needed a new sales promotion medium. The answer was radio. Un-Unted by public prejudice against oil shampoos and the comparative infamy of successful radio selling, a quarter-hour beauty talk was placed on WBBB, Chicago, seeking a whole-sale market among beauty parlors. The product, however, went to the heads of listeners who clamored for it on a retail basis. That settled it. Marrow's went all-out for radio, gradually getting into network advertising. Today Marrow's allots more than 95% of its advertising appropriation to daytime radio.

For these 15 or 16 years Marrow's has experimented with various types of programs from time to time to keep pace with changing listening habits. With our agency, MacFarland-Aveyard & Co., Chicago, through Steve Horton, ac-count executive who worked on our account in his own agency some years ago, we have worked out program formulas that brought pleasing results.

Daytime Program Only

Incidentally, since that first broadcast in 1925, Marrow's has used daytime exclusively. As early as 1950, with expanding sales and distribution, we went into network broadcasting with a series of early afternoon programs of popular dance orchestras on NBC-Blue.
We chose big name orchestras then because most of the day there was an unbroken succession of daytime serials, so our aim was a change for the women listeners, lots of whom are young and like something lively.

After a few years of orchestra music, we tried a short series of programs featuring Hedda Hopper in her first network appearance. Then a resurrection of dance bands followed on the Blue from a few years later, in 1958, on MBS with Henry Busse's orchestra.

After that year's absence from radio in 1959, we looked around for a program with which to return to the air. Variety programs were very swiftly gaining popularity then, so evidently audiences preferred outstanding personalities instead of a steady diet of popular music. We felt sure what we wanted for the Mar-O-Oil program was a friendly commentator, possibly a news analyst, a Hollywood reporter or a society columnist.
Steve Horton and I auditioned numerous shows without success. The Evelyn Stark, radio director of MacFarland-Aveyard, came up with just the right answer—George Fisher, a Hollywood radio columnist who was then doing an excellent job for a number of participating sponsors on the Don Lee Net-work. Ade Hult, sales manager of Mutual in Chicago, arranged the audition. Fisher's radio style was pleasant, his material was well balanced, and he was a veteran Hollywood reporter who was well known and liked around the movies.

Hollywood News Clicks

Within a few weeks after Mr. Fisher started for Mar-O-Oil, three days a week on a limited network of 39 Mutual stations, our sales jumped 25%. Cheers went up from the sales force who immediately became enthusiastic about the program. The continued success of Hollywood Whispers is indicated by the fact that this is our second year of sponsorship. We have expanded to 82 MBS stations and shifted to a weekly program on Sundays, 12:15 to 12:30 P.M.
We feel the program has done an outstanding job for us, and it is the happy answer to our advertising program since:

1. It gives the company the prestige of a program which is stimulating aid to our salesmen and the jobbers;
2. It has a wide following and has produced discernible results;
3. It has an important merchandising feature in that our product is advertised by a Hollywood program appealing to a feminine audience and the advertising can be tied in with it in 82 major markets throughout the country;
4. The program fits into a consistent but not comparatively large advertising budget.

The success of Mar-O-Oil is unquestionably due to the fact that radio has been able to convey our sales story effectively. When we first introduced the product there existed a prejudice against all oil shampoos. But we found by experience that who did not read the ads explaining the advantages of our shampoo would listen to friendly, informal chats on the air about our product. With radio we reach both beauty shop operators and the general public as well, and the shop owners pass on the information to their customers.

As it has turned out, the retail trade is our source of sales—thanks to radio advertising.

O'Sullivan Back on Air

With Rubber Available

AFFEC TED by the rubber shortage last fall, O'Sullivan Rubber Co., Winchester, Va., is using reclaimed rubber for a WPTV program with a WBP priority rating and has resumed its spot campaign for a 10-week period. [BROADCASTING, April 20].

Starting last week on 18 stations, the campaign includes one-minute transmitted announcements 5 to 48 times weekly, depending on the station, and thrice-weekly participations on Arthur Godfrey's program on WABC, New York, and Morning in Manhattan on WEAF, New York. Other stations include WORL, WGEN, WCAE, WJSV, WRC, WABU, KBMB, KSD, WBIG, KFRC and KALE and KIRO. Agency is Bermuda, Castelman & Pierce, New York.

Milton Cross Honored

MILTON CROSS, BLUE announcer, has received the annual red-ribbon award from the Metropolitan Opera in appreciation of his "vision and courage in a field in which he has maintained an unflagging enthusiasm for music and his genial personality which is loved by millions."

The presentation was made by Mrs. William Francis Gibbons, president of the Metropolitan Opera Guild, and Stars Are Made on WQXR, New York, which presented a recitalment of Cross' 20 years of service in radio.
WHAT IT TAKES TO BE

THE VOICE OF ST. LOUIS

Backed by 50,000 watts of power—the voice of KMOX penetrates to near and far corners of the whole St. Louis market. (KMOX' primary listening areas embrace 800,000 radio families living in more than 100 counties.)

Enriched by a full CBS network schedule of big-name shows plus a roster of local programs custom-built to St. Louis tastes—the voice of KMOX speaks convincingly to St. Louis. (Such leading KMOX stars as Charley Stookey, Jane Porter, Pappy Cheshire, France Laux are St. Louis to the core.)

Welcomed by more habitual listeners than that of any other St. Louis station—the voice of KMOX provides maximum economy for radio advertisers in the St. Louis market. (Hooper and Gill surveys prove that KMOX consistently serves the largest share of the audience both inside and outside St. Louis.)

KMOX THE VOICE OF ST. LOUIS • 50,000 WATTS

FCC Operator Requirements
 Granted Additional Relaxation

Holders of Any Class of Commercial License to
Be Allowed to Work Under Certain Conditions

AGAIN TAKING cognizance of
the war-created shortage of qual-
ified broadcast technicians, the FCC
last Tuesday announced further
relaxation of its requirements for
broadcast station operators, to per-
mit holders of any class of commer-
cial operators' license to perform
broadcast work under specified
conditions.

Action was taken pursuant to a
recommendation of the Defense
Communications Board, which
previously had been petitioned by
its Domestic Broadcasting Com-
mittee (IV) for further relief. On
Feb. 17, the FCC, upon initial
recommendation of DCB, adopted
Order No. 91, permitting operation
of broadcast stations of any class
by holders of first or second-class
operators' licenses or radiotele-
phone second-class licenses, pro-
vided one or more first-class opera-
tors are employed for the tech-
cal operation of the station.

Special Test
The new order (No. 91-A) speci-
fies that a station may be operated
by the holder of a restricted radi-
otelephone permit only in the event
the permit has been endorsed by
the Commission to show the oper-
ator's proficiency in radiotelephone
theory, through examination.

Valued Rubber
EN ROUTE to church on a
recent Sunday morn-
ing, Georgia Davidson, special
events director of WKBN,
Youngstown, was involved in
an automobile accident. When
she regained consciousness in
the hospital, the solicitous
doctor sought to reassure her
she was only suffering a
slight concussion. The dis-
gusted Miss Davidson im-
mediately retorted, "Concus-
ion, hell! How are my tires?"

The new order (No. 91-A) speci-
fies that a station may be operated
by the holder of a restricted radi-
otelephone permit only in the event
the permit has been endorsed by
the Commission to show the oper-
ator's proficiency in radiotelephone
theory, through examination.

granted

Special examination at a field office
of the Commission involving ques-
tions in radiotelephone theory re-
quired of a Class A amateur licen-
ssee will be held. The endorsement
of the permit may then be secured
by presenting both the restricted ra-
diotelephone permit and the Class
A amateur license to the field office
of the Commission.

A person having one of these
classes of license may qualify, the
Commission explained, by satis-

tory completing examination for
the other class. The restricted ra-
diotelephone operator permit must
be endorsed by the Commission be-
fore the permittee is qualified for
broadcast station operation, it was
emphasized.

The Commission explained that
the relaxation is designed to relie-
ve a "growing shortage of operators
as a result of war induction and the
requirements of the military forces
for radio operators." It added that
it was not contemplated that tech-
ical operation will be im-
paired or labor standards in the in-
dustry lowered through reliance
upon this action.

"A first-class radiotelephone
operator, responsible for technical
operation and capable of making
transmitter adjustments, must be
retained and the station license
will be held fully responsible for
proper operation of the station," the
FCC said in its public notice.

Text of Order
Following is the text of Order
No. 91-A issued April 21, 1942:

At a meeting of the FCC held at
its offices in Washington, D. C., on
the 21st day of April, 1942:

The Commission having under con-
sideration its Order No. 91 and the
request of the Defense Communica-
tions Board that the Commission
consider further relaxation of its rules
and regulations governing the require-
ments for operators of broadcast sta-
tions;

IT APPEARING, That the demand
for the military services for radiotele-
graph and radiotelephone operators
has increased as a result of the war
and that such demand has decreased
the number of operators qualified for
operation of broadcast stations resul-
ting in a shortage of such operators;

IT IS ORDERED, That until fur-
ther order of the Commission, notwith-
standing the provisions of Section
13.61 of the Commission's Rules and
Regulations Governing Commercial
Radio Operators, a broadcast station
of any class, which by reason of actual
inability to secure the services of an
operator or operators of a higher class
could not otherwise be operated, may
be operated by holders of any class
commercial operator license;

PROVIDED, HOWEVER, That all
classes of commercial operator licenses
shall be valid for the operation of
broadcast stations upon the condition
that one or more first-class radiotele-
phone operators are employed who
shall be responsible at all times for
the technical operation of the station
and shall make all adjustments of the
transmitter equipment other than minor
adjustments which normally are neces-
sary in the daily operation of a sta-
tion;

PROVIDED, FURTHER, That a
broadcast station may be operated by
a holder of a restricted radiotelephone
operator permit only in the event such
permit has been endorsed by the Com-
mission to show the operator's pro-
ferency in radiotelephone theory as
ascertained through examination.

PROVIDED, FURTHER, That
nothing contained herein shall be con-
trolled to relieve a station licensee of
responsibility for the operation of the
station in strict accordance with the
Rules and Regulations of the Commis-
sion;

PROVIDED, FURTHER, That
Section 13.61 of the Commission's Rules & Regulations Governing Com-
nommercial Radio Operators shall remain in full force and effect as modi-
fied by this order.

JUNE 17 has been designated as Na-
tional Hotel Week by the National
Hotel Assn.

WIBW
TOPEKA "The Voice of Kansas"
REPRESENTED BY CAPPERS PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

Page 28 • April 27, 1942

BROADCASTING • Broadcast Advertising
Mr. Smeby

Smeby Quits NAB
For Post in Army

LYNNE C. SMEBY, since December, 1940, director of engineering of the NAB, has resigned effective April 27, to join a civilian research group working for the Army Signal Corps in Washington under the direction of Dr. W. L. Everitt, of Ohio State U's College of Engineering. Also associated with Dr. Everitt will be Kenneth Norton, who has resigned from the FCC's scientific section.

Mr Smeby will wind up his NAB duties during the next few weeks, handling the engineering committee meetings and two breakfast round tables on engineering scheduled for the NAB convention in Cleveland, May 11-14.

A native of Minneapolis, Mr. Smeby was graduated from the U of Minnesota Engineering College in 1928. While still in college he was chief engineer of WDGY, Minneapolis, later taking the same post with WRHN, (now WTCN) in the same city and KSTP in St. Paul. Serving at the latter station from 1930 to 1935, he resigned to become technical supervisor of WXYZ, Detroit, WOOD, Grand Rapids, and the Michigan Network, remaining until 1939 when he joined the IT&T for a special engineering job in connection with its stations in Puerto Rico. He quit IT&T to take his NAB post. He is a member of the board of editors of the Proceedings of the Institute of Radio Engineers, and with Dr. Everitt conducted the annual Ohio State Broadcast Engineering Conferences.

Luther Hill Joins Army
As Major in Air Force

LUTHER L. HILL, executive vice-president of Iowa Broadcasting Co., has been commissioned a major in the Army Air Force and reports for active duty April 29 at Miami Beach. He has taken leave for the duration from his executive post with the company stations. Maj. Hill's assignment is with the troops. It is understood he declined several offers of "desk work" in Washington. A West Pointer, Maj. Hill mustered out of the Army as a captain in 1923. He got overseas immediately following the last war with the Army of Occupation in France, Belgium and Germany. Maj. Hill is 45.

Mr. Hill

KMA is "edited" for FARMERS—not debutantes!

- If you judge a radio station by its mail-pull, listen to this: Last year, KMA received 532,120 commercial responses, containing $72,850 for premiums and other offers!

Unusual? No. For the past three years, KMA has topped all 5,000-watt stations in mail responses—set the low record for all stations, regardless of size, for cost per inquiry!

It's easy to see why. KMA is programmed for local needs — gives the 3,000,000 people in its primary area what they want, when they want it. That, in a nutshell, is our whole story. For some of the amazing details, write for a copy of our newest market data brochure.

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

150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC., Exclusive National Representatives

BROADCASTING • Broadcast Advertising

April 27, 1942 • Page 29
When war calls your operating personnel and a new man has to take over, you are fortunate if your transmitter is a Westinghouse 50-HG. Operating simplicity which makes it easier for a new man to handle with full effectiveness is one of the vital improvements which it embodies.

The new viewpoint which Westinghouse brought to bear in designing this equipment gave high rank to operating convenience along with low power consumption and modern appearance. As a result it has established a new era in radio transmitter design and performance.

There are no complicated circuit adjustments—no inaccessible parts—no time-consuming replacements in the middle of your program period.

This is one big reason why the 50-HG has been selected by such stations as WPTF, Raleigh; WBAL, Baltimore; WKBW, Buffalo; WBBM, Chicago; KXEL, Waterloo; KDKA, Pittsburgh; and WBZ, Boston. That’s why we say “Keep an eye on these stations” as radio shoulders its share of war’s responsibilities.
Coney Island Time

EVERYONE IN RADIO heaved a deep sigh of relief last February when President Roosevelt decreed War Saving Time on a universal basis. That semi-annual headache of reshuffling programs was done, at least for the duration.

And now, in New York State, they propose to superimpose summer DST atop War Saving Time. The resort operators, who want another hour of daylight, evidently have sold Mayor LaGuardia on it, and legislation is pending in Albany for local option. Similar measures are afoot in New Jersey and Pennsylvania.

If New York adopted DST, shoving clocks up another hour, it would discommode radio programming more than ever. All the rest of the nation would have to readjust schedules. And it would mean another shift back in September.

New York broadcasters are vigorously opposing the bill introduced by State Senator Frederic R. Coudert Jr., of New York City, as are upstate business interests. Joseph B. Eastman, Director of Defense Transportation, not only questions legality of such a move, but also decries it from the war emergency standpoint. Gov. Charles Edison of New Jersey has announced his intention of scrambling such a move in his state.

Wherever these proposals for optional community or State Daylight Saving Time crop up, broadcasters should do their utmost to combat them. Beyond being a disservice and nuisance to the listening public, we have Mr. Eastman’s word for it that vital wartime transportation will be impeded.

Peabody Error

NOW THAT the 1941 George Foster Peabody Awards have been made and the winners duly feted, let’s take a look in retrospect at the scope, purpose and conduct of radio’s “Pulitzer Prizes.”

The first awards made last year were for "outstanding meritorious public service" by stations in each of three power categories. This year all of the awards were to network programs, save for the general recognition given international shortwave operators.

There can be no criticism of the 1941 selections. Each was outstanding. Each was deserving of recognition. But do network awards alone accomplish the avowed purpose of the awards, which is to stimulate better radio? Obviously, individual stations cannot compete with the networks on programming. But in the field of public service, which has a peculiar community aspect, the independent station does have the opportunity of displaying its ingenuity.

What happened on this year’s awards was that the rules of the game were changed without proper notice to broadcasters. We don’t know how many stations submitted entries, but our attention has been directed to at least a dozen instances in which stations went to great expense in preparing elaborate presentations. They were under the impression, as were we, that awards would be made in the same station categories, the only notice having been that there would be a “slight” alteration in method. The fact that none of the station exhibits was considered.

The NAB, which has collaborated with the University System of Georgia in establishing the awards, was not wholly in sympathy with the sudden shift in procedure. But evidently it was too late to alter the method this year.

There are other network competitions, conducted by the poll method. The Peabody Awards this year fell in the same groove. We think the Georgia school should return to its original plan of awards of merit to stations. The network awards can be added as just another in that field if they must be judged. But irrespective of what is done, the rules of the game should be made known well in advance so that stations will not waste their time and energies in futile preparation of presentations.

Half the Battle

SINCE the war’s outbreak conversation has been heavy over the advisability of Congressional hearings looking toward new radio legislation.

The pros, decidedly in the minority, insisted that, war or no war, the salvation of radio reposed in reappraisal of the existing antiquated law, and the delegation of clearly delineated functions to the FCC or its successor. The cons, however, held that war-born legislation might prove onerous after peace is restored and that the industry would discover itself saddled with war restrictions in a peace economy.

While this tugging and hauling went on, the FCC majority headed by Chairman Fly used practically every means available in attempting to block hearings. But, thanks to the determined efforts of the D-Cal. delegation, the House Interstate Commerce Committee, hearings were begun on schedule April 14 on the Sanders Bill to rewrite the Communications Act.

Even now, after only three days of hearings, it is clear that the proponents of legislative change have met a brick wall. Though only six or eight members of the Commerce Committee whose interest in the whole subject was apparent, and their questions indicated a keen understanding of the plight of broadcasting under the mailed fist regulation to which it has been subjected.

The Federal Communications Bar Assn., through former Commissioner E. O. Sykes, its president, and Herbert Bingham, executive committee member, advocated sweeping changes in both regulatory and appellate procedure. Their views were well received. The most pleasuring development, however, was the manner in which the Committee welcomed the courageous testimony of NAB President Lea Sykes. He condemned the agents of the House Interstate Commerce Committee, hearings were begun on schedule April 14 on the Sanders Bill to rewrite the Communications Act.

The House Committee proceedings are a welcome relief from the exhibitions during the last couple of years before the Senate Interstate Commerce Committee, Senator Walter H. Brinkman (R-Me.), perhaps the best informed man in Congress on communications law, has tried in vain to get constructive legislation through and stop the unconscionable rampages of the FCC’s anti-radio majority. Instead, the Committee leadership has permitted the same majority to use it as a sort of sounding board for pet philosophies.

It may be too much to expect remedial legislation promptly as a result of the Sanders Bill hearings. There’s still the Senate to be negotiated even if favorable House action is secured. But one thing appears certain: The FCC won’t be turning handsprings on newsradio ownership, multiple ownership and other so-called “social reforms” while legislation is pending.

Half the job was done when the hearings began April 14. And full relief, in our judgment, will come, not through court adjudication, but through Congressional mandate.
We Pay Our Respects

SIDNEY EUGENE CARR

In 1928, Gene Carr took a six-month leave of absence from his post as instructor in voice at the University of Oregon School of Music because he was intrigued by radio and had the opportunity to sing on the air. However, he didn’t get much of a chance to sing for he found himself behind a desk in the Cleveland division of NBC with the title of program director. Thus, the far-reaching results of a whim.

Today, he’s assistant manager in charge of sales at WGAR, Cleveland. As yet, he hasn’t managed to get back to his students and it looks as though they’d better not wait any longer for his return to the Oregon faculty.

Professional in his appearance, mild and soft-spoken, Gene Carr works with seemingly the greatest deliberation, but things get done with surprising speed. The industry will testify to that, having seen him in action since last June as chairman of the NAB Sales Managers’ Executive Committee. From the moment he took the job, things started happening. His first move was typical, one of those ideas that you view in retrospect as something that should have been done years ago, except that nobody thought of it.

Advertising agency time buyers and national sales representatives were invited to meet with the sales managers’ committee. They were then asked point blank just what they wanted of the radio station sales manager. Were station coverage maps and surveys satisfactory?

Could any improvements be made in the station rate cards? Were station schedules acceptable in their present forms? These and other queries were fired at the time buyers. Answers were prompt and to the point. Coverage maps and surveys were not entirely satisfactory. There was plenty of room for improvement in the rate card setup. Station schedules could be changed to the benefit of the time buyer.

The information was quickly translated into action. Definite recommendations for coverage maps and surveys were issued to the industry. Rate cards were standardized, simplifying the work of the harrassed time buyer. A program schedule was recommended and quickly adopted by many stations. Local and national rates were clearly defined. The question of a new contract form was approached immediately. The problem created by checking services was brought out and aired and is well on the way to solution. Several new projects in the development of more department stores and retail business were launched. Dealer cooperative advertising studies and Frank Fellegrin’s now famous Manual of Radio Advertising came off the press. And six meetings on sales problems have been set for the NAB convention in Cleveland, May 11-14.

These and other phases of the work of the Sales Managers’ Committee will be revealed and amplified when Gene Carr makes his report at the convention. Unpublished action has been the engrossment of the committee for the past year. Yet, more sales managers and agency executives will be present for the 1942 convention than any past NAB confab.

These are the things that reveal Gene Carr’s rise to prominence in the broadcasting industry. Revelatory too is his slogan for the committee: “To make it easier for more advertisers to buy more time on more radio stations, and to take the burden of responsibility of sales management off the manager and owner in order that he may devote more time to industry problems.”

He admits to one hobby—broadcasting. It is his opinion that hobbies are a form of escapism and that a man in love with his work

BROADCASTING • Broadcast Advertising

* * *

JOSEPH LANG, general manager of WCOI, has been named chairman of the Foreign Language Committee of the NAB, which will supervise the foreign-language radio campaign for the USO in Greater New York. Appeal in cooperation with E. J. Marvatt, vice-president of the Biow agency and radio chairman of the USO New York Committee.

MERRILL N. PHIBBES, public relations director of WSFD, Toledo, has been named public relations officer for the Army Air Force.

ROYAL E. PENNY, sales manager of WBT, Charlotte, has been appointed to the Service of the Charlotte Civilian Defense.

HOWARD O. PETERSON, commercial manager of WOW, Omaha, has been named director of the Army Air Forces in Omaha.

CHARLES P. MANSFIELD, president of WJBO and W45RB, Baton Rouge, and vice-president of the State of Louisiana Amateur Radio League, is now on duty as public relations officer for the 5th Naval District with headquarters at New Orleans. He has been commissioned a lieutenant j.g.

WARREN STOEFFER has been appointed second and visiting assistant editor of Soldier's Radio-Television News of St. Paul.

M. V. CHESTNUT has been appointed manager of CIVI, Victoria, B.C. She succeeds Mrs. Joseph Carr, who has been appointed manager of the restaurant.

Thus, a new chapter in the growth of broadcasting has been written.

The following representatives have been added to the staff of Broadcasting: Alfreid Morton, Dan Tuthill, respectively of National Concert & Artists Managers, Inc., New York, and William Miller, eastern program manager of NBC and operating head of the program department under the direction of C. L. Mullen, has been assigned to an afternoon and evening schedule to handle network policy matters which arise during those times.

CHARLES STAHL, former general manager of WKNY, Kingston, N. Y., and WIFN, Philadelphia, has been appointed sales manager of WNAS, Philadelphia. He succeeds A. W. Dennenbaum Jr., commissioned a lieutenant in the Signal Corps.

WARNER HALL, service manager of spot sales of WJZ, New York, and a member of the WJZ sales force, has joined the Army here and has been assigned to an afternoon and evening schedule to handle network policy matters which arise during those times.

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M. V. CHESTNUT has been appointed manager of CIVI, Victoria, B.C. She succeeds Mrs. Joseph Carr, who has been appointed manager of the restaurant.

Thus, a new chapter in the growth of broadcasting has been written.

The following representatives have been added to the staff of Broadcasting: Alfreid Morton, Dan Tuthill, respectively of National Concert & Artists Managers, Inc., New York, and William Miller, eastern program manager of NBC and operating head of the program department under the direction of C. L. Mullen, has been assigned to an afternoon and evening schedule to handle network policy matters which arise during those times.
TY TYSON, baseball broadcaster of WWJ, Detroit, has been confined to Harper Hospital for an operation. In his absence Paul Williams is giving the accounts of Tiger games.

JOHN P. LEWIS, Floyd J. Ryl and Robert Ellis have joined the announcing staff of WCAO, Baltimore. Frances L. Dice, Raymond Moffett and John Ademy, WCAO announcers, have entered the service.

JERRY CAMPBELL, formerly of WMHO, Aurora, Ill., has joined the production staff of WLS Chicago.

SALOME SIMMONS, women's editor and announcer of KFEL Denver, and Mark Hansen, conductor of KFEL programs, were married April 20.

RONALD DAWSON, formerly production director of the West Virginia Network, has joined the program staff of WHBF, Rock Island, III.

GEORGE GUYAN, announcer-supervisor of WBBM, Chicago, has left for officer training school in Miami. Bob Cunningham, staff announcer, succeeds him.

JACK GREGSON, program and production manager of KPAS, Pasadena, Cal., has resigned. Kee Maxwell and Bill Holmes, news writers, have also left the station.

BOB BACH, m.c. of the Saturday evening "Plattertrain" program on WJZCA, New York, has joined the Army. Replacing him is Leonard Feather, who has been associated with the program as a record expert since it started on the station.

DOUG MELGES, formerly of WMIN, Minneapolis, has joined the announcing staff of WLOL, Minneapolis. He replaces Peter Temple, who resigned to join the Navy.

PATRICIA LOCHRIDGE, of the special events department of CBS, is author of a feature story appearing in the May issue of Woman's Home Companion titled "The Unconquerable."

FRED BARR, announcer of WWR, New York, is now program director.

RAY EERDBORN, Hollywood sound effects man and stage manager of the NBC Al Pearce & His Gang, and Margaret Leuthart, radio singer, will be married in June.

DON CORDRAY, former NBC announcer, has joined the announcing staff of WNEW, New York.

ROBERT LAWRENCE SMECK, formerly staff writer and producer of WIRL and WBMB, Indianapolis, and recently of McCaus-Ericsson, Chicago, as radio producer and writer, has joined WNEW, New York.

ROIAND BARBER, former announcer of KVSP, Sante Fe, N. M., has joined the announcing staff of W4FN, New York FM station owned by Musak Corp.

Got His Egg

"EGGS is eggs—and you can't bake a cake without them—even on the air," declared Lou Waver, sound effects technician of CBS-Chicago, when the accounting department questioned him for eggs for a recent broadcast of That Brewster Boy. But Lou won, and the squishy sound of an egg being cracked open during a kitchen scene on the Wednesday night serial was exactly that.

CHARLES BALTIM, assistant director of the defense and war activities department of WHOM, Jersey City, has been named head of the production section of the New Jersey State Radio Assn., which will conduct a statewide meeting of State Teachers' Colleges, Trenton.

MARDI LILLES, assistant program director of WWNC, Asheville, N. C., has joined the Marines. Ezra McIntosh, program director, is giving a series of radio lectures at the Asheville School for Boys.

PARKER GAYMAN, announcer, has joined KFRC, San Francisco, replacing Dick Wynne, who has joined the Marines.

JACK MCDONALD, former public address announcer at the Seals Stadium in San Francisco, has joined KYA as sportscaster.

BETTY FOSSBINDER, formerly a speech teacher, has joined the announcing staff of WTAQ, Green Bay, Wis.

MORT WERNER, in Hollywood seven years has joined KQW San Jose, Cal.

WALTER WILSON has been made assistant to Mort Lawrence, all-night announcer of WIP, Philadelphia, succeeding Milton Gottlieb, now in the Army.

JOHN D. SCHEUER has been appointed night supervisor of WPIL, Philadelphia. For two years he has been in charge of new business for Aaron Bauer Adv. Agency, Philadelphia.

JAMES ALLEN, director of publicity and special events of WPIL, Philadelphia, has received a lieutenant's commission in the Quartersmasters Corps in Washington.
GAY Hamilton, Ont., married recently desk man of Charles Newton, resigned.

Ranald BLUE script leave of absence. Also announcing staff reied department WHIO.

has joined the Navy. Formerly stationed at the Naval ensign's commission and will be under the command of Captain, commander respondent resumed baseball, has been a member of the Government, the six-piece orchestra. Sanctioned by the American Institute of Architects.

BILL Spears has joined WHN, New York, as director of sales, think of the spring sale.

Said it with "Good" Music

Among WQXR's Regular Clients:

Beechnut Gums
Botany Worsteds
Dunhill Cigarettes
Fel's Naphtha Soap
G & D Wines
General Foods Corp.
Gullen's Mustard
Jergens-Woodbury
Lubricant Aids
Kre-Mel Dessert
Martinson's Coffee
Pepsi-Cola
Regent Cigars
Rupert Beer
Schaffert's Restaurants
Stromberg-Carlson Radio
Victor Records
Welt's Grape Juice
Williams Shaving Preparations

Say it with "Good" Music

IT's psychologically sound, it seems to us, that programs of good music can get people into a receptive mood better than anything else. WQXR's sponsors have been adding Bach and Tchaikowsky, Chopin and Liszt to their New York area sales forces—for furtissimo results!

For remember: nowhere else in the world are there so many people devoted to fine music as in New York. And WQXR is the only continuous source of fine music, day and night, in this New York area.

That's probably why so many homes have developed a unique brand of listener-loyalty toward WQXR. More than 16,000 of them, for example, send us $1 a year for our monthly program booklet. And it's why WQXR has always ranked either first or second in listener-preference among all New York's 18 independent stations.

For New York sales, think of WQXR—where good music sells the world's richest market. WQXR, 730 Fifth Avenue, Circle 5-7566. Chicago Representative: The Forman Co., Wrigley Building.

BECKER PURCHASES CONTROL OF WTBO

ACQUISITION of the control of WTBO, Cumberland, Md., by Frank V. Becker, general manager who already was a 50% stockholder, was authorized last Tuesday by the FCC. Mr. Becker, the FCC discloses, will pay $22,500 to Leon V. Pamphile for his 49.6% holding in WTBO, thereby accruing a total of 59.6%. The other fractional stock is held by Charles Z. Heskett, local attorney. Mr. Pamphile, engineering supervisor of WFIL, Philadelphia, bought his interest in WTBO along with Arnold Nygren, WFIL chief engineer, from Roger Clapp, general manager of WFIL, in the spring of 1939. Mr. Pamphile subsequently bought Mr. Nygren's share late in 1940. WTBO is on 820 kc. with 250 watts.

INDIANAPOLIS: Broadcasting Inc., operator of WBHS, Indianapolis, has been elected to membership in the Advertising Federation of America.

Say it with "Good" Music

Among WQXR's Regular Clients:

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Botany Worsteds
Dunhill Cigarettes
Fel's Naphtha Soap
G & D Wines
General Foods Corp.
Gullen's Mustard
Jergens-Woodbury
Lubricant Aids
Kre-Mel Dessert
Martinson's Coffee
Pepsi-Cola
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NEW NBC STUDIOS OPENED ON COAST

THE LUXURIOUS million dollar home of NBC in San Francisco opened a week-long dedication program on Sunday, April 26, officially opening its doors to the public on that date. An invited studio audience witnessed a broadcast of the Jack Benny program, the same date "One Man's Family" originated in the Bay City network studios.

Other Hollywood programs to be heard from San Francisco during the eight-day celebration are "Burns & Allen," April 28; "Point Sublime," April 29; "Alt; Pearce and His Gang," April 30; "Whodunit," May 1; "The Great Gildersleeves," May 3. The regional show, "Heavenly Days," will hold the spotlight on April 29 and a "Blue" program, "Tune Out Time," will be featured May 2.

The new NBC Building is jointly tenanted by NBC and the Blue, the latter on a rental basis. San Francisco headquarters will be host to a number of visiting NBC executives during the week's celebration including Sid Streeter, in charge of the NBC western division; John Swallow, program supervisor; Robert McNeil, publicity manager; Harold Bock, publicity director; Frank Berend and Joe All. "Blue" will come Mark Woods, president, and Donald E. Gilman, vice-president in charge of the western division.

WE Sells Subsidiary

SALE of Audio Productions Inc., to Frank Speidell, president, was announced April 20 by T. Kennely Stevenson, vice-president of Western Electric Co., New York. For the last nine years, Audio Productions has been operating as a WE subsidiary engaged in production of industrial, advertising and training films. According to Mr. Speidell, the new firm will operate in association with Film Institute Inc., of which Lawrence J. Ford is president and the board includes Joseph Cullman, Howard S. Cullman, John F. Wharton and others in publishing and financial circles. Mr. Ford will become treasurer of Audio, Mr. Speidell will continue as president with Herman Rockefeller, vice-president, and F. J. Mooney as secretary. Audio's new production center and general offices are at 630 Ninth Ave., New York.

In Southern California...

A big, concentrated selling job at surprisingly low rates

Affiliated in management with WJR, Detroit, WGBA, Cleveland.

NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

Protective Measures Taken By NBC Against Coast Bombing and Sabotage

GUARDING against breaking of communications by bombing or sabotage, a complete emergency wartime basis setup which can be put in operation on a moment's notice has been developed by NBC Hollywood engineering, program and operations executives, according to Sidney N. Strotz, Western Division vice-president.

The entire staff has been organized for emergency purposes, with all men on 24-hour-a-day call, he said. In case of bombing or other attack during daylight hours, employees directly concerned with technical aspects will operate under the emergency setup.

Emergency Assignments

Other employees will report to shelters under supervision of air-raid wardens—Frank Figgins, Alex Petry and Ed Barker. First-aid workers, recently organized as a unit, report to Eloise Clark and Myron Elges, of the Pacific Coast Sales division, also housed in the NBC Hollywood building. Maintenance men, under Claude Ferrell, have been trained in fighting incendiary bombs and complete fire-fighting and rescue equipment has been installed in the studios.

Engineers have established duplicate systems of lines for broadcasting and inter-city communication. Mr. Strotz said in disclosing that disruption of regular power sources will be met by an emergency power unit installed for broadcasting, teletype operation and studio lighting. In addition an emergency control panel has been erected in an isolated section of the building for emergency use and supplementary studios are available to continue essential communication temporarily disrupted.

Short-wave equipment, designed for special events broadcasts, can be put into service to carry programs in case of complete line failure. Continuous broadcasting during blackouts is possible since the network's eight principal studios in that city are windowless. Vital engineering installations, new studios, power plants and air conditioning system are also housed in windowless rooms.

They Say...

(Continued from page 32)

now, this is not "business-as-usual"—this is part of the whole business of licitting Hitler and his cohorts. But it must be done with that in mind. And we have the psychological means and vehicles to help do it.

There are certain things the American public must know. They must know—deeply and intimately in their daily lives—what we are fighting for. They must be made to realize that this is, actually, and very really, a war of good against evil. They must be made aware that we have the potential power—if it is unified and brought together and made to work—to win this war. They must be made to understand that production, and the means for production, are vitally important to victory.

They must be shown how they individually, in their civilian life, can live and save, and finance the war with just as much effort if they were out in front on the firing line fighting. They must be made enthusiastic about their own country's forces, so that they cheer them on and keep them on to stay when they leave for camp, so that they cheer them when they pass through the street, so that they make their spirit contagious and transfer it to others by example to every fighting front on which our boys put in their appearance.

This is a message which you can carry to advertisers who wonder what they can do. This is a "feeling" which you can help spread. Where advertisers feel they must curtail their advertising or cancel it altogether because they have no product to sell, you can make it clear that they have the greatest product in all history to sell—the survival of America. And advertising the product which you can't exactly sell over the counter tomorrow for cash—rather than talking off their fundamentals will result in saving their own skin in the long run—WALTER J. WEIS, v.p. and copy director, Lord & Thomas, in talk before National Newspaper Promotion Assn. in New York, April 20.

RCA has informed its dealers that it will allow 2 cents on each phonograph record returned to it. The records will be melted to make shells.
Communications centers continue functioning at peak efficiency with AMPEREX WATER AND AIR COOLED TRANSMITTING TUBES

One of the largest news gathering organizations, operating twenty-six transmitters in various parts of the world, reports highly satisfactory results under the severest conditions of actual service.

In the latter half of 1939, Amperex HF3000's and ZB3200's were installed in several of their transmitters.

After many other types of air-cooled and water-cooled tubes had been tried and found wanting, these Amperex HF3000 and ZB3200 tubes, which had been in continuous operation, were adopted for the entire system.

More than 100 types of Amperex Transmitting and Rectifying Tubes are available for rapid delivery.
**THE BUSINESS OF BROADCASTING**

**STATION ACCOUNTS**

- **ap-studio programs**
- **transcriptions**
- **sp-adopt announcements**
- **transcription announcements**

**WGY, Schenectady**

Kellogg Co., Battle Creek (Peep), 5 a.m, thru Kenyon & Eckhardt, N. Y.

Peter Faij Inc., New York (Round-the-Clock Express), 5 a.m, thru Platt-Forbes, N. Y.

National Biscuit Co., New York (NBC bread), 5 a.m, thru McManus, N. Y.


Kellogg Co., Battle Creek (corn flakes), 5 a.m, thru Arthur Rosenberg Co., N. Y.

Procter & Gamble Co., Cincinnati (Tampax), 5 a.m, thru Newell-Emmett Co., N. Y.

Shell Refining Co., New York, 5 a.m, thru Shell Oil Co., N. Y.

Jacob Ruppert Brewery, New York, 5 a.m, thru Ruppert & Ryan, N. Y.

Franklin Simon & Co., N. Y. (fur storage), 5 a.m, thru Bush-Hinchon, N. Y.

Quaker Oats Co., Chicago (Sparkies), 5 a.m, thru Ruppert & Ryan, Chicago.

WABC, New York, 5 a.m, thru Lehn & Fink, New York (Hind's Honey & Almond cream), 5 a.m, thru William Esty Co., N. Y.

**WKZO, Kalamazoo**

Continental Oil Co., Ponca City, Okla. (Conoco products), Mon. thru Thurs., 5 a.m, thru Tracy-Loeco-Dawson, Inc., N. Y.

Kellogg Co., Battle Creek (corn flakes), 5 a.m, thru Blackwell & Thompson Co., Chicago.

Lever Bros., Cincinnati (Vimma), 5 a.m, thru weekly, to BBDO, N. Y.

Household Furnance Corp., 5 a.m, thru weekly, to BBDO, Chicago.

Stouffer Bedding Corp., Delaware (Stouffer), 5 a.m, thru Washington-O'Neill Adv. Agency, N. Y.

The Weather Man, Chicago, 5 a.m, thru weekly, to Robert Kahn & Abraham Ventures, Inc., N. Y.

Wm. H. Wise Co. (garden seed), 5 a.m, thru weekly, to Northwestern Advertising Co., Seattle.

Wm. H. Wise Co. (photography), 5 a.m, thru weekly, to Northwest Advertising Co., Seattle.

**KFYR, Bismarck**

Lever Bros., Cambridge, 5 a.m, thru weekly, to BBDO, N. Y.

Procter & Gamble Co., Cincinnati, 5 a.m, thru weekly, to BBDO, N. Y.

Consolidated Oil Co., Ponca City, Okla. (Conoco products), 5 a.m, thru weekly, to BBDO, N. Y.

Heileman Brewing Co., La Crosse, Wis., 5 a.m, thru weekly, to L. W. Ramsey Co., Chicago.

Socony Vacuum Oil Co., New York, 5 a.m, thru J. Sterling Getchell, N. Y.

Lever Bros., Cincinnati, 5 a.m, thru weekly, to BBDO, N. Y.

Kellogg Co., Battle Creek, 5 a.m, thru weekly, thru Kenyon & Eckhardt, N. Y.

**KFMB, San Diego**

Wilson Packing Co., Los Angeles (lakes), 6 a.m, thru weekly, thru Brainerd-Davis & Staff, Los Angeles.


**KECA, Los Angeles**

Chamberlain Labs., Des Moines, Ia. (hand lotion), 6 a.m, thru weekly, thru CARY-Answorth Inc., Des Moines.

Pennant Oil & Greene Co., Los Angeles (motor oil), 6 a.m, thru weekly, thru Brainerd-Davis & Staff, Los Angeles.

**KPAD, Pasadena**

Lyon & Storage Co., Los Angeles (Lincoln advertisement), 6 a.m, thru weekly, thru BBDO, Hollywood.

**WINS, New York**

Riggio Tobacco Co., New York (Regent cigarettes), 10 a.m, thru weekly, thru M. H. Hackett, N. Y.

**WIS, Columbus**

McKesson & Robbins, Bridgeport, Conn. (Somette), 9 a.m, thru weekly, thru J. D. Tarcher & Co., N. Y.

Hackett, Cincinnati, 6 a.m, thru weekly, thru Harry M. Miller Inc., Columbus.

Beenecht Paper Can Co., Sandsboro (chewing gum), 9 a.m, thru weekly, thru Newell-Emmett Co., N. Y.

Newell-Emmett Co., N. Y. (fur storage), 9 a.m, thru weekly, thru Shell Refining Co., N. Y.

**WGAR, Cleveland**

Washington State Apple Assoc., Watschke, Wash., 3 a.m, thru weekly, thru J. Walter Thompson Co., N. Y.

Kelly & Sexton Co. of America, New York (Tootsie Roll), 3 a.m, thru weekly, thru Milton Books Co., N. Y.

National Biscuit Co., New York (NBC bread), 3 a.m, thru weekly, thru BBDO, Cleveland.

Lady Esther Co., Chicago, 3 a.m, thru weekly, thru Ruppert & Ryan, N. Y.

J. A. Fox Inc., Cleveland (fur storage), 3 a.m, thru weekly, thru Foley Adv. Co., Cleveland.

California Fruit Growers' Exchange, Los Angeles, 3 a.m, thru weekly, thru Lott & Thomas, Chicago.

Hollywood Filmco, Hollywood (photographs), 3 a.m, thru weekly, thru Raymond M. Morgan, Hollywood.

Food Research Corp., Cleveland, 3 a.m, thru weekly, thru Gregory Adv. Cleveland.

Quaker Oats Co., Chicago (Sparkies), 3 a.m, thru weekly, thru Ruppert & Ryan, N. Y.

General Foods Corp., New York (Post Tonutie), 3 a.m, thru Benton & Bowles, N. Y.

**KNX, Hollywood**


Goldan Co., San Francisco (dry products), weekly thru, thru Ruppert & Ryan, San Francisco.

**WJLB, Detroit**

Fed & Co., Philadelphia (naptha soap), 3 a.m, thru weekly, thru S. E. Roberts, Phila.

Sherwin Williams Co., Cleveland (paints), 3 a.m, thru weekly.

**Sponsor ‘Gang Busters’**

**SINCE Gang Busters has been offered by NBC to individual cutlets for local sponsorship for the summer, starting May 1 (BROADCASTING, May 20, 1942), 10 sponsors have signed for the program on 11 stations. Sponsors and local stations for the program, to begin Friday, 6-8:30 p.m. m. are: Weill’s Department Store, WJBO, Baton Rouge, La.; Crowe’s Department Store, KYHL, Pueblo, Co.; Stamford Ice Mfrs., WSSR, Stamford, Conn.; Iroquois Beer, WYMQ, Fort Worth, Tenn.; San Felice Cigars, WAKR, Akron, and WING, Dayton; Carl’s beer, WIZE, Springfield, Ill.; Clark Bros., (chewing gum), KXOK, St. Louis; Sullivan Co. (sporting goods), WINN, Colfax, WY; Sanitary Dairy, WJNG, Gastonia, N. C.; Charlotte Bread Co., WAYS, Charlotte.

**Oil Now Stressed In OFF Campaign**

Managers of all broadcasting stations in the 17 Eastern States, the District of Columbia, Oregon and Washington, on April 25 were alerted by William B. Lewis, assistant director of the Office of Facts & Figures, to cooperate in informing the public of the oil shortage which is becoming increasingly critical. A similar letter was sent to 56 network news commentators.

Attached to Mr. Lewis’ letter was an official statement setting forth the serious nature and immediate demand for necessary war purposes.

**Situation Serious**

“We ask your immediate cooperation,” said Mr. Lewis, “in informing the public of these facts and in stimulating within your community active participation by all citizens in campaigns to reduce gasoline consumption to minimum essentials. Evidence of gasoline shortages was already in evidence in many localities, it may not be possible to supply gas and oil for necessary war purposes.”

**Arakelian in Pa.**

K. ARAKELIAN Inc., New York (Mission Bell wines) is conducting an intensive Pennsylvania radio campaign using WFIL, WDAS, Philadelphia; WRAW, Reading; KDKA, Pittsburgh; ALLENTOWN, WARM, Scranton; WBRE and WBSEX, Wilkes-Barre; WKBQ, Harrisburg. Agency handling the part of this campaign is Adrian Bauer Adv. Agency, Philadelphia. Other campaigns are being conducted in New York City and the Coast [BROADCASTING, April 6].
ICE-CAPADES Inc., Pittsburgh, to promote the "Ice-Capades of 1942" at Pan-Pacific Auditorium, Los Angeles, in a two-week campaign which started April 17, is using 500 transcribed one-minute announcements featuring Don Wilson, announcer, on eight Southern California stations—KXTV, KNPC, KFBD, KRMD, KOPJ, KFAC, KFOX, KFV. In addition, a scattered schedule of quarter-hour remote broadcasts from the show, which started April 23, is being broadcast. Allied Adv. Agencies, Los Angeles, has the account. Walter McCrosky is account executive.

ALBERTS SUPER MARKETS, through Frederick W. Ziv Inc., Cincinnati, has renewed its weekly Treasury Tune, half-hour defense stamp and bond advertising on WKOIO, Cincinnati, with new format featuring Chick Manthei's orchestra. Bill Welch, Treasury Man and Nelson King announce WKOIO leads the show to WHIO, Dayton, and WCOIL, Columbus, Thursdays, 8-30 p.m. In addition, the same account has signed for 100 word announcements on the Woman's Hour Mondays through Fridays.

AMERICAN BENEFIT INSURANCE Co., Orlando, Fla., has started a five-minute transcribed feature daily on WTPS, St. Petersburg, Fla.

INTERNATIONAL SHOE Co., St. Louis (Conformity Line), on April 20 started three-weekly sponsorship of Myrna Dee Sergeant's beauty, health and style exaltation on WJJD, Chicago. Maunhard Adv. Agency, St. Louis, handles the account.

TERMINAL BARBER SHOPS, New York, on April 20 started three-weekly sponsorship of Johnnie St. John's quarter-hour news analyses on WMCA, New York. The company also uses three-weekly appearances on Adolph Hawley's Woman's Page of the National program on WABC, New York. Agency is Maxon Inc., New York.

BIMINI HOT SPRINGS, Los Angeles, on April 17 started for 13 weeks using half-hour amateur program titled The Talent Parade, on KFBD, Hollywood. Earl Hodge is producer, with Roy F. Irvin, agency producer. Western Adv. Agency, Los Angeles, has the account.

BARRON GRAY PACKING Co., San Jose, Calif. (Here's Health vegetable juice), on April 20 started for 13 weeks using half-hour segments in the combined Hoosier Protective League and Sunrise Salute on KXIX, Hollywood. Agency is Long Adv. Service, San Jose.

A. S. BOYLE Co., Los Angeles, introducing a new product, Old English Household Cleaner, in a four-week test campaign ending May 12 is using daily spot announcements on KIEV, Glendale, and KFOX, Long Beach, Calif., with six participations weekly in Violet's Shopping Hi-Lights on KFV. Agency is J. Walter Thompson Co., Los Angeles.

DAWN PUBLISHERS, New York (religious publications), has started Voice of Tomorrow, quarter-hour Sundays, religious program, on CJCR, Sydney, N. S.; CKCL, Toronto; CFWL, Windsor-Detroit; CRIC, Winnipeg; CFRN, Edmonton. Recordings were made and distributed by Dominion Broadcasting Co., Toronto.

INTERNATIONAL Varnish Co., Toronto, has started transcribed spot announcements five days weekly on CKOC, Hamilton, Ont.; CIEX, Peterborough, Ont.; CFGH, North Bay, Ont.; CF-FU, London, Ont.; CFCN, Calgary; CFRN, Edmonton; CRIC, Winnipeg; CKCR, Kitchener, Ont.; CPOS, Owen Sound, Ont.; CEPG, Grande Prairie, Alta; CKKL, Toronto. Recordings were made and distributed by Dominion Broadcasting Co., Toronto.

FRANK FEHR BREWING Co., Louisville (XL beer), at present using 35 one-minute spot announcements daily on WAVE, Louisville, about June 1 will expand its Louisville schedule to include announcements and programs on WHAS, WBGK and WINN. Agency is Lane, Benson, Chicago.

F. & M. SCHAEFER BREWING Co., Brooklyn beer), on May 11 shifts The Schaefer Revue from a half-hour weekly show on WEA, New York, to twice weekly, 7:30-7:45 p.m. on the same station. Agency is BBDO, New York.

BRODIE & HARVIE Ltd., Montreal (four, jelly and pudding powders), has started daily spot announcements on CKAC, Montreal, placed by J. J. Gibbons Ltd., Montreal.

In Reverse

BELIEVED to be one of the few times a sponsor has bought radio time to ask the public not to use the service advertised, Yellow Cab Co., San Francisco, because of the tire shortage, during its twice-weekly quarter-hour program California Story Teller on 2 California stations. Lee Lee, the president of Yellow Cab, who is a member of the California Peace organizations, says the requests are imperative. Other methods of advertisement were advocated. Agency is Rhodes & Davis Adv., San Francisco.
KRMC Power Cut for Better Frequency
Not to Be Taken as Precedent, Says FCC

ACTION of the FCC a fortnight ago in assigning KRMC, James-town, N. D., to the 600 kc. regional frequency with 250 watts day and 100 watts night, caused some speculation in Washington over the wartime licensing policy of the FCC. Pursuant to the Havana Treaty, regulations prescribe that frequencies shall be used for the precise classification of stations specified under Treaty definitions, unless no other facility is available.

In a memorandum opinion [BROADCASTING, April 20], the FCC said that while 600 kc. is available for use by a station of greater power than that used by KRMC, such an increase would involve use of critical materials and would be in conflict with policy being followed under wartime freeze orders.

It is expected that the station will, when appropriate, make application for increased power and operation with a directional antenna," the memorandum opinion stated.

Not a Precedent
KRMC heretofore has operated with 250 watts fulltime on 1400 kc. The new authorization, giving the station greater coverage due to the improved frequency, reduces its night power to 100 watts, with 250 watts until local sunset.

In its notification to other nations signatory to the Havana Treaty, the FCC specified KRMC as a Class IV (local) station on 600 kc., whereas the channel, under the Treaty, is specified as a Class III (regional).

While broadcasters speculate upon future authorizations of this kind, irrespective of channel class, as a means of avoiding use of critical materials and at the same time increasing service, the FCC in its memorandum opinion said it wished to make it clear that the decision "is not to be taken as a precedent for future action in a case involving construction or where it appears that proposed frequency changes do involve the allocation of additional quartz crystals for broadcast use, or where any substantial amount of materials, will be in any way involved."

Hearing Set on WHAL Construction Extension

HEARING on the advisability of an extension of time for the construction of the new WHAL, Sag-inaw, Mich., an outstanding construction permit since 1939, was ordered last week by the FCC.

According to the commission, its action is based on the Feb. 23 freeze recommendation as Saginaw is said to be already receiving primary service and since actual construction of the station has not yet been started and the necessary materials are not immediately available. WHAL was granted to Harold F. Gross, operator of WJIM, Lansing, Mich., and Ed- mund F. Shields for 500 watts day-time on 960 kc., since shifted to 980 kc. under NABBA.

The application of KYW, Phila-delphia, for extension of its construction permit for directional antenna changes was designated for hearing for similar reasons as were the new station applications of the Eastern Pennsylvania Broadcasting Corp., Scranton, asking 5,000 watts on 690 kc. with di-rectional antenna, Aloha Broadcast- ing Co., Ltd., Honolulu; seeking 250 watts on 1400 kc.

INSTALLATION of a new 5,000-watt Westinghouse transmitter is expected to be completed by late May by WCAO, Baltimore.

FM Facilities of WWSW Relay Games to WSTV

USING FM for relay purposes WWSW, Pittsburgh, is feeding accounts of the Pirates ball games to WSTV, Steubenville, O., over its high frequency adjunct, W4TP. Despite the 35 miles of hilly terrain separating the two stations, WSTV reports that its reception and rebroadcast are flawless.

Recordings off the air have been made as evidence of its fidelity and have been forwarded to N. W. Ayer & Son, agency which placed the baseball broadcasts for Atlantic Refining and General Mills. WSTV and WJPA, Washington, Pa., successfully used FM last month for a similar pickup of the Bobo-Franklin prize fight in Pitts-

Jeanette Holaday

FIVE FEET and four inches of vitality that's all wound up in radio work—that's Jeanette Holaday, who can easily claim to being the busiest woman on the student staff of WSUI, operated by the University of Iowa in Iowa City.

In content to be just an actress, she turns out continuity and scripts for the station, serves as woman commentator at university dances, conducts a Views & Interviews, and has the distinction of being the first woman announcer on the station in its new wartime, woman-voiced policy.

In the morning she tells homemakers about a tempting recipe she has taken from her mother's cookbook, then in the afternoon pleases the jam-and-jive fans with her Tea Time half-hour of recorded tunes. When Jeanett takes time out from radio and her senior classwork, it's either canoeing or a tennis game.

Clancy Heads Miles Sales

FRANK G. CLANCY, since 1931 vice-president and general manager of Miles California Co., Los Angeles (Alka Seltzer), on July 1 becomes general sales manager of Miles Labs, and will be headquartered in Elkhart, Ind. He retains his vice-presidency of the Califor-nia organisation. Don P. Wittkopp, for the last ten years in charge of the firm's San Francisco office, is being transferred to Los Angeles as general manager.

Meet the Ladies

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Featuring the important (May 11) NAB CONVENTION ISSUE

New, Accurate WARTIME GUIDE Including--

1. Radio’s business outlook, as seen by leading authorities.
2. Complete guide to Federal departments, bureaus and agencies with particular emphasis on their radio setups.
3. What to do and where to go on radio priorities.
5. Complete preview of the first wartime meeting of the National Association of Broadcasters.

This big edition will be mailed before and distributed at the NAB Convention convening May 11 in Cleveland.

One Page, $230 • Half Page, $130 • Quarter Page, $72
USO Recording Military For Local Rebroadcasts

IN A DRIVE to provide local stations with recorded messages of their hometown boys in various camps and bases all over the country, the USO last Tuesday started a mobile unit on a tour of Army centers, Naval stations and USO clubs in the New England States. The unit will record special quarter-hour discs of service men whose homes are in a particular locality and then offer the discs to stations in that community for rebroadcast purposes. The series will be titled Your Soldier.

The tour was launched by Ful-ton Lewis Jr., MBS commentator, with ceremonies at the WOL, Washington, studio building. Attending were Lt. Comdr. Edward A. Hayes, USN; Maj. Harold Kent, Army; Jerry Butcher, USO radio director; Arthur Stringer, representing the NAB.

The first trip of the unit is under the supervision of Martin H. Work, radio consultant for the National Catholic Community Service, a USO member agency. It is planned that the recording program will be considerably expanded later.

CAESAR PETRILLO, musical di-

rector of WBBM, Chicago; Nelson

Shawn, radio director of Arthur Mey-

erhoff & Co., Chicago, and Edward

Ross, the authors of the hit song 'Jim',
have written a sequel titled, Jim Went deep.

Elmer Diddler’s Doings:

SEEING STARS, ELMER?

All those stars that you’re looking at, Elmer, are NBC Red stations. They are very happy to be NBC Red because that’s the Network that took all those awards last year—favorite programs, favorite entertainers, etc.

But see how within that big shaded portion there’s just one dot. Got NBC Red all to itself up there in central and eastern New York and

western New England. That’s just one reason why WGY is a must on any radio advertising campaign. Other reasons:

★ WGY was the nation’s first 50,000-watt station.

★ WGY is the area’s only 50,000-watt station.

★ WGY is the area’s only 20-

year veteran.

ESSEX TAKES HELM AT WINSTON-SALEM

APPOINTMENT of Harold Essex, sales manager of WSJS, Winston-Salem, as director of operations of that station and of FM station W45MM, under construction, was announced last week by Gordon Gray, president of the stations and of the Piedmont Publishing Co. Mr. Gray himself has enlisted as a volunteer officer candidate in the Army (BROAD-

CASTING, April 20).

Mr. Essex has been connected with WSJS since September, 1939 when he was employed as sales manager. Prior to that he worked for 10 years as promotion manager of the Chicago Times, and before that he had served as managing editor and later as general man-

ager of the Greensboro (N. C.) Record.

Mr. Essex said that W45MM, being constructed on Klingman’s Peak, adjacent to Mt. Mitchell, would go on the air about May 15 with reduced power. It holds a construc-

tion permit for 50,000 watts.

Robert C. Estes, of the announcing staff of WSJS, has been named production manager of the FM sta-
nation, and C. M. Smith will continue as its chief engineer. Norris O’Neill, business manager of WSJS, also has been named business manager of W45MM. John E. Miller is program director and Philip Hedrick is chief engineer of WSJS.

For Servicemen

PACIFIC COAST feature on the BLUE, titled Your Blind Date, on April 27 will become a coast-to-coast series for men in the armed forces, and will include community sings, the reading of a letter by a service man’s mother to her son, and short sketches.

Musical Morale

TYING in with President Roose-

velt’s recent request for more mar-

tial music, CBS on April 19 opened a new series, Spirituals of ‘44, keyed from Washington via WJSV. Kate Smith appeared on the first pro-

gram as guest mistress of ceremo-

nies. Musical fare was supplied by the Navy band for the first pro-

gram and Miss Smith sang favorite songs of seamen. In addition she addressed a morale message to lis-

teners. On future programs other branches of the armed forces will be featured alternately with their respective musical aggregations. Ted Collins produces and directs the entire series.

★ ★ ★

OPA Information

CONSUMERS can hear questions on price control, rationing and con-

sumer problems explained on OPA Answers, weekly quarter-hour on WAAF, Chicago, under the sponsor-

ship of the Chicago Information division of the Office for Emer-

gency Management. John C. Weigel, regional director of OPA, and

Henry Kingston, radio advisor to several war agencies in Chicago, conduct the program and answer queries from producers.

★ ★ ★

Purely Sustaining

LIKE CREDITING a bachelor with a

bouncing baby boy, BROADCASTING April 13 erroneously described the Blessed Eventer, a program dealing with vital statistics which actually originates at WWSW, Pitts-
burgh, under the sponsorship of four local business firms, as being broadcast by WILU, Urbana, the U of Illinois’ non-commercial sta-
nation.

★ ★ ★

Wartime Farming

NEW monthly farm program series on the Canadian Broadcasting Corp. network is The War and Your Farm. The program encour-

ages discussion of modern farm techniques so that Canadian farm-

ers may produce best in wartime, dealing with immediate wartime problems. First talk, on April 27, was on the subject of farm ma-

chinery.

EMPHASIZING the tyrannical

rule of the oppressor, is the newly launched Atlas John Freedom, which originates from KGO, San Francisco, for the BLUE Sundays, 7:30-9 p.m. (EWT). The program is written by Forrest Barnes. "John Freedom" is a dominant personality in the Axis-occupied nations to rescue the weak and oppressed and destroy the foes of freedom-loving people. In a swiftly paced version of war-torn Europe and Asia, each weekly adven-
ture will shift locale and char-

acters to reveal "John Freedom" rallying to the cause of free men and women throughout the world.

A Bachelor's Suggestion

WORKING on the supposition that men can do a better sales job to the fair ears than women, KTKC, Visalia, Cal., is presenting Bachelor Shopper with a character, "Bachelor Bill", discussing what he would like for meals and directing attention to sponsor’s food specials.

★ ★ ★

Angler News

IZAAK WALTONS of the North-

west continue to learn of best fishing areas through Fishing Bulletin which on April 17 started its 11th year on KALE, Portland, with Bob Henderson at the mike.

WISN 50,000 WATTS SCHECTADY, N. Y.

The Katz Agency, Inc. _ Representatives

Page 42 • April 27, 1942
Form New Agency

MURRAY R. DIRECTOR, former partner of Bryde, Richard & Pound, and Edward Lane, former copy chief of the same agency, have formed Director & Lane Adv. Agency at 250 W. 57th St., New York; telephone, Circle 6-1733. Company will handle radio accounts, but has not yet announced the names of the advertisers nor plans. No radio director has been appointed.

ADRIAN SAMISCH, who for the past months has been with Paramount Pictures as a director, has rejoined Young & Rubicam, New York, and is temporarily handling the March of Time program on the BLUE.


MITCHELL BENSON, formerly of the radio department of J. M. Mathes Inc., New York, and previously commercial program manager of WOR, New York, has joined Lord & Thomas, New York, as assistant to Carl Stauton, radio director, to work on special accounts.

W. S. MOWAT, timebuyer of J. Walter Thompson Co. Ltd., Montreal, has joined the Royal Canadian Artillery as lieutenant. Walter Telford of the Montreal office has been transferred to the executive staff of the agent's Toronto office.


BRUNO W. RANDOLPH, account executive of J. Stirling Geltchell, Inc., New York, has been elected vice-president. Randolph has been handling the agency's account with Schenley Distillers Corp., New York, for Golden Wedding and Schenley whiskies. During a 10-year stay abroad, he was Central European manager of McCann-Erickson, New York, as director of Lintas Ltd., London, serving also as advertising consultant to the Continental Committee of Unilever Ltd., London.


FRED F. HUBLE, formerly advertising manager of Petroleum Rectifying Co. and Tretolite Co., Los Angeles, has joined the McCarty Co., that city, as account executive.

MARY GREEN, former San Francisco production manager of the recently discontinued agency, Osgood & Associates, has joined the advertising department of Roma Wine Co., Fresno.

N. LOYD MINOR, formerly account executive in the radio department of Huber Hoge & Sons, New York, has joined Equitable Adv. Agency, New York, as radio director, bringing with him the American Schools account, currently using five-minute transcriptions on 24 stations.

HARRISON T. MCLUNG has been appointed acting Pacific Coast manager of J. Walter Thompson Co. He has been in charge of the firm's creative facilities in San Francisco since 1934. Norman Strouse is his assistant.

JOHN O'BRIEN, formerly assistant editor of The Progressive Grocer, has joined Compton Adv., New York, in an executive capacity.

L & T Promotions

LEONARD M. MASius, vice-president and manager of Lord & Thomas, New York, has been elected vice-president, and Walter J. Weir, copy director, has been elected vice-president of the agency. Weir was associated with J. M. Mathes and with N. W. Ayer, New York firms, prior to joining Lord & Thomas. Masius joined Lord & Thomas in 1926 and resided in London for some years as managing director of European business. He became manager of the New York office in 1940.

Enter Federal Service

SIDNEY W. DEAN Jr., vice-president and account executive of J. Walter Thompson Co., New York, has resigned to join the office of the Coordinator of Information. Also resigned from the agency to go into Government work are William C. McKeelhan Jr., and Clement H. Watson, both vice-presidents and account executives of the agency.

LAWTON CAMPBELL, New York vice-president and radio director of Needham, Louis & Brophy, in Hollywood to discuss summer replacement shows with Thomas Freebairn-Smith, agency producer.

JOHN J. LOUIS, Chicago vice-president and radio director of Needham, Louis & Brophy, was in Hollywood during the past week for conferences with Cecil Underwood, agency manager-producer.

WKGV, Charleston, W. Va., has appointed Joseph Henhey McCarthy as its national sales representative.

In St. Louis
More MUSIC
More NEWS
More SPORTS

Than Any Other Network Station
ST. LOUIS

BROADCASTING • Broadcast Advertising 
April 27, 1942 • Page 43
Asperton Takes Van Horn

ARTHUR VAN HORN, broadcaster and news editor of WOR, New York, has started five times weekly AP news reports on 80 MBS stations from 1:30-1:35 p.m. The series is sponsored thrice weekly by Whitehall Pharmaceutical Co., New York, for Asperton and is heard on a sustaining basis the other two days. He will continue his five-weekly quarter-hour newscasts on WOR at 11 a.m., sponsored on alternate days by Manhattan Soap Co., New York, and McKeen & Robbins, Bridgeport, Conn. Van Horn was news editor and announcer of KFRC, San Francisco, until he joined WOR three months ago.

Cooks Products Starts

COOKS PRODUCTS Corp., San Francisco (Girard salad dressing), on April 19 started sponsoring a combination news-musical program titled The Little Show, on a hookup of Don Lee stations KJL, Los Angeles, and KFRC, San Francisco, sponsored on alternate days WOR, 11 a.m., and WOR, 11:15 a.m. Contract is for 26 weeks. Weekly quarter-hour feature, based on the AP radio wire, combines unique news accounts, human interest war features, thumbnail sketches of famous personalities and recorded music. Ray Lewis is narrator and m.c. Rhodes & Davis Adv., San Francisco, has the account.

Houston Joins FM Net

H. H. PETRY & COMPANY, INC., New York, announced the formation of the Houston Broadcasting Corp., publisher of the Houston Post and appointee for a new FM station in that city.

"MOUSE" STRAIGHT Inc. is the name of Kansas City's newest advertising agency, formed by the former radio director of Ferry-Hanly Co., Kansas City. D. H. Straight (left) announced formation of the agency April 15 after having taken a leave of absence to serve as publicity director for the Citizens Ticket in the city's municipal election campaign which ended March 31.

The Other Fellow's VIEWPOINT

Help, Uncle Sam!

EDITOR, BROADCASTING:

As manager of a local station with a small staff, depleted by the war, I must heartily agree with the Pacific Coast position. As a news observer, move to save paper and manpower, I think the Federal Trade Commission should make less frequent demands for copies of ads for the duration. I believe the smaller the station the fewer the demands should be.

Because of depleted staff, I seldom write letters to publications. As long as I am doing so, may I add several more observations.

The Government could cooperate with farmers by sending them the Midwest, by allowing one weather forecast a day at noon, when most farmers listen to their local radio stations, which cannot be heard on the seacoasts during the noon hour, for that reason and interference from other stations on the same waves.

I think that radio stations should be allowed to purchase tires and tubes for the cars of its engineers and for trucks used in remote broadcasts.

If any plan of allocation of labor to essential war industries is adopted, I believe sufficient technicians should be allocated to radio stations to keep them on the air.

Recently our chief engineer had to work 80 hours a week for several weeks, because he could not get an assistant.

Art Thomas, Manager WJAG, Norfolk, Neb.

April 13, 1942.

*From editorial published in April 13 issue: "Without the Federal Trade Commission's urgent request for checking radio copy for as frequent intervals as in the past, no doubt an immense paper tonnage, not to mention hours of time or depleted staffs of stations could be saved, if the orders for duplicate copy of all ads could be for less frequent until the war is won."
Steady Radio Listeners
Regular Attendees at Movies, Survey Shows

REGULAR radio listeners are regular moviegoers, according to a recent survey by Dr. Leonard Hold, director of the Motion Picture Research Bureau, 512 Fifth Ave., New York. According to Dr. Hold, who indicates "clearly there is a positive correlation between these two elements: The persons who do not listen, or listen rarely, to the radio are poor moviegoers and persons who listen, given the deal the radio offers—attend the movies frequently."

The analysis was based on 608 personal interviews which were made in New York City among the common men of Manhattan, Brooklyn, Queens and the Bronx. An equal number of men and women were interviewed and care was taken for distribution by age, income and occupation. Figures deduced from the survey follow:

Radio Listening Monthly Movie
During the Evenings Time.
Attend. Aver.
in Hours

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<thead>
<tr>
<th>Time</th>
<th>No. of Listeners</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>0</td>
<td>2.5</td>
<td>29%</td>
</tr>
<tr>
<td>1</td>
<td>3.1</td>
<td>35%</td>
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<td>2</td>
<td>4.0</td>
<td>45%</td>
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<tr>
<td>3</td>
<td>4.2</td>
<td>45%</td>
</tr>
<tr>
<td>4</td>
<td>3.9</td>
<td>42%</td>
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<tr>
<td>Over 4</td>
<td>4.5</td>
<td>45%</td>
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WEVD Plans Dedication
Of 5 Kw, Plant April 30

TWO-HOUR variety show of music and talks has been arranged by WEVD, New York, for April 30 when it dedicates its new 5,000-watt transmitter. Henry Greenfield, general manager, stated that "for the time being there will be no rate increase at the station."

Keynote of the dedication program will be "Radio At War," under the chairmanship of Dr. Frank Kingdon. Speakers will include Dorothy Thompson, newspaper columnist and radio commentator; Herbert Agar, editor of "The Louisville Courier-Journal," and Jan Masaryk, son of the Czechoslovakian president.

Under the chairmanship of Cliff Fadiman, a roundtable discussion of "America Since Pearl Harbor" will be presented on the program with Rex Stout, Eugene Lyons, Samuel Grafton and Regan (Tex) McCrary participating. The musical portion of the show will highlight patriotic songs and stars of radio, stage and screen.

Fly as Moderator

JAMES L. FLY, chairman of the FCC, will act as moderator of the Radio America's Town Meeting of the Air, and George V. Denny, moderator and founder of Town Hall, will step into the role of speaker for the first time in the history of the series, on the April 30 broadcast. The subject will be "The Role of Criticism in Wartime." Originating in Fort Wayne, fourth stop on Town Meetings summer tour, the program will be heard on 129 BLUE stations 9-11 p.m., sponsored by WOWO, Fort Wayne, and the Quest Club. Other speakers will be Norman Thomas, Socialist leader; Walter D. Puller, president of the Curtis Publishing Co., and board chairman of the NAM, and Jay Allen, foreign correspondent and author of "My Trouble With Hitler."

18TH FOR BARN DANCE
WLS Celebrates Anniversary
Of Famous Program

GRANDFATHER of radio barn dances and alma mater of outstanding hillbilly talent throughout the country, the National Barn Dance on WLS, Chicago, celebrated its 18th year on the air on April 18th. The Barn Dance, a five-hour Saturday evening program heard from 7 to midnight, was first broadcast on April 20, 1924. In 1926, when Plans Farmer bought the station, the Barn Dance originated from the Prarie Farmer building, but in 1929 it was moved into Chicago's Eighth Street Theatre, with a seating capacity of 1,200 and from where it has played to over a million paid customers.

Two of the original cast are still with the program—Grace Wilson, "the girl with a million friends," and her companion, John Brown.

Present sponsors of the program are: Miles Laboratories, Eklart, Ind. (Alka-Seltzer), which feeds the program to 65 NBC stations in the 8-9 period; Block Drug Co., New York (Golden Capsules); Keystone Steel & Wire Co., Peoria (fencing); Murphy Products, Burlington, Wis. (feed). The latter three sponsors have half-hour periods.

No Photo Finish in Knoxville Derby

Total Coincident Calls This Period: 2,931, of which 2,459 were completed. (Mar. 17-23, '42)

WNOX IS HEAVY FAVORITE
ON EAST TENNESSEE TRACK

| Time       | WNOX      | WNOX has almost
|            | "B"       | "C"
<table>
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<tr>
<td>MORN. IND.</td>
<td>57.6</td>
<td>28.1</td>
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<td>AFT. IND.</td>
<td>56.3</td>
<td>27.9</td>
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<td>EVEN. IND.</td>
<td>51.9</td>
<td>33.9</td>
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<tr>
<td>Combined</td>
<td>55.1</td>
<td>30.0</td>
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<td></td>
<td></td>
<td>14.9</td>
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*To all three of Knoxville's good stations, the survey was complimentary—only six homes out of 2,931 telephoned, were tuned—night or day—to outside stations.

* More for Planters

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, is expanding its present schedule for Planters peanuts with three quarter-hourly shows weekly on KPRC, Houston; a ten-minute program five days weekly on WHIO, Dayton; an additional two minutes, making a seven-minute program six days weekly on WAP, Birmingham, for peanut oil, in addition to the daily morning newscasts for the peanuts. Agency is Goodkind, Jolie & Morgan, Chicago.
**Merchandising & Promotion**

**New York Study—Free Reminders—Jewelry Folders**

**Raid Instruction—Time Finders**

SUMMER radio selling in the area covered by WJR, New York, still presents great opportunities for advertising despite the war, according to a "war edition" report released last week of a Monthly Make A Year, a booklet issued by the WJR promotion department in the spring of 1941. In view of the many changes in local and national markets as well as in the supply of commodities themselves this summer, the booklet reiterates the summer attractions offered in the WJR area—its resorts, shoreline, and large student audiences available in colleges and universities.

**Farm Cooperation**

KYW, Philadelphia, demonstrated a "victory" in which the broadcasting industry can help to conserve tires and gasoline. Co-operating with the Department of Agriculture, KYW has taken the "farmers'" weekly meetings previously held among the department's county agents, or chamber of commerce speakers in Southern New Jersey. All farmers in the territory are now being advised to tune into KYW for official and timely information on insect and disease control as well as meteorological data. Meetings with the farmers often came many miles away being drastically curtailed. The information is being broadcast on John Thorpe's RFD (5:00) between 6:15 and 6:45 each morning. County agents and other experts are guests on the show.

**Radio Inaugural**

USING RADIO to open its new supermarket, Capitol Stores in New Orleans conducted an auction of grocery baskets from the store on WWL. The audience program from the store included a quiz, Foxy for Thought as well as the auction. All prizes were groceries. To herald the store's opening, Capitol Stores used radio for the first time with a schedule consisting of spots, two half-hours and one 15-minute program.

**Tickler Premium**

A REMINDER ledger with an assortment of greeting cards for all occasions is the premium offer currently available to listeners of the David Harum series on NBC and CBS, sponsored by B. T. Babbitt Co., New York. Titled "Aunt Polly's Double Reminder Book", the premium is available for one wrapper from a can of Bab-O and 25 cents. Agency is Duane Jones Co., New York.

**Jewelry Brochures**

LAST FALL Reed & Barton, Taunton, Mass., first issuer of the described spots for use by jeweler distributors. More than 70 dealers took advantage of the offer. Now this firm has prepared a mailing piece for the trade which describes their offer and the successes of jewelers who have already used the descriptions. Transcriptions were prepared by Badger & Browning, Boston.

**ARP Advice**

TYING in with its newscasts as a public service, KGER, Long Beach, offers a condensed picture strip form air raid instruction sheet to listeners upon written request. Recipients must state time they heard the brief announcement offer, thereby simultaneously creating an audience analysis. Designed by Johnstone & Cushen, New York advertising firm, the promotion piece, titled *What To Do In An Air Raid*, has also been translated into Spanish by KGER for distribution to its Mexican audience.

**WKZO Service**

RADIO news service to provide publicity releases for Western Michigan newspapers has been started by WKZO Kalamazoo. Plans include the supplying of daily program listings for the four major networks.

**Time Dials**

CARDBOARD dials that enable newscast listeners to compute time in any part of the globe are being distributed by KLZ, Denver. They are set at any time zone, corresponding times around the globe are indicated.

**FLIGHT CONTROL BOARD**

That keeps tabs on contestants in People Are Funny, is explained by John Guedel, Hollywood writer-producer of the two-and-a-half-hour NBC show, which is sponsored by the advertising agency servicing theship of Brown & Williamson Tobacco Co., in the interest of Wings King Size Cigarettes. Interested listeners are: (1 to r) Art Linkletter, co-m.c.; Tom Wallace, Chicago executive of Russel M. Seeds Co., agency servicing the account; Mr. Guedel; Art Baker, co-m.c., Mel Williamson, agency's Hollywood production supervisor.

**Dealer Smokes**

TO MERCHANDISE the Socony Vacuum newscasts on KFYR, Bis- marck, N. D., Manager Frank Fitzsimons arranged a dealers' banquet. To each diner a pack of cigarettes was presented with a note reading: "Enjoy these smokes while listening to the Mobiglas News Review with Bob MacLeod, six times weekly at 12:15 p.m." During the dinner MacLeod gave donors a chance to see the advertising they were getting.

**Song Prizes**

FOR the two best letters telling the true story behind the listeners favorite song, WGN, Chicago, will give away two $25 and one $100 and will dramatize the letters on America Loves a Melody, MBS weekly musical program from WGN.
“RATIONING gives practical application to a broad theory of modern selling: when down-to-the-last-cent value means more than anything else, the advertised brand name makes the final all-important difference in the sale.”

This claim is made in a promotional brochure released by M. F. (Chick) Allison, promotion and publicity director of WLW, Cincinnati, which sets forth reasons for continuation of advertising campaigns.

Bearing out its claim, the brochure points to a recent survey conducted in Washington followed by a statement of the Office of Price Administration that “it is the general impression at the OPA, based on information already available, that the nationally advertised brands of tires and refrigerators will move fast under rationing provisions. The explanation is that when an eligible gets a rationing order to buy a tire, his natural instinct is to buy a nationally advertised product.”

Long-Range Soundness

It is explained in the brochure that WLW was not attempting to encourage intensive campaigns to sell consumer goods under rationing. “We wish merely to point out,” it said, “that rationing has brought to light the basic advantages of national advertising, the long range soundness of consistent advertising.”

Another factor to be considered in the argument for continued advertising, WLW points out, is that “with curtailed automobile travel, the American small community, suburban and rural, is due to return to its own. Hence the importance of maintaining close relations with all dealers-large and small—is greater even than in less strenuous times.”

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

VOICES OF AMERICA
Documentary Series Covers Six U. S. Areas

DOCUMENTARY program series covering six sections of American life was released by the Library of Congress last week. Called This Is History, the series consists of the voices of the American people in different sections of the country. It was produced by the Library’s Radio Research Project, financed by a grant from the Rockefeller Foundation.

Field workers interviewed people and recorded their thoughts and feelings on questions of the day. Material was gathered in the Shore region of Maryland and Delaware, the Okies of California, the mountains of Georgia, at a folk festival in Asheville, N. C., a war plant in Wilmington, N. C., and a carnival in Washington.

The entire project was supervised by Philip Cohen, director of the project now with OFF. He was assisted by Alan Lomax and Joseph Liss. Technical chief on the series was Jerome Weisner, of the Library staff.

N. J., he was educated at high schools near his home, and various prep schools before winning a scholarship at Rutgers. Married in 1939 to Margie Hessenberger, then secretary to L. W. Thomas, copy director of Blow, he lives in Jackson Heights. Walt’s love for horses extends to riding every Saturday, some fox-hunting, and a life-long ambition to have his own stables.

ARE YOU PADDLING AROUND IN CANOE (Ky.)?

If you’ve been paddling for sales, without much success, in villages like Canoe, Boat and Tub, you’ll be glad to know that the Louisville Trading Area in the big ship of this State! With 57.3% of Kentucky’s effective buying power in the Louisville area, the Louisville area does 17.5%, more retail buying than the rest of the State combined!

To cover this prosperous market completely, WAVE costs far less than any other medium!

Send for the facts!

Just what the audience wants!

- Local and international AP news
- Good Commentators
- Sport programs
- Children programs
- Dramatizations
- Popular music
- Comedy sketches
- Religious programs
- Variety
- Well balanced schedule from 7 AM to 11 PM
NO SCALPING PARTY this, but just a pow-wow between Pacific Coast BLUE executives and a couple Indians following ceremonies which made little Tommy Cook an adopted member of the Yakima Tribe with name of A-To-Ka (Little Water Fish). Youngster portrays the Indian, Little Beaver, in the thrice-weekly half-hour adventure series, Red Ryder, sponsored by Langendorf United Bakers on Pacific BLUE stations. Pow-wows are (1 to 1): Leonard Reynolds, BLUE producer of the series; Noel Cortell, network exploitation representative; Tracy Moore, BLUE western sales manager; Tommy Cook; Chief Iron Eyes; Chief Yowlachi.

DEDICATED to the "folks back home," a new weekly quarter-hour program, remoted from Santa Ana (Cal.) Air Force Training Center, and titled Wings Over the West Coast, has been launched on Don Lee stations. Musical program features the Air Force band. Private David Perelman is writer-producer.

KRTA, San Antonio, was recently cited by the Veterans of Foreign Wars for meritorious patriotic services. Presentation was accepted on behalf of KRTA by George Johnson, station manager.

WJLB, Detroit, on March 29 cleared all commercials for a two-hour period to present an "American" program prepared and presented by a committee of community teachers and administrators. Among other tie-ins with WJLB are two radio workshops in local high schools with another school expected to build a studio with direct lines to WJLB.

SILVER PLAQUE in the reception room of WHOM, Jersey City, honored the names of employees who joined the armed forces.

FCC Denies KOB Plea To Notify Treaty Office

REQUEST of KOB, Albuquerque, that the FCC notify the Inter-American Treaty Organization in Washington, D.C., was denied last Tuesday by the FCC. KOB operates on 770 kc. under a special service authorization, being required to operate only to 10,000-watt power. The former assignment is the Class I-A clear channel of WJZ, New York, key of the NBC network.

While no official reasons were given for the denial, it is understood the Commission has concluded that since the authorization to KOB is in the experimental field, no permission will be granted by a notification to Havana. Engineering studies are being made of the operation of the station on the WJZ channel, which is 50,000 watts, to ascertain the degree of interference. Moreover, it was thought, formal notification to Havana might result in the view that the station will be "turned down" and bring about assign ment of other Class I-B and II stations on this continent, which might be permissible under Treaty terms.

Hough Addresses Club

THE IMPORTANCE of the current inquiry by the FCC in the newspaper-ownership of radio stations was stressed by Harold E. Hough, director of WHAP-KGO, Fort Worth, and chairman of the Newspaper-Radio Committee, speaking before an April 22 meeting of the Radio Executives Club of New York. Second guest speaker was Maj. George Fielding Elliott, military analyst of CBS. Out-of-town guests included Merle S. Jones, Knots; E. L. Louis; H. S. Brown, WHCU, Des Moines; Major Edward A. Davies, WIP, Philadelphia; R. G. Matheson, WHDH, Boston; Richard Owen, WGR-WKBW, Buffalo, and Charles A. Denny, WERC, Erie, Pa.

WZD Staff Changes

RECENT PERSONNEL changes at WZD, 1515 W. Superior, include the addition of Murray Knight, formerly of WDWS of Detroit; Walter Köhler, managing editor, and writer-auditor of WHIEG and WHAM, Rochester, as continuity editor, Don Wilson, formerly of WDBS, Champaign, and WQIL, Galesburg, Ill., and Gordon Miller, former operator of WQIL, Champaign, Wis., has joined the engineering staff. Bob McCracken, who recently published a song in Miller's song magazine, "Hudwathale," Faye Wells and Larry Berman have been added to the Music staff. Bob Williams, engineering director, has joined the Army; Frank Jennings, administration, has joined KFQD, St. Joseph, Mo.

WSPD's 21st

WSPD, Toledo, observed its 21st anniversary with an appropriate ceremony April 13. The 5,000-watt station started quietly licensed in 1921 under the call letters WTAL with just 50 watts.
Industry Vigorously Opposes New York Daylight Saving Bill

Local Option Plans in Other States Are Attacked By Both Industry and Civic Leaders

NEW YORK broadcasters are vigorously opposing legislation pending in Albany to permit local option on an additional hour of daylight saving time between May 15 and Sept. 15, espoused by New York City's Mayor F. H. LaGuardia.

With universal daylight saving time having been decreed last February by President Roosevelt as a wartime measure, introduction of local option daylight saving time would have howered with broadcast schedules, particularly in view of New York City's status as key originating point. Similar moves for local option are under way in Pennsylvania and New Jersey, but they do not appear to have as strong support as the bill pending in New York.

Resorts Want It

Operators of beach resorts and entertainment centers are understood to be pressing for the additional hour of daylight during the summer because of the boost it would give their business.

Strongest voice in opposition is that of Joseph B. Eastman, Director of Defense Transportation. On April 29, he telegraphed the governors of New York, New Jersey and Pennsylvania that DST, superimposed on Daylight Saving Time, would be "wasteful of necessary public transportation facilities". He said he would deplore any single state attempting to take this step.

Gov. Charles Edison of New Jersey already has announced his opposition to local option in New Jersey, in line with Director Eastman's suggestion. He announced he would contact Mayor LaGuardia to the same effect, asserting that any further advance in clocks should be made on a national rather than a local basis.

The New York bill was introduced by Sen. Underhill R. Cudahy, Jr., Republican, New York City, and would permit any city or county to advance clocks an additional hour between May 15 and Sept. 15. Robert Moses, Park Commissioner of New York, originally proposed the plan, which has been supported by Mayor LaGuardia and representatives of resort areas.

Eastman Telegram

The text of the telegram sent by Director Eastman to the three governors follows:

"Understand bill now before Senate calling for state-wide setting clocks ahead additional hour. Aside from possible lack of coordination, this action by reason of Congressional occupation of field by act of Jan. 20, 1942, I would deplore, for transportation reasons, any single state or scattered communities within a state attempt to take this step. Unless observed on a wide basis as in past years, and I am informed this is unlikely, it would create growing demands for service, which would, to the extent they could be met, absorb crews, coaches, locomotive power, in a time when it is essential that passenger service be maintained on a most economic and efficient basis if carriers are to meet demands for military movements and necessary traffic directly connected with the war.

During past years, even with weeks of planning for such a change, which was uniform in the entire northeast, carriers had to make drastic revisions in schedules. Under present conditions, it is wasteful of necessary public transportation facilities to abruptly superimpose a partial observance of the earlier time."

MORSE CODE IS TAUGHT ON AIR

Station Gives Operating Lessons in Drama Form

Plans Fulltime Courses

KSTP, St. Paul, attempting what it believes is a unique war effort by radio, is featuring a series of weekly programs designed to teach young men and women the international Morse code under the sponsorship of the American Ama-tuer Relay League, will aid in the presentation of the series.

With the great demand by the armed forces for operators, and with untold commercial openings available, the St. Paul Radio Club, an affiliate of the American Amateur Relay League, will aid in the presentation of the series.

Using drama, as sugar-coating for the lessons, the series will be built around a small family—father, 20-year-old son, and daughter, 19, and an amateur operator.

Teaching of the audience will progress as the boy and girl are taught, utilizing basic lessons which have been set up by the league itself.

The series is to start April 26, and will be aired each Sunday morning at 9:30.

The station believes that the novelty of this type of presentation will hold the interest even of those not interested in learning code.

After the third week's program, the station will incorporate into the show a series of teaser announcements to determine how many young men and women are interested in obtaining full-time lessons, which would not, of course be broadcast. If interest is enough, KSTP will open its studios one night a week in Minneapolis and in St. Paul as actual classroom. The local amateur club will furnish instructors for these courses.

Script writing is being done by Jack Hill of the local club, with Bob Murphy of KSTP in charge of production.

More Clients on CBS Beam Programs Abroad

ADDITIONAL CBS sponsors starting this week to shortwave their programs around the world on WCBX and WCRG, CBS international stations, are Wm. Wrigley Jr., Co., Chicago, and U. S. Tobacco Co., New York, making a total of five sponsors using CBS shortwave facilities [BROADCASTING, April 23].

Wrigley, on April 22 will start sending recorded versions to our armed forces of The First Line program, presented in the interests of the Navy, Wednesdays, 7:30-8 a.m. (EWT), and on April 23 will begin shortwaveing Melody Ranch, Thursdays, 7:45-8 a.m. (EWT). J. Walter Thompson Co., New York, handles the latter show, and Arthur Meyerhoff & Co., Chicago, places The First Line series.


Wise Enlarges List

WILLIAM H. WISE & Co., New York, has added WPEN, KPO, KNX and WJZ to the list of stations carrying one-minute transmitted announcements for the Aircraft Spotters Guide, making a total of 12 stations since the test began in early April. Agency is Huber Hoge & Sons, New York.

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WDC

CONNECT IN CONNECTICUT

Use WDCR in Hartford to tell more than a million people in WDCR's Primary Area—Connecticut's 1st Market. Write Wm. Malle, Commercial Manager, for facts and figures. Basic CBS for Connecticut.

WJBLK

250 WATTS

Covers Greater Detroit's 2¼ Million People, Representing 57% of Michigan's Population

24 HOURS A DAY

WJBLK
New ‘Network’ Announced at Meeting of Publishers

UNITED Newspaper Advertising Inc., Chicago, latest “newspaper network,” presented its projected program to a large group of publishers at a breakfast meeting at the Waldorf-Astoria, New York, last Wednesday in conjunction with the ANPA Convention.

Headed by Harvey Malott, formerly advertising director of the Kansas City Journal, and Les Barton, previously with Major Market Newspapers, UNA proposes to offer 96 papers, with a total daily circulation of 16,000,000 and a Sunday circulation of 18,000,000, to advertisers as a package, at a tentative rate of $29.39 daily and $29.93 Sunday.

Entire Group Sold

Selling only the entire group, UNA will offer advertisers both volume and frequency discounts, the latter scaled for 8, 13, 28, 59 or 62 insertions a year in accordance with radio practice. In answer to a query as to whether the frequency discount plan was the sole factor in radio’s success it was stated that regardless of other factors this one does give the advertiser an incentive for continuing his advertising in the same medium over a period of time.

Although the UNA chain is planned to include 86 papers, it will be started if half or more of that number sign up, Mr. Malott said. Newspapers are asked to sign a three-year contract with UNA, which will receive 10%, after frequency discounts and agency commissions, for all absolutely new business and 5% for business which has advertised in the paper during the preceding year.

AUTOMATIC device which blacked out a whole city by remote control radio apparatus has been invented by two Yale U engineers. The instrument is the invention of Frederick E. Bartels and Henry L. Korosky, instructors in electrical engineering. The device not only shuts off areas of lights but it also turns them on again when the ‘all clear’ is sounded, it is declared.

FM Advertising

FM Advertising Restricted by CBS

In a DRASTIC departure from its former policy of radio advertising technical releases, CBS has announced in the first rate card for W67NY, its FM station in New York, that “specific time periods and programs will not be sold for individual sponsorship, to assure a consistent hour-by-hour level of programming.”

Instead, advertisers may purchase time on W67NY for commercial announcements only, offered in the form of time signals or commercials of 50 or 100 words, according to the rate card, which became effective April 1. Through this policy, the FM station gains complete responsibility for building and maintaining its audience, rather than allowing the advertiser and its agency to prepare programs and pack them up the schedule, and at no time immediately preceded by or followed by another advertisement.

The purpose of this rotation, according to rate card No. 1, is “to provide each advertiser’s sales message with maximum circulation among the higher-than-average index audience which listens to FM.”

Latest estimate of FM sales in the New York area by FM Broadcasters Inc., is 60,000 sets, as stated by W. Moyes, former president of SPA, succeeding Irving Caesar. Other officers elected at the recent council meeting include: Stanley Adams, first vice-president; Ira Gershwin, second vice-president; Charles K. Brown, secretary; Abe Baer, treasurer; L. Wolfe Gilbert, West Coast representative; Edgar Leslie, chairman of the council. Miss Betty Manz is the SPA’s new executive secretary.

Columbia’s Station for the SouthWest

Columbia’s Station for the SouthWest

BROADCASTING • Broadcast Advertising
IDENTIFICATION IN UNISON by five announcers solved the problem of W7SP, KDKA's new FM outlet in Pittsburgh, as to which of its staff should make the first station-break. KDKA reports that it has had a "first announcer" argument since 1920 and so (1 to r) Paul Shannon, Bill Sutherland, Pierre Paulin, Johnny Boyer and Bob Shields synchronized to avoid another controversy. W7SP made its debut April 11.

NEWS TAKES LEAD IN PUBLIC CHOICE

NEWS PROGRAMS in New York City have reached new peaks in radio listeners, thus reflecting public reaction to war events, according to an index of radio news interest in New York based on data from the Continuing Study of Radio Listening in Greater New York by WOB, New York.

Highest pre-war listening was reached in September, 1941 when the continued sinking of American ships stirred the country. The following few months, according to the index, showed a drop-off in listening as war activity declined until Dec. 7, 1941, date of the Japanese attack on Pearl Harbor, when interest rose to "skyrocket" levels, where it has remained since.

Radio listening this summer will be "greater than ever before," the study predicts, according to March listening. It also reported a "record" in listening during February and March for the four-network THIS IS WAR program, with three broadcasts averaging 25.7% of all radio homes in Greater New York, distributed among all income groups.

Circus Success

OLYMPIA INDOOR CIRCUS, playing to capacity audiences in Chicago at the Chicago Stadium, credits the excellent attendance primarily to its intensive radio promotion. The circus, through Schwimmer & Scott, Chicago, placed a four-week campaign of 10 one-minute announcements daily on each of the following stations in the Chicago area: WCFL WJJD WAAF WAIT WEDC WGFS WSBC WJOB WMRO WFCF WCLS.

58 Get 'The Shadow'

WITH the addition of 15 stations to THE SHADOW, 58 stations now subscribe to the transcription program released by Charles Michelson, New York, for local sponsorship. The additional stations are WACR WGO WCRC WQRC KTSM KFEL ETA KJI KFRO KCO WSC WROK WHIR WBOG and the West Virginia Network.

FM Greeting

A RATHER SIMPLE but effective idea for introducing FM to large groups of persons has been adopted by W45V, Evansville, Ind. The station places a large FM console at the disposal of a civic or church group that is having a dinner or banquet. The presiding officer of the organization announces that the FM music is being broadcast during the dinner hour by special arrangement with W45V, adjacent of WGBF-WEOA.

ANPA

(CONTINUED FROM PAGE 12)

of the Bureau of Advertising with William G. Chandler, Scripps-Howard Newspapers (WNOX WCPO WMC WMPS), presiding. Also speaking at that session, H. J. Heinz II, president, H. J. Heinz Co., said that "any business depending on the confidence of the people must hold that confidence and friendship now if it is to retain its position later... That is why we have been temporarily unable to sell some products, the Heinz Co. continued to talk to people with institutional ads, whose public acceptance in both high places and low has been most gratifying."

Ad Council Explained

Miller McClinton, executive director, Advertising Council, explained the aim, organization and operations of the Council, which, he said, "functions as a pipe, not a wall, between the advertising industry and the Government."

Frederick Dickinson, Bureau sales manager, discussed the changes in advertising since Dec. 7, and William A. Thomson, direc-
tor of the Bureau, presented its annual report, which stated that in 1941 newspapers carried their largest volume of advertising since 1937, up slightly more than 1% from 1940.

This trend has not continued into 1942, however, according to the report of the ANPA special standing committee, which shows that in January newspaper linage was off 4.1% in comparison to the same month of 1941 and in February the total was 6.4% below that in February 1941.

In his report on censorship in wartime, Cranston Williams, ANPA general manager, expressed the organization's desire that "voluntary censorship" should function successfully during the war crisis rather than a more drastic super-

ulers.

SNUG-REST MATTRESS Co., Chicago, is testing direct mail sales for $15.95 mattresses on WMNN, Fairmont, W. Va. Agency is United Adv. Cos., Chicago.

FREE TO RADIO STATIONS

A large, full color WAR MAP just off the press

It is accurate and complete, measures 33" x 45", and is handsomely printed in rich colors. Gives distances and shipping routes, shows wireless stations and cables.

Write today for your free copy to

International News Service

235 East 45th Street, New York

April 27, 1942 • Page 51
STIMSON PRAISES THE SIGNAL CORPS

WORK OF the Army Signal Corps has "leaped into the forefront" of modern warfare and has become "the focus of science" in the new war, Secretary of War Henry L. Stimson declared Thursday at a press conference. Describing a recent visit to Fort Monmouth, N. J., principal Signal Corps training center, Secretary Stimson revealed that the Army plans to receive 1,000 candidates each month during the coming year for the Signal Corps officer training courses there.

Speaking of the remarkable developments in the Signal Corps field, he observed that there has been misapprehension of the Signal Corps' functions in the past, with the organization being more or less "high-hatted as a bunch of men who waved flags". Now the Corps is made up of men of science, who have developed far-reaching applications of the sciences of radio, electronics and wave-echoes, he added.

Commenting on a demonstration of a radio locator, designed to locate approaching enemy aircraft, he called it "the eye in the sky" and said that "the guy in the ground may be the only man who can see it"

IN REPLY to a written protest by James F. Hopkins, manager of WJBK, Detroit against trade names on patriotic programs broadcast on station donated time, and specifically against mention of Gruen watches on the Meet Your Navy Program, Lt. Com. R. A. Brown, Ninth Naval District Public Relations Officer, explained the position of the Navy.

"The Navy is concerned about fairness", Lt. Com. Brown wrote Mr. Hopkins. "We wonder whether it is fair to accept gifts on behalf of hardworking young men, and then not even acknowledge those gifts.

Free Watches

"They [Gruen Watch Co.] generously offered to make the most substantial gift they could to each recruit featured on the program, consisting of a beautiful navy gold shock proof, waterproof, thin, precision wrist watch—a truly 'sea-going' present . . . We would have been glad to show you the letter requesting permission to give the watches . . . You'd be interested to note that no strings were attached, no requests for any mention, or even for thanks. But common courtesy suggests some thanks for the generous gift, and the families of the sailors doubtless got a thrill from hearing on the radio that their son, or some other sailor, has been recognized in such a lasting way . . . And aren't we, perhaps, passing up a note of information which would give pleasure to many, many listeners? The listeners doubtless know that the men appearing on the programs work very hard at their training, and that appearing on the programs means using up a large part of their scanty free time. Possibly it makes many people feel better to know that someone appreciates this extra work and wants to make a lasting memento available."

Com. Brown, however, indicated that mention of Gruen on subsequent programs had been deleted. "I trust you noticed the testimonial watches were given to the featured sailors last Friday [April 17]", he wrote, "when Meet Your Navy originated at South Bend on Universal Notre Dame Night. There was no mention of the donor's name, and he goes right on giving us watches for programs to come, with no discussion either of whether his name will be mentioned. We gather he wants to keep on giving watches just the same, as he didn't expect mention in the first place.

"I hope we may hear further from you, direct," he concluded, "as we will welcome your further thoughts on the proper way of treating the splendid young men who willingly devote their spare time, though they have little of it, to recreation for their ship mates and to 'messages home' through the medium of radio".

Heavy Schedule Bought By Peter Fox Brewing

PETER FOX BREWING Co., Chicago (beer), is expanding its current schedule with the sponsorship of WIND, Gary of the Nightwatch, an all night program throughout the week, a total of 41 hours weekly. Current schedule is as follows: One-minute transcribed announcements twice daily on WDBC WBCM WFDF WDMJ WMJL 890; three times a day on WHWK WKBZ WSAM WSOO WJTM WTCM; six weekly on WBNL South Bend; eight daily on WKZZ; nine daily on WGN, Chicago; ten daily on WBLW, Battle Creek; 12 daily on WCPW, Chicago; and 15 a day on WIBM, Jackson, Mich.; and WLAV, Grand Rapids. A five-minute period is sponsored three times a week on KDFH, Dubuque; daily five minutes of baseball scores on KDAY, Detroit; quarter-hourly the daily Swing It program on WGN, Chicago; quarter-hour daily Bowling Tournament on WMBO, Aurora; half-hour the quarter-hour transcribed Dr. Fu Manchu on WHO, Des Moines. Schwimmer & Scott, Chicago, is the agency.

Brewery Assn. Spots

MISSOURI COMMITTEE, Industrial Brewing Foundation, St. Louis (brewers association), has started an informational campaign with ten one-minute transcribed announcements weekly for 15 weeks on the following Missouri stations: KFVS KFRO KDST KFEM WIBM WDMJ KFRE WMDJ WMDI KOBE KFQF KBOO and KGBX KWTO. Agency is Gardner Adv. Co., St. Louis.

First Aid by Video

IN A FIRST ATTEMPT at formalized first aid instruction via television The American Red Cross will launch a course via CBS television stations, starting April 30. The ten-hour course required for members of the OCD by the medical division of OCD will be conducted twice-weekly by the Red Cross, as an experiment to test the effectiveness of instruction as a medium for instruction in first aid. It follows a trial series of talks and demonstrations by Red Cross stations broadcast via CBS television since last December. Enrollment is by written to CBS television offices, 15 Vanderbilt Ave., New York.

JOHN P. YOUNG, director of advertising for Gruen Watch Co., Cincinnati, has reported for active duty in the Navy. His successor has not yet been announced.

NAVAL ANSWER TO HOPKINS
Gruen Mentions Withdrawn From Presentations
Of Watches on Naval Program

JAYHAWK BLACKOUT in the persons of the Broadmouth Four, minstrel quartet of WREN, Lawrence, Kan., staff members surrounds Dr. Forrest C. (Bob) Allen, coach Dr. Allen and the quartet consisting of (1 to r) WREN Manager Verl Bratton, Millard Ireland, Will Yearout and Program Director John Bondeson, appeared in Lawrence's business and professional men's minstrel show.

(WCHS 5000 on 580 CBS-WVN) Charleston, WEST VA. represented by THE BRANHAM CO.

*RECONNAISSANCE, n.—The act of reconnoitering; a survey as for military, engineering or geological purposes, etc.
Blue Is Praised
For Fast Progress
Net's Advisory and Planning
Group Notes Advances

ACCOMPLISHMENTS of the program and station relations departments of the BLUE since it was set up as an independent company were emphasized in two resolutions passed last week at a meeting in New York of the network's station advisory and planning committee.

The first resolution, praising the work of the program department under the direction of Phillips Carlin, vice-president in charge of programs, noted the "splendid improvement" in BLUE programs, particularly commending such programs as "Baukage Talking," "Hillman & Lindley and Gangbusters," all of which are offered to BLUE affiliates for advertisers on a participating basis.

Visits Are Commended

The advisory committee, made up of members from seven regions in the United States elected by BLUE affiliates, has also commended the visits of representatives of the station relations department to individual stations, and urged that "this activity be kept up" because of its "very great contribution to the morale and unity of the network." Several other minor resolutions also were passed at the meeting, covering internal network affairs.

Members of the committee present were: Howard Lane, KFBK, Sacramento; Harry Wilder, WTBY, Troy, N. Y.; Earl May, KMA, Shenandoah, Ia.; Henry P. Johnston, WSGN, Birmingham; Harold Hough, KGKO, Fort Worth; Tracy McCranek, KPBC, Cheyenne, Wyo.

BLUE executive attendees were Mark Woods, president; Edgar Kobak, executive vice-president; Keith Giggins, vice-president in charge of station relations; Mr. Carlin; E. P. H. James, director of publicity and promotion; Fred M. Thrower, general sales manager; John H. Norton Jr., station relations manager; Hugo Peltis and Otto Brandt, stations department.

Seek Blue Posts

FIRST OPPORTUNITY to fill three vacancies in the BLUE announ- cing staff has been given to announcees of affiliated stations, and more than 50 applications have been received. Every local BLUE station was informed of the openings after April 27, 1942. Names of WHO, Des Moines; WTMJ, Milwaukee; DCB, Davenport; WDAF, Kansas City; WLAB, New York; WOR, New York; WABC, New York; WRCA, Washington; WJZ, Baltimore; WHAS, Louisville; WOR, New York; and WOR, New York.

Corin, Herrmann Cited
With $1,000 Art Grants
RECOGNIZED for their creative efforts, Norman Corin, formerly head director of ABC, and Earl Herrmann of CBS were among the ten winners of $1,000 grants made jointly last year by the American Academy of Arts & Letters and the National Institute of Arts & Letters.

Corin, writer-producer, now directs the weekly morale program, 'This Is War.' Herrmann, composer-conductor, recently won a Film Academy award for his score of the film, All That Money Can Buy. His outstanding compositions are the theme to "Pops," performed by the Philharmonic Symphony; the score for the Orson Welles film; Citizen Kane; and his Fum's Creole, given its world premiere last summer by the CBS orchestra under his direction.

Herrmann and the others honored with grants will receive them at the Academy's spring ceremonies in New York May 8, when the New York Philharmonic plays one of Herrmann's compositions under the direction of Albert Stoeszel.

New Blue Producers

COTTONSEED CLARK, formerly production manager of KFDM, Houston, Tex., has been assigned to handle commercials for the summer program on WFMJ, Youngstown, Ohio, sponsored by International Silver Co., New York, titled This Is London, which starts April 26 and features Edward R. Murrow, chief of the CBS European staff, from Lon-0.

IN THE INTERESTS of the BLUE's current advertising campaign to "Keep 'Em Remembering," Edward Saulpaugh, executive vice-president, talks over old circus days with one of the elephants from Ringling Bros. Barnum & Bailey Circus at Madison Square Garden, New York. Symbol of the campaign, stressing radio as the prime medium for advertisers to keep their names before the public, is a capering elephant.

New Blue War Policies

CROSLEY CORP., Cincinnati, was among the first 500 war plants in the country to set up voluntary labor-management committees, according to an announcement last week by the War Production Board. The report from the Crosley Corp., according to WPN, also described a War Production Drive Committee consisting of 12 management and labor representatives drawn from every segment of the industry. In its report to the WPB, Crosley also described a 30-minute recorded program, explaining to union employees and group meetings of everyone in the company the need for increased production. In addition, Crosley reprinted use of bulletin boards, information stands, posters and production charts.

Honor Lowell Thomas
LOWELL THOMAS, NBC news commentator, was elected president of the Overseas Press Club of America, at its third annual election meeting April 22. He replaces Burnett Hershay, news commentator of WMCA, New York, retiring president of the club, who has been elected to the new post of executive director of club activities. Newly elected vice-presidents are Henry V. Rastenborn, NBC; Fay Gilmore Welle, wife of Linton Wells, CBS correspondent; Thomas M. Johnson, NEA news service.

Tires for Show Buses

BUSES may be used on special trips to carry entertainers more efficiently-building recreational activities, as well as military personnel, to any area of the United States without losing eligibility under List A of the Revised Tire Rationing Regulations according to the Office of Price Administration. However, this permission is only intended where other means of transportation is unavailable and where the commanding officer makes a request for this services. Effective April 22, this is contained in Amendment No. 6 to the regulations announced by Price Administrator Leon Henderson.

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

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

Headley-Red Co.
National Representatives

WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICAN'S LARGEST MARKET.

For Defense - For Defense
Buy U.S. Bonds Today

The Northwest's Best
Broadcasting

Blue Network

Owned and Operated by St. Paul Dispatch Pioneer Press, Minneapolis St. Paul Daily Times

Free & Peters, Inc. — Minneapolis

April 27, 1942 — Page 53
Talent Unions Organize Benefit Clearing House

UNITED Theatrical War Activities Inc. has been organized as a joint venture of the talent unions to act as a clearing house for all requests from Government departments and other organizations connected with the war effort for the free services of professional performers. Headquarters have been established at 2 W. 45th St., New York.

James Sauter, head of Art Features, program production company affiliated with Blackett-Sample-Hummert, has agreed to serve as executive vice-chairman and will supervise operations of the organization, to which he will devote most of his time.

Bert Lytell, president of Actors Equity, is chairman of UTWA; Lawrence Tibbett, president of the American Federation of Radio Artists and of American Guild of Musical Artists, is vice-chairman; Blanche Witherspoon, executive secretary of AGMA, is another vice-chairman.

AFRA N.Y. Meeting

DISCUSSION of the war production training committee of the American Federation of Musicians, and for the work in mobilizing performers with special technical skills or training for work in war industries was the chief matter of business at the quarterly meeting of the New York chapter of the American Federation of Radio Artists, held at the Hotel Astor last Thursday evening. Group also nominated representatives for the national board. WPTC, recently organized, has headquarters in space donated by McCann-Erickson at 50 Rockefeller Plaza, New York. Sid Walton represents AFRA on the committee.

Telescope Series

MILLER & Co., Chicago (telescopes by mail), has started sponsorship of "Newsmaster Theater," morning and evening full hour programs on WHN, New York, a former-hour "Talk of the Town," WFBW, Hollywood, and daily one-minute announcements on WIBW WMN, WMAQ, WMAQ, WRAU, WMAL, WMNW, WPTT. The station is also using a new feature of quarter-hour local talent musical programs and newscasts on an expanding list of stations is planned. Agency is United Adv. Cos., Chicago.

Al Bland Morn Patrol

"There's more for your money at

CFNB Signal strength increased 25%"
Economy of Radio Explained by NAB

Pellegrin Volume Shows How To Reach Mass Audience

COMPETITIVE story of radio is the theme of the latest chapter of the NAB Manual of Advertising, work of Frank E. Pellegrin, director of the NAB Bureau of Radio Advertising. Called What Price Radio this study emphasizes the absolute economy of using radio to reach the mass market at the lowest net-cost-per-thousand-sales impact.

Based on studies gathered from individual stations and networks this chapter tells the highly competitive story. Its effectiveness is cited by the NAB in describing the recent experience of a member station which was called upon for comparative rates. Turning to the NAB this station requested material and advance proofs of the new chapter were furnished. A sold A store

The manager reports that the material contained was successfully used in selling a department store advertising manager. In fact this manager went so far as to say that the manual material is "worth literally its weight in gold."

When called upon for the comparative facts of media, this study furnishes the answers. It shows the success of many local and national advertisers compared with the use of other media and shows how radio unequivalently costs less.

In conclusion it observes that all this does not take into account the effectiveness of the medium which is admittedly human, popular, flexible, first with news, and entertaining among other things.

It is difficult for advertisers to resist facts which mean dollars saved and increased effective delivery of a message, the chapter suggests.

ARCH OHOLER. Hollywood writer of the weekly NBC satsater, Plays for Americans, has granted the Government permission to use any plays of that series royalty-free.

Hudnut to Add

RICHARD HUDNUT Inc., New York, for its DgBarry Success School, has been conducting thrice-weekly participations on a women's program on WJR, Detroit, in addition to participations on the Caroline Cabot program on WEEL, Boston. More stations may be added from time to time. Agency is G. Lynn Sumner Co., New York.

Richfield in Arizona

THE Richfield Reporter series on April 20 observed its 11th year of continuous sponsorship by Richfield Oil Co., Los Angeles (petroleum products), on NBC Pacific Coast stations Monday through Friday 10-10:15 p.m. with release to Arizona stations (KYUM KTAR KGLU KVOA), 9:30-9:45 p.m. (FPT). Launched on April 20, 1931, it is one of the oldest programs in point of continuous broadcast for the same sponsor without change in format. Don Forbes and John Wald are currently the voices of the Richfield Reporter. Wayne Miller is news editor. Hixson-O'Donnell Adv., Los Angeles, services the account.

Hecker Changes Format

HECKER PRODUCTS, New York (Forr ewell), has changed the format of its five-weekly quarter-hour show on WHN, New York, from a revue presentation titled Captain Hecker's Adventure Club to a news commentary by Hecker titled The Story Behind a News. The program has been discontinued in transcription form on the six stations: WFIL, WINS, WJZ, WAGS, WTRY, WOR.

May Beat 'Freeze'

(Continued from page 9)

ING upwards of 300 applications it appears that the group of about a dozen was selected for recommended favorable action.

It was expected the FCC would act favorably at its Saturday session on the DDB recommendation that no future authorization to construct or change the transmitting facilities of any station be authorized because of the critical war situation. The action, however, would come only after disposition of the selected batch of applications.

The lengthy Friday session, it is understood, was devoted almost entirely to an explanation of the situation surrounding the selected applications. The scope of the proposed order carrying out the DDB recommendation was debated.

It is expected the FCC order will be a rigid, except for a provision for completion of construction already underway and where most if not all materials are available. It is also presumed there will be a proviso allowing construction where it is construed that in the war effort additional service is required in a particular area. Stations used as key stations by intercepter commands might come within the purview of this proviso.

IN THE AIR before they're on the air, William Scott (left) and Walt Turner, announcers of WWVA, Wheeling, are enrolled in the Civilian Pilot Training Course at Glendale airport. If droopy eyelids are detected during the pharmacology test they can be attributed to the fact that both men rise every morning at 5 a.m. to take flying instruction.

FCC Funds Slashed

(Continued from page 10)

on Dr. Watson, principally by the Dies Committee.

Before the appearance of Commissioner Durr, Chairman Fly was questioned by Senators on reasons for the House action withholding Dr. Watson's salary. He replied that "deductions" had been made from a "limited number of writings of Mr. Watson, or, I might say, limited extracts from writings of Mr. Watson indicated that he viewed the Russian system with some degree of favor."

Leading the interrogation, Senator McKeever, quoted from the House record of committee hearings which dealt with statements attributed to Dr. Watson supporting the theory that the "worker, socialist, capitalism, has little chance to improve his lot," and which allegedly indicated he advocated that the capitalistic system in the United States be abolished.

Sen. McKeever asked: "Do you think a man who gives expression to those kind of views ought to be entrusted with an important part of the duties or functions of the Federal Government?" Mr. Fly replied that if the quotations were taken from articles written by Watson, "I, myself, would not approve of it."

Another quotation — "What a stirring New Deal they had once begun. Roosevelt must go far before he achieves a program like theirs. The Austrian Socialists did the things FDR makes speeches about"—brought from Sen. McKeever the question: "Now we are in a war. Do you want men in the service who talk that way about our Commander in Chief? Can't you find someone who is equally competent and efficient, and not take a man who makes these kind of statements?"

Indicating that he thought Dr. Watson's statements had been misinterpreted, Mr. Fly replied: "I could agree with you, sir, if I thought you had the complete picture here, or an adequate record. And I want to say, too, if this represented the man's general thought and speech, and that sort of thing, I wouldn't be here advocating it, and I don't advocate even this, that anything like this can be found in it."

In his written statement to the Committee, Dr. Watson denied claims of Communist-front activities. "First, I am not a Communist," he said, "and never have been a Communist."

"I am not a 'fellow traveller' and have never been a 'fellow traveller,'" he continued. He then went on to point out that he was a tenth generation American and denied that he held membership in six reportedly Communist organizations as charged by Rep. Dies.

Sweetheart Adds


WILLIAM G. RAMBEAU Co. has been appointed national representative of WHAL, Reading, Pa.

BROADCASTING • Broadcast Advertising

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Decisions...

APRIL 21

WTBO, Cumberland, Md.—Granted consent to assign to assignment of WJDO, formerly a 1 kW, transmitter located in the service area of WJDO, to a new operator, WJBD, thru purchase of 49.5% from Leon V. Fleming, transmitter and site. (Operation to continue subject to Federal Communications Commission review.)

WBRY, Waterbury, Conn.—Granted CP to move transmitter locally using 1 kW, transmitter (grant in lieu of special authorization request).

KJBO, Sublette.—Granted petition for renotification of 19-28-61 action and modified that action to require same for modification of CP.

KBO, Albermarle.—Denied request for notification of Inter-American Office of assignment to change.

WOW, Omaha.—Denied petition for stay pending final determination of 4-30-61 from action of 11-26-62 to WOKE.

WBC, Brentwood, Tenn.—Denied petition for reattachment of 1-19-63 to KYCE.

DESIGNATED FOR HEARING—New, Eastern Pennsylvania Broadcasting Co. Ltd., Scranton, Pa., for CP new station, 500 kw., directional antenna N; new, Alaska Broadcasting Co. Ltd., Nome, for CP new station, 1400 kw., 280 w.,undirected; WHAI, Saginaw, Mich., for modification of CP to extend to completion time; KTWN, Westlake, Ohio, for modification of CP to extend completion time.

LICENSE EXTENDED ON TEMPO-RARY BASIS PERIOD ENDING 6-4-62:

PENDING DETERMINATION OF HEWAL:


KSBT, KCMC KFJP KGCH KGIL KGIV KGKU KGJB KGVS KWSH KXLW WBBR WCHJ WCRG WFPG WGR WJMA WQAK WMUS WFBF WUSL.

WBWV, Richmond, Ind.—Granted license renewal on temporary basis pending outcome of new application.

WOW, Fairbanks, Alaska.—Denied action on new application.

NEW, Jefferson Broadcasting Corp., Birmingham, Ala.— Granted petition to allow directional antenna.

NEW, Outer Limits Corp., Inc., Utica, N. Y.—Denied petition for grant without hearing.

APRIL 22

NEW, Chattanooga Broadcasting Corp., Chattanooga, Tenn.—Granted motion for dismissal of new application.

NEW, Edward J. Peck, Jr., Birmingham, Ala.—Granted petition dismissal pending CP new station.

WMGB Richmond, Va.—Granted extension completion date to 6-2-62 to CP new antenna installation.

KMPG, Beverly Hills, Calif.—Granted extension completion date to 6-3-62 for CP new antenna installation.

KDCA, Coralville, Iowa.—Granted petition for extension of commencement and completion dates re CP.

Applications...

APRIL 20

NEW, Eastern Broadcasting Co., Long Island, N. Y.—Amended previous application for CP new station, 1 kW, daytime, WSKM, Bronx, N. Y., from 30 kw., limited time (to WKBW), to unlimited time.

WSAN, Allentown, Pa.—Modification of CP requesting extension of completion date to 11-4-62.

WBAB, Detroit.—Modification of CP requesting extension of completion date to 11-4-62.

WDAM, Vicksburg, Miss.—Modification of license to change name to Upper Michigan Wisconsin Broadcasting Co.

APRIL 22


NEW, Walter H. Nelson, Cadillac, Mich.—CP new station on 1240 kHz., 280 w., unlimited time.

NEW, John D. Ewing, New Orleans.—Amended application for CP new station to specify transmitter location, and to request 10 kw., N and 60 kw D power.

WDAE, Tampa.—CP—change to 770 kHz., make directional changes and use N only.

APRIL 24

WBAL, Baltimore.—Special permission for directional changes.

WGH, Hartford.—Modification of CP requesting extension of completion date to 12-14-42.

WBUS, Boston.—Modification of CP requesting extension of completion date to 9-14-42.

NEW, Continental Broadcasting Co., Marlton, N. J.—CP new station 1300 kHz., 250 w., anytime.

KWBB, Hutchinson, Minn.—Voluntary assignment to William Wyse and Stanier Marsh.

WISC, Chicago.—Modification of CP requesting extension of completion of CP new station, 250 kw., unlimited time.

NBD, San Francisco.—Modification of CP as modified requesting addition of 7250 kw., unlimited time and extension of completion and test dates to 30 days after grant and 150 days thereafter.

KWBW, Keene, N. H.—Amended application for special service authorization to request directional changes.

KWBN, Cuyahoga Valley, Ohio.—Modification of CP requesting extension of completion date to 11-14-42.

KBMB, Davenport, Ia.—CP new station 1490 kHz., 220 w., unlimited.

KWDB, Darlington, Wisc.—CP new station 1270 kHz., 280 w., unlimited.

KQLB, Alexandria, La.—CP new station 1240 kHz., unlimited, directional N (June 4).

INDIAN CHIEF symbol of Western Electric Co. advertising now decorates the office of Charles Singler, transmitter supervisor of WOR, New York. It was presented to him by H. N. Willits, WE commercial sales manager, in recognition of WOR's maintenance record and bears the legend "Chas. Singer, Big Chief Maintenance, WOR."

Navy Plans to Construct Three New Transmitters

PASSED by House last Monday, the Navy Bill (S 2408) introduced in the Senate by Senator Walsh (D-Mass.), will allow for the contemplated construction of radio transmitting stations in the Boston, Hawaii and San Francisco Bay areas. Estimated cost of the construction is $7,981,000.

Provided in the bill, however, is $11,000,000 for shore radio facilities, and it is expected that the differential between these figures will be used for the purchase of other radio facilities not specifically mentioned in the bill.

Total amount to be spent under the bill's authorization will be $21,000,000, which will be used to increase most existing facilities of the Navy. With the presidential signature expected shortly, it is felt the radio shore facilities construction will begin at an early date.

WALTER H. NELSON, former GE and Farnsworth engineer now heading his own research laboratory, is making test equipment, has applied to the Navy for a new 250 watt station on 1240 kc. in Cadillac, Mich.

Network Accounts

For All Your FM Needs

FM broadcast Transmitters 250 to 5,000 Watts

Measuring and Testing Equipment

S-T Transmitters

Receivers for Home and Service

Network Accounts

All Lines Eastern Time unless indicated

New Business


COOK PRODUCTS Co., San Francisco (Girard’s French Dressing), on April 19 started The Little Show in which a new, 5 kw., wireless station, KLFH, will carry human interest stories of military personnel overseas. Eventually a new, 5 kw., wireless station, KFRC, will carry unusual recordings, on KFRC, San Francisco, and KJL, Los Angeles. Yet no plans Bay Lewis, Hollywood, Calif., & Co., San Francisco, is agency.

PEPSI-COLA Co., Long Island City (beverage), on May 4 starts Radiation of the Tune Farmers on 173 Blue stations, Mon. thru Fri., 9-55-10 p.m. Agency: Newell-Emmett Co., N. Y.

Renewal Accounts

FIREFSTONE TIRE & RUBBER Co., Akron, on June 1 renewal for 62 weeks to the Grand National Sunday, 9-8-8 p.m. on 61 NBC stations, Mon. 8-30-9 p.m. Agency: Sweeney & James Co., Cleve-

PHILIP MORRIS & Co., New York (cigarettes), on May 8 renewal for 12 weeks to All American, 5-14-8 p.m. (rebroadcast 7-25-8 p.m.) Agency: Bloomer & Co., N. Y.

BOHEMIAN DISTRIBUTING Co., Los Angeles (beverage), on May 4 renewal for 4 weeks to A Toast to Amer- ica, 5-16-8 p.m. (Special, 5-22-8 p.m.) Agency: All-Media, Los Angeles.

Southern California Don Lee stations (KJH KFB KGM KGB) Mon., Tues., Thurs., Fri., 12-11 p.m., Thurs. 6-57 p.m. (PWT), Agency: Brinser, Davis & Staff, Los Angeles.

Network Changes

YOUNG PEOPLE’S Church of the Air, Philadelphia, on April 19 renewed for 26 weeks Young People’s Church of the Air on 85 MBS stations, Sun., 4-30-9 p.m. Agency: Ivey and Duling

P LORILLARD Co., New York (Old Gold), on April 29 shifts The New Gold KBS from March 15 to April 15, stations, Fri., 8-8-30 p.m. to 51 CBS stations, Wed., 8-8-30 p.m. Agency: J. Walter Thomson Co.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels, Prince Albert), on May 12 shifted its 13 MBS stations to How’m I Doin? Bob Hawke’s quiz program, Fri., 7-5-8 p.m. (rebroadcast at 10-30 p.m.), making a total of 100 CBS stations carrying the program, Agency: William E. Davis, N. Y.

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape and tomato juices), on June 5 shifts Irene Rich’s Dear John from 33 BLUE stations Sundays 9-30-9, 44 p.m. and 22 BLUE stations, Mondays 11-5-9, 11-30 p.m. to approximately 60 CBS stations, Friday 10-30 p.m. Agency: W. N. Kastor & Sons Adv. Co., Chicago.


NATIONAL BRANDS SALES Corp., Chicago, has launched a new paper packet for Borden’s maple syrup in a bright, water, replacing its canned product. Account is placed direct and as yet no plans for radio promotion have been made.
Classified Advertisements

Situations Wanted. 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. Bold face caps, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted
Program Director—Eastern local want Indian-duating man with character and execu-150 in the top. Salary: $600,000 or larger, with a paid vacation. Box 431, BROADCASTING.
Program Director—Man capable of complete charge of department. Want complete informa-150 in the first letter. Box 411, BROADCASTING.
WANTED—Experienced announcers, transm150 iter engineers and announcer-operators. Register now—many positions open. COLUMBIA PLACEMENT BUREAU, Suite 431, 410 South Michigan Avenue, Chicago, Ill.
Announcer—Some sales experience. Local Florida station, salary plus commission. Box 414, BROADCASTING.
ANNOUNCER—CONTROL OPERATOR—5000 Watt Network Station, first or sec-150 ond class license helpful but not no-150 tice. Field experience, draft status, salary expected and enclosed snap-150 shot. Box 413, BROADCASTING.
Commercial Manager—Draft deferred re-150 sult get for Virginia station. Sober, non-pressure position preferred. Salary, expected. 150 ences, salary expected and date available. Box 420, BROADCASTING.
ENGINEER—Capable of computing and adjusting direct radiotelephone. State age, education, experience, salary desired and draft status. Include photo. Box 424, BROADCASTING.
ANNOUNCERS—Who want to grow with Pennsylvania regional station, want-150 ed immediately. No commercial floorers. Permanent position. Give details, experience, draft status, salary expected. Box 426, BROADCASTING.
Operator-Announcer—Second class license or better, starting salary $165. KUSN, Los Angeles.
WSDU Has Opening—For chief engineer, prefer someone with experience on RCA and/or newspaper. Give details. Box 428, BROADCASTING.

Situations Wanted (Cont’d)
OPERATOR—Experienced control room, transmitter, 15/6 years technical training, draft 1-B, desires permanent position, preferably New York area, where arrangements may be made to attend different college. Prefer Saturday night. Prefer station also equipped FM. Box 433, BROADCASTING.
MAN FULLY QUALIFIED—Seeks manage-150 ment of small station; sales or pro-150 duction manager regional; or general an-150 nouncer large station. Present work highly satisfactory to employer but position has too many limitations. Seek greater field of opportunity. Full details and trans-150 mission on request. Box 406, BROADCASTING.
Engineer—Now with 50 kw. station de-150 sires changes. Draft exempt. Box 416, BROADCASTING.
Buy Your Station—Personal Value—Two 150 years radio, industrial, and sales per-150 son. Announcer, WLS, Chicago. Write today: Woman—continuity writer, actress and experienced secretary. Married. Available for personal interview during NAB Convention, Cleveland. Phone MAIN 2937 or write BROADCASTING, Box 409.
Experienced Combination Announcer-Opera-150 tor—Desiring of change. Deferment class license, 150th, St. Paul. Go anywhere. Box 407, BROADCASTING.
Operator—With First Phone License, State salary. Box 419, BROADCASTING.
SALESMEN—Six radio, eight years new sales. Married, draft presently employed. Proven sales record. No commission, salary: $500. Box 429, BROADCASTING.
VERSATILE FEMALE—College senior with all-around radio background wishes to work small station. Draft exempt. Box 427, BROADCASTING.
ANNOUNCER, WRITER, M.C.—New York 150 University radio student, 150 years, available for small station. Box 402, BROADCASTING.
Program Man—30, idealist with intelli-150 gence, industrious and speed in produc-150 tion. Program and engineering position. Box 408, BROADCASTING.
Wanted to Buy
Lance Antenna Watt Watt Insulators—PUSH-150 PULL, tree style No. 36. Multi-type insulators suitable for vertical an-150 tenna base. What have you? Write or wire Box 415, BROADCASTING.
FCC Recognized Phase Monitor—With or without coaxial switching panel for four element array. Send full information. Station is WHEY, Hinsdor, N. C.
4,000, Dubuque, Iowa. Aeroprec-3900 or 10,000 volt miles transmitting trans-150 mision. In answer state capacity, voltage read-150 ing and price asked. Box 469, BROAD-150 CASTING.
Telegraph Tape Recorder—Describe fully-150 Price and condition. Box 427, BROAD-150 CASTING.
TRANSMISSION TURNTABLES—2 RCA, W3, or Presto. State sex, model, field, and offers please. Box 418, BROADCASTING.
For Sale
Four New Weatherstone 355 Foot Towers—Complete with beacon, guy wires, insu-150 lators, etc. Box 406, BROADCASTING.
I KW Broadcast Transmitter—In splendid condition including rectifier tubes, electri-150 cal power switchboard and many other items. Blown-Knot 180 foot self-supporting 150 tower. Box 412, BROADCASTING.

First Sportscaster?
ALFRED DINDSALE, for-150 eign news commentator on WATN, Watertown, N. Y., has received his charter mem-150 bership certificate in the Twenty-Fifth Club recently founded by H. V. Kaltenborn, 150 NBC commentator, for veterans of the radio industry. Dinsdale, who started as a "ham" in 1910, claims to be the world's first radio sports reporter. Back in 1913, he used to watch football games from the roof at Hattron, Scotland, and then broadcast the scores to radio operators on linen sails down the Clyde.

YEARBOOK of the Veteran Wireless Operators Assn., a 38-page pamphlet, has been issued, listing officers, direc-150 tors, committees, honorary members, awards, etc.

Balaban & Katz School Graduates Naval Class
The FIRST class of 105 naval men was graduated last Tuesday from the Balaban & Katz Radio School established in Chicago some four months ago through the com-150 bined efforts of John Balaban, president of B. & K., who donated space and equipment, and Lt. William C. Eddy, USN, who is director of the B. & K. television station, W9XK.

John Neil Joyce will be the first sex change at the station. He will be in charge of the station's engineering department. He will also be in charge of the station's recording department, which he has been handling for the past five years.

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. D1. 1203
Washington, D. C.

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

MO 2-7859

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

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

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

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY

An Accounting Service
Particularly Adapted to Radio

RADIO ENGINEERING CONSULTANTS
Frequency Monitoring
(Subs. WASH., D. C.)
Main Offices: 2203, 2222 California Ave., Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.

Munsey Bldg. • District 8456
Washington, D. C.

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. D1. 1203
Washington, D. C.

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

MO 2-7859

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

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

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

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WASHINGTON, D. C.

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Frequency Measuring
Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.
McIntosh at WPB
In Charge of Radio
Takes Post Jansky Vacated;
Serves Under Pebbels
FRANK H. McINTOSH, technical
superintendent of the WPB Industry
Co. stations, has joined the
War Production Board as chief of
the radio section. Communications
Branch, under Leighton H. Pebbels,
chief of the Communications Branch.
Mr. McIntosh, a veteran radio engineer, fills a post vacated last month by C. M. Jansky Jr., senior
position in Washington consulting
engineer firm of Jansky & Bailey, who is now engaged in spe-
cial radio experimental work for the
Army Air Force in a civilian status.
In his new post Mr. McIntosh, who is on indefinite leave from the
WPB Industry, will have charge of radio
equipment requirements for all
branches of radio communications,
including broadcasting. Mr. Pebbels,
as chief of the Communications
Branch, also has separated the tele-
ephone and telegraph sections un-
der his jurisdiction.
Mr. McIntosh has been with
Fort Industry, headed by George B. Storer, president, and J. Harold
Ryan, vice-president and general
manager who is now in Washing-
ton as Assistant Director of Cen-
sorship, for the last year.
Prior to joining Fort Industry Co. a year and a half ago, Mr. Mc-
Intosh has worked for four years
in communications sales manager for
Graybar, headquartered in San
Francisco. His sales had in charge of
sales in the 13 Western states, Alaska, the Philippines and Hawaii. For nine years before his
Graybar connection, he was a mem-
ber of the technical staff, radio
development department, Bell Lab-
oratories, New York.

Bing Smith Is Promoted
To Newspaper Position

PROMOTION of Vernorn H. (Bing)
Smith, for three years general
manager of KOWH, Omaha, to
the post of sales manager of the
World-Herald, in addition to his
duties as an advertising manager
for the newspaper, was announced last week. Mr. Smith
will be in charge of advertising for
both the newspaper and the radio,
with Frank Shopen, who has
been assistant manager of KOWH,
now named manager under Mr. Smith.

Newspaper advertising depart-
mental heads serving under Mr. Smith are T. G. Devaney, local
display; Harry D. Keller, national;
and Clyde C. Minnis, classified. Mr.
Smith came to KOWH from
WREN, Lawrence, Kan., where he had been manager 11 years.

Three More Join Blue
THREE more stations—KALB, Alexandria, La.; KMLB, Monroe,
La.; WQBC, Vicksburg, Miss.,
will join the BLUE as soon as lines
can be constructed, Keith Kiggins,
Blue vice-president in charge of
stations, announced last week.
KALB and KMLB are fulltime
stations, WQBC is daytime only.
None of the stations has any net-
work affiliation at present.

Deems Taylor New President Of ASCAP, Replacing Buck

DEEMS TAYLOR, composer, musician, critic and foremost radio
commentator on music, was elected
president of ASCAP by the
new board of directors of the Society
last Thursday at their first regular
meeting since the annual meeting of
the ASCAP membership a month ago [BROADCASTING, March 30].

Gene Buck, previous president, who had held the post for nearly 20
years, will be retained by the Society in an advisory capacity, at an
annual salary reported to be
$25,000.

Mr. Taylor, it was announced,
will serve without pay. Mr. Buck
originally served without salary, but in 1929 was given a stipend of
$50,000 a year. He accepted a voluntary cut to $35,000 about two
years ago when ASCAP revenues were threatened with depletion due
to the controversy with the broad-
casting industry.

Gustave Schirmer, former trea-
ury chairman, was elected vice-
president, replacing Louis Bern-
stein, while Max Dreyfus succeeds
Mr. Schirmer as treasurer. Oscar
Hammerstein II was also made a
vice-president, replacing Otto A.
Harbach. George W. Meyer, J. J.
Bregman and Irving Caesar were re-elected as secretary, assistant
treasurer and assistant treasurer, respectively.

Election of Mr. Taylor, who in
addition to his Sunday CBS broad-
casts as intermission commentator
for the New York Philharmonic
Symphony Orchestra programs and
as master of ceremonies on the
Prudential Family Hour, also
serves CBS as musical consultant,
is seen as significant of the new
trend in ASCAP policies, which
since the radio war has ended have been to treat the broadcasting in-
dustry as a good customer for
ASCAP's wares rather than as a
target for abuse of the threats.
Even so, the ouster of Mr. Buck
although predicted following the
stormy session with the publishers
last fall, came as a surprise to
many observers, especially after
the vast vote given Mr. Buck by
ASCAP's writer members when
they re-elected him as a director
last month.

Condon Promoted

APPOINTMENT of Maurice Con-
don as director of the combined
promotion, merchandising and pub-
licity departments of WGAR, Cleveland, has been announced by John F. Patt,
vice-president and general man-
ger. Mr. Con-
don joined WGAR shortly after its forma-
tion in 1930, and has successively held the posts of
continuity director, traffic manager and publicity
director. He succeeds Charles New-
comb, who resigned to join the pro-
gram staff of WNNC, Asheville.
The mutual and inter-related ac-
tivities of the departments brought
about the decision to merge them under a single direction.

760 Sign B M I Pacts
THE new BMI eight-year licenses
have been signed by 760 broad-
casters, Carl Haverlin, BMI vice-pre-
dent in charge of station relations,
reported last Friday prior to leav-
ing New York for Orlando, Fla., to
attend the meeting of the Florida
Broadcasters Assn.

Janet MacRorie Resigns
JANET MacRORIE, manager of the continuity acceptance staff of
NBC, has resigned after eight years in the department which she
created. No successor has been
named.

Standard Oil of Indiana
Places Big Spot Series

STANDARD OIL Co. of Indiana,
Chicago, centering on war produc-
tion, will continue advertising to
the motoring public throughout
1942 by promoting car conserva-
tion. "Drive the Blue" in behalf of
advertising manager. The com-
pany has placed six-weekly one-
minute spots in thousands of
stations for farm fuels and lubricants on 90
stations in 13 Midwest states.
Announced as a singing award of war bonds to farmers
for outstanding performances. They were
earned by McCann-Erickson, Chicago, on
KLZ KGHF WLS WMAQ
WDAN WSOY WEQB WMBD
WDC WQGB WO WIRE WSBT
WBOW WMT WTO KRNT WHO
KDKD KGLO KMK JCJI KNO
KVGB KSAL WBFK KPH
WMC WHDF WFRX WJW WOOD
WMJS WIBM WZLM WHLS WTMK WECB
KGDE WMPF KYSM KSTP
KPAM WHLB KLMK WPV
WSS WMNH WDAJ
KWOC KFEQ KMOX KWT
KGHL KRGB KIP KIP
KLAB KOLO KLO
KABB KBBB KSIO WIBY
WATW WEAF KQZI WTAQ
WCO WIBA WIBA WIBA
WTJW WBU WBJN WBU
WSAU WFIR KDFN KBFC
KROC WNAK.

Cooper Razor Drama
COOPER SAFETY RAZOR Corp,
Brooklyn, on April 19 replaced its
quarter-hour musical program
Sunday evening on WNEW, New
York, with the weekly trans-
cribed program Secret Agent K-7.
The series just completed is a
tribute to the present war by NBC in
association with Heffelfinger Radio
Features, now the Heffelfinger
Agency, New York, which handles
the Cooper account. Cooper also
sponsors thrice-weekly ten-minute
periods of Secret Agent K-7 on
WNEW, as well as three spot
announcements weekly for its long-
running "For Your Information"
series furnished news releases
prepared for WNEW by the New
York Daily News.

Gen. Mills to Shift
GENERAL MILLS, Minneapolis,
is understood to be shifting in
the near future two of its serial pro-
grams, The Lone Ranger and
Armstrong from MBS to the BLUE
network. The report of the pro-
posed move was not confirmed by
BLUE officials. Jack Armstrong,
promoting Wheaties, is heard Mon-
day through Friday, 5:45-6:45 p.m.,
in charge being Blackett-Sample-Hummert, Chi-
cago, while Lone Ranger is pre-
sented Monday, Wednesday and Friday,
7:30-8 p.m. for Corn Kix through Knox-Reeves, Minneapolis.

Spots for 'Gone'
METRO - GOLDSWYN - MAYER,
New York, to promote the third re-
lease movie Gone With The Wind
is using five spot announcements
each on 58 stations in the 32 cities
where the film is playing during the
month of April. Spots are
scheduled on the opening day of the
showing and the day following.
Agency in charge is Donahue &
Coe, New York.
"To abandon advertising for any period is to lose the accrued benefits of earlier investments."

Says DONALD D. DAVIS, President, GENERAL MILLS, Inc.

"Advertising and merchandising are dynamic and not static instruments in the conduct of American industry. As such they must be continuously used, experimented with and constantly improved. To abandon advertising for any period is to lose the accrued benefits of earlier investments.

"In my opinion this is especially true for radio. The new potentials and the possibilities yet uncovered in the field of radio advertising—indeed in all fields of advertising—constitute a great challenge for American industry. Advertising is the vehicle through which we reach the entire American public, but it does not stop there. It is also the vehicle through which business keeps in intimate touch with the reactions and desires of the whole public.

"Therefore, I believe firmly that continued advertising is not only industry's responsibility to itself, but responsibility to the American people."

★ To the great names in American business whose continued advertising is a flaming symbol of faith in America's future . . . whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station.

WLW
THE NATION'S MOST MERCHANDISEABLE STATION
One if by land—two if by sea...

It was a lantern, you probably remember, that sent Paul Revere off on his famous ride—a lantern hung in the tower of the "old church steeple" across the bay. There was to be one lantern if the enemy came by land; two if they arrived by water.

It worked well enough. But if a sudden fog had descended that evening on Boston—history might have turned out differently.

In every military campaign ever fought, communication has been vital. In every period of history, people have solved the problems of swift communication as best they could— from the beacon fires of the Romans to the efficient, lightning-like radio communication of today. The nation with the best communication system has always held an important advantage.

America today has the most efficient radio equipment in the world... thanks to research and engineering. In the plants of the RCA Manufacturing Company, military radio equipment is coming off the production lines at a rapid pace—equipment that could not have been constructed in any quantity only a few short years ago!

On the home front, 55 million radio receivers have ended our need for Paul Reveres—receivers served by the National Broadcasting Company and the Blue Network from coast to coast.

And on the overseas front, NBC operates two powerful short wave stations—WRCA and WBNI—"beaming" spearheads of truth through the darkness of war to wherever there are people to listen!