more women listen more to WOR's women's programs than to those on any other New York station*

* Statistically we mean, women in Greater-New York spend 172,125 hours tuned to WOR's women's programs on an average weekday—294% more time than they spend listening to the same types of programs on any other New York station.

Actually, women listen 38,700 more hours to WOR's women's programs on an average weekday than to those on ALL other New York stations combined.
"IF YOU WANTED TO MAIL THE LETTER TO ANYONE EXCEPT WLS—DARNED IF I'D DO THIS!"

WLS gets through! Mid-West listeners get to their mail boxes and send WLS more than a million letters annually. Here, for example, is what they did for one of our accounts last winter.

The advertiser, a poultry magazine, obtained 13,485 one-year subscriptions, the result of only 24 ten-minute daytime programs plus three two-minute announcements, in a period of nine weeks.

These 13,485 magazine subscriptions are only one bit of evidence that WLS Gets Results! We have more, lots more. Just ask us . . . or any John Blair man.

WLS

890 Kilocycles
30,000 Watts
Blue Network

PRAIRIE FARMER STATION

Burling D. Butler
President
Glenn Snyder
Manager

CHICAGO

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK—KOY PHOENIX • KTUC TUCSON • KSUN BISBEE-LOWELL
THE PROSPERITY of the Average Family in WDRC's Primary Area is not just a wartime phenomenon. Of course, business is zooming here with defense factories working three shifts a day—just as it is in similar markets throughout the country. But the thing to remember about Hartford is that it's first in peace-time too. This is assured by the diversity and stability of employment here.

WDRC's Average Family topped the 48 states in Effective Buying Income before the war and still does. Equally important, we believe it will continue to hold this preeminent position. This is a significant consideration for the many companies who are wisely continuing their advertising today with an eye to the future.

Write Wm. Malo, Commercial Manager, for the full story of this desirable market, comprising more than a million people in WDRC's Primary Area.

BASIC CBS HARTFORD
Not much to say about Pigs. Fat, stupid, but valuable. So much so that some Nebraska farmers are concentrating on pig raising almost exclusively.

But valuable. So much so, that some Nebraska farmers are concentrating on pig raising almost exclusively.

Milk
Lacteal fluid from bovine animals. Nebraska farmers' major problem right now is raising more cows to give more milk to supply more people. Prices, of course, have jumped.

Eggs
Vitamin-filled ovals laid by barnyard birds who are working overtime to meet war-time orders as well as domestic demand. Eggs bring a pretty penny nowadays (have you noticed your grocery bill?)

Pretty Penny
Unit of currency. Nebraska farmers not only are overburdened with pretty pennies, but also silver coin and scads of greenbacks. They want to exchange it for the things you sell, tobacco and coffee, clothes and cosmetics. Whatever you have, tell them about it by using "their" station. You need KFAB, to do a complete job of selling the farm markets throughout Nebraska and her neighboring states!
WHO

What?
The most famous of all anti-crime shows, "Gang Busters," is available for immediate Spring and Summer local sponsorship.

Where?
Over WJZ, New York, to cover the world's richest market. (It is also available on a spot basis over KGO, San Francisco and most Blue Network stations. 31 of these stations have already sold "Gang Busters" to local or spot advertisers.)

When?
Starting May 1st, "Gang Busters" will be heard Friday evening, from 8:00 to 8:30 E.W.T., an ideal period for listening and an ideal day for week-end merchandising.

Why?
This unique opportunity is made possible because Sloan's Liniment found "Gang Busters" so successful for the past two years that they signed it up for 30 weeks next Fall and Winter, thus clearing the way for this Spring and Summer program purchase with a March C.A.B. rating of 13.2.

How much?
Over WJZ, the complete program cost (including agency commission) is less than $1,000 per week.

For full details, call or write Blue Network Spot Sales Division, in New York, Chicago, Detroit, San Francisco or Hollywood.

WJZ
NEW YORK'S FIRST STATION
50,000 WATTS - 770 KC
Key Station of the Blue Network
We've taken one CBS "mike" out of service

When Cecil Brown of CBS, and Norman Corwin of CBS, and the CBS Short Wave Department (along with other short wavers) received Peabody Awards the other day, we decided to retire a microphone from active duty to do nothing but receive laurel wreaths.

We had to—because awards have been coming thick and fast to CBS and its advertisers' programs. (A list of these awards since January, 1941, is on the opposite page.)

Besides the length, there's this about the list—it's so unlopsided, covering almost every facet of the CBS program structure—"a harmoniously integrated unit designed to serve and to entertain the American people."

THE COLUMBIA BROADCASTING
AWARDS TO CBS—JANUARY, 1941—APRIL, 1942

ACADEMY OF MOTION PICTURE ARTS AND SCIENCES—1942: Gold plaque to Bernard Herrmann, CBS staff conductor, for "the best scoring of a dramatic picture in 1941"—All That Money Can Buy.

ADVERTISING AND SELLING ANNUAL AWARDS—1942: (1) Honorable mention for an original research development, to CBS Listening Areas. (2) Special medal award to Norman Corwin on his We Hold These Truths for adding "to the knowledge or technique of radio advertising."

AMERICAN ACADEMY OF ARTS AND LETTERS, AND NATIONAL INSTITUTE OF ARTS AND LETTERS—1942: $1,000 award to Bernard Herrmann for his composition, Moby Dick. $1,000 award to Norman Corwin for We Hold These Truths, and his direction of the series, This Is War.

AMERICAN LEGION, DEPARTMENT OF CALIFORNIA—1941: "Citation of Honor" to Edward G. Robinson, star of CBS's Big Town, for an outstanding contribution to Americanism.

AMERICAN WRITERS CONGRESS—1941: Honorable mention to Norman Corwin for his original work on the Columbia Workshop drama series, 26 by Corwin.

ASSOCIATION OF MOTION PICTURE PRODUCERS, SCREEN ACTORS GUILD, SCREEN DIRECTORS GUILD, and SCREEN WRITERS GUILD—1941: To CBS's Screen Guild Theatre for "eminent achievement in furthering the advancement of the allied arts of motion pictures and radio."

GEORGE FOSTER PEABODY AWARDS—1941: (1) To CBS for "outstanding meritorious public service among the networks." (2) To Elmer Davis for "his terse, incisive and impartial reporting of the news, day by day." (3) To CBS Stations KNX, WCAU and WGAR for local programs and services.

1942: (1) To Cecil Brown, for the best radio reporting of 1941. (2) To Norman Corwin’s We Hold These Truths. (3) To CBS and other short wave broadcasters of the country "for their patriotic service."

INSTITUTE FOR EDUCATION BY RADIO (Ohio State University)—1941: First awards to CBS for London After Dark, a special translatic broadcast; The Mole on Lincoln’s Cheek, a drama in The Free Company series; The Fisherman and His Wife, on the Children’s program, Let’s Pretend; and Poor Farmer Songs on School of the Air of the Americas. Also, honorable mention to Monument to the Might of Water on School of the Air of the Americas.

KAPPA SIGMA—1941: Selected Edward R. Murrow, a member of Kappa Sigma, as “Man of the Year."

MOTION PICTURE DAILY—1941: (1) Educational award to the School of the Air of the Americas. (2) Best special events show award to Spirit of ’41. (3) Best children’s program awarded to Let’s Pretend.

NATIONAL HEADLINERS CLUB—1941: To William L. Shirer for "consistently outstanding radio reporting over a period of years."

NATIONAL SAFETY COUNCIL ANNUAL SPECIAL AWARD PLAQUE—1941: To Edward G. Robinson, star of CBS’s Big Town, in recognition of "outstanding contribution to the cause of safe driving."

OVERSEAS PRESS CLUB ANNUAL RADIO AWARD—1942: To Cecil Brown for radio reporting "contributing to the understanding of foreign policy by the American people."

PARENTS' MAGAZINE PRESS HONOR AWARD FOR TRUTH—1941: To CBS’s Death Valley Days for the authenticity of this series.

PHI BETA (National professional fraternity of music and speech)—1942: Annual Radio Award to the Columbia Broadcasting System for its network broadcasts of the New York Philharmonic—Symphony concerts, as the program that contributed most to music and speech during the year.

RADIO EXECUTIVES CLUB OF NEW YORK—1942: Plaque to Paul White (also to Mr. Schechter of NBC and Mr. Opfinger of MBS) for "outstanding work in securing news broadcasts from various war fronts."

SCHOMBURG COLLECTION OF NEGRO LITERATURE—1941: Wings Over Jordan placed on the 1941 Honor Roll for its contribution to "the improvement of race relations in terms of real democracy."

SIGMA ALPHA IOTA (National professional music fraternity for women)—1941: A scroll to Howard Barlow, conductor of the CBS Symphony Orchestra in recognition of his contributions to symphonic music in the last thirteen years. (2) A scroll to Henry Ford in recognition of the "outstanding symphony programs" of the Ford Sunday Evening Hour.

SIGMA DELTA CHI DISTINGUISHED SERVICE AWARD (Professional journalistic fraternity)—1941: To Cecil Brown for his broadcast from Cairo of the German parachute invasion of Greece.

U. S. FLAG ASSOCIATION—1941: Flag Service Cross to Kate Smith in recognition of her patriotic activities.

VARIETY SHOWMANSHIP SURVEY—1941: Citations for advancing the art of the radio to the CBS Forecast series, and to CBS affiliates WCAU, WCKY, WJR, WQAM.

WOMEN'S NATIONAL RADIO COMMITTEE—1941: Award to CBS’s Headlines and Bylines as "best educational program with a democracy theme.

WOMEN'S PRESS CLUB OF NEW YORK CITY—1941: Certificate of "meritorious public service" to CBS’s Let’s Pretend.

WRITER’S RADIO THEATRE—1940-41: Five CBS broadcasts were included in the ten best radio dramas chosen by Norman S. Weiser, editor of Writer's Radio Theatre 1940-41. They are: Man-Made Waterways by Hans Christian Adamson; Kathryn Howard by Jean Holloway; Seem Radio Is Here to Stay and Words Without Music by Norman Corwin; and Bid for Happiness by Therese Lewis and Lota Kriendler.
C. Bruce McConnell
President, WISH, Indianapolis

A MERCHANTISER, a star sales-managing executive, a mover of goods, C. Bruce McConnell in many ways personifies a relatively new type of man who is becoming more important every year in radio. "Mac" knows more about selling goods than about actors—more about druggists than about kilowatts. And as a result, his young and lusty station has rapidly become Indiana's most effective merchandising medium...

In a way, this "merchandising approach" to radio rather reminds us of our own approach to selling radio. Ordinarily, you'd expect a radio-sales organization to be composed of men who'd been selected entirely for "sales ability". But on the contrary, the average experience of our F&P men includes more merchandising and advertising than straight selling of media. They are now successful "salesmen" simply because they know how to help you in your business.

The next time one of us drops in on you, give us a chance to prove that last statement. We know we can do more to simplify your handling of spot-radio than any other organization in radio. That, in fact, is the first quota we set for ourselves, in this group of pioneer radio-station representatives.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
FCC Issues Freeze Order, With Leeway

Two Stations Given Right to Boost Power

FOLLOWING through on the recommendation of the Defense Communications Board for retention of the status quo on new or changed broadcast transmission facilities, the FCC last week adopted a memorandum opinion setting forth the new licensing policy but it left the door ajar sufficiently to take care of emergency cases or those embracing "peculiar circumstances".

The memorandum opinion, which on the records was adopted unanimously, superseded the previous "freeze order" of FCC which took into account the shortage of critical materials. Before its adoption, however, two cases involving power increases and one emergency case to replace a transmitter destroyed by fire were approved, with indications that probably as many as a dozen additional applications for improved or changed facilities may be authorized.

Some Openings

There were some misgivings in both FCC and industry circles over the precise language used in the memorandum opinion. It was felt in some quarters that the way is left open for "special treatment" in favored cases on improved facilities. Whereas the Feb. 23 order was designed to authorize new or improved facilities on technical grounds only, the new policy could be interpreted to permit authorizations without regard to such factors, it was pointed out.

The DCB recommendation, which specifically proposed that there be no future authorizations involving the use of any materials to construct or change transmitting facilities of any station in the broadcast field, has not yet been acted on by the War Production Board. Since WPB was largely responsible for the DCB recommendation, however, its formal order is expected to be issued shortly. Leighton H. Peebles, chief of the Communications Branch of WPB, was ill most of last week.

Meanwhile, plans were under consideration for some sort of pooling of all available broadcast equipment for ultimate allocation on an equitable basis to the industry. The serious shortage of transmitting tubes, it was learned, probably will necessitate some such action [BROADCASTING, April 27].

Both the Communications Branch of the WPB and Committee IV (broadcast) of DCB are considering plans for a pooling-conservation project. With only about a year's supply of tubes available for the broadcast structure, counting reserves held by all stations, this plan encompasses pooling of all equipment under a control system, with arrangements made by WPB for allocation of raw material when the supply of repair or replacement parts reach a predetermined minimum.

Some May Be Silenced

Unless something of this nature is done soon, it was thought, stations having no spare tubes may be forced off the air. The military branches now are taking 100% of the production of tube plants.

While the FCC's latest "freeze order" was viewed with mixed emotions, some justification was given for the "loophole" under which the FCC could authorize construction for changes in facilities on its own motion, or follow through on recommendations "by the head of a war agency of the Federal Government". There are several situations arising under the Havana Treaty, it was pointed out, which will require action if the facilities earmarked for this country are to be preserved.

FCC Chairman James Lawrence Fly, who also heads DCB, said last week that the provisions providing flexibility would give the Commission leeway in particular cases and an opportunity for "meeting vital needs without giving a special privilege". Such actions as destruction of stations by fire, as well as moves recommended in the interests of the war effort by Government services, he said, would fall into this category.

The prevailing view was that the strength or weakness of the order would be reflected in the actions of the FCC majority. Two of the three authorizations announced April 25, but which were dated April 24, were by split vote of the Commission.

Commissioners Case and Payne dissented in view of the DCB recommendation for retention of the status quo, while Commissioner Craven was absent from the city.

KMA, Shenandoah, was granted an increase in power from 5,000 watts day, 1,000 night, to 5,000 watts fulltime, on 960 kc., with installation of a directional antenna. The majority pointed out that the station had been forced to pay substantially all of the necessary equipment to make the proposed changes. Under its Feb. 23 "freeze order policy", it held that the public interest would be served in granting the application.

Birmingham Grant

In the second power increase case, the Commission, by the same vote, authorized WSGN, Birmingham...

(Continued on page 51)

Policy and Procedure Fixed for Broadcast Cases . . .

FOLLOWING is the full text of the memorandum opinion adopted by the FCC April 27, outlining policy and procedure for the handling of broadcast and related applications in pursuance of the recommendation of the Defense Communications Board:

Since the adoption of the Commission's Memorandum Opinion of Feb. 23, 1942, concerning policy and procedure for the handling of standard broadcast applications, it has become increasingly apparent that further restriction upon the use of material and skilled personnel for the construction and operation of radiobroadcast stations is necessary. Public interest demands that the requirements of the armed services be met before materials and skilled personnel can be used for the expansion of existing or the construction of new broadcast services.

On April 16, 1942, the Defense Communications Board recommended to the War Production Board and to the Commission that there be immediately placed in effect the following policy:

No future authorizations involving the use of any materials shall be issued by the FCC for the supply of materials be allocated by the War Production Board. No construction or change of the transmitting facilities of any standard, television, facsimile, radio or high-frequency (FM) broadcast station.

Applications filed to meet the requirements of authorizations herefore made in the form of conditional grants, and applications requesting an extension of time within which to complete construction under authorizations herefore made, will not be granted, unless it appears that the applicant (1) has made substantial expenditures in connection therewith or actually commenced construction prior to the date hereof, and (2) has on hand or available substantially all material and equipment necessary to complete construction.

This policy shall not preclude the issuance of authorizations involving essential repairs or replacements for the purpose of maintaining existing services; nor shall it preclude the issuance of authorizations by the Commission for construction of, or changes in, facilities required by the Commission or recommended by the head of a war agency of the Federal Government.

For the purpose of carrying this policy into effect, the following procedure will govern applications now pending: Every applicant who desires to prosecute a pending application involving the use of materials to construct or change the transmitting facilities of any standard, television, facsimile, radio or high-frequency (FM) broadcast station, shall, on or before June 1, 1942, file with the Commission a formal petition embodying a statement of facts and circumstances as to the services which warrant the granting of his application in the public interest. The filing of such petition will be construed as an indication of the desire of the applicant to prosecute his application, and, in the event the petition is denied, the application will be designated for hearing. Failure of any such applicant to file such formal petition on or before June 1, 1942, or such further time as the Commission may, upon satisfactory showing allow, will be deemed an abandonment of the application, and such application will be retired to the closed files of the Commission and dismissed without prejudice.

- Includes all such applications filed prior to the date hereof irrespective of present status.
TIMEBUYERS TO AIR PEEVES
Carnival of Gripes to Confront NAB Sales
Managers at Cleveland Convention

TIMEBUYERS TO AIR PEEVES
Carnival of Gripes to Confront NAB Sales
Managers at Cleveland Convention

A YEAR of close collaboration between the NAB Sales Managers Division and the agency timebuyers who make up the Radio Executives Club of New York has reached a peak at the NAB convention in Cleveland May 11-14. Mr. Hymes, president of the Radio Executives Club and chief time buyer for Lord & Thomas, has engineered a breakfast session for Tuesday, May 12, at 8:30 a.m., that is designed “to wake up the sleepiest radio man present.”

“What Burns Us Up” is the intriguing title of the agency show, but most of the burning, they claim, will be suffered by the sales managers.

Not a Speech—Definitely
When Gene Carr, WGAR, chairman of the NAB Sales Managers Executive Committee, invited the time buyers to put on a program of their own (the first at any NAB convention, by the way), many thought it would consist of a few well-chosen remarks by selected spokesmen. But these didn’t know Johnny Hymes and the REC’s flair for showmanship. Instead of following a stereotyped pattern, Hymes appointed a committee which invited all agencies to submit their “pet radio peeve;” the best of these were selected for dramatization, and an all-agency cast will let the quips fall where they may.

The radio industry is indebted to the REC president for other valuable service during the year besides his liaison with the Sales Managers Division. A former CBS man before joining Lord & Thomas in 1934, Hymes is also chairman of the timebuyers committee of the AAAA, member of the radio committee of the National Advertising Council, and member of the radio advisory committee to the Coordinator of Inter-American Affairs. He is credited with originating and planning the Network Allocation Plan now used by OFF.


ADVERTISING EXEMPT
Media Are Not Affected by Price Regulations

PRICE CEILINGS established last Wednesday by Price Administrator Leon Henderson, at President Roosevelt’s behest, place an absolute ceiling over practically everything that Americans eat, wear and use, but advertising services, including broadcasting, are not directly affected in any way.

The far-reaching wartime measure, designed to curb inflation, lists 10 “exempted services” which are not affected by the price edit. As among these 10 are “advertising services, including radio broadcasting.” Other types of services included are personal and professional, motion pictures, theatres and other entertainment, common carrier or public utility, insurance and underwriting services, press associations and feature services, and services relating to real property.

OAP officials asserted that by virtue of these exceptions, stations and networks would be able to adjust advertising rates as in the past, without OPA restraint.

ROOMS & SUITES

HERE’S a last-minute bulletin (received Friday night) from John Patt, chairman of the NAB housing committee for the convention:

“There are no more rooms of any kind at the Statler. Suites and other types of rooms are available at the Hollenden and Carter at a few singles at the Cleveland Hotel.

Those writing in are requested to specify some hotel other than the Statler.”

P. S. There are over 600 reservations on file with the gross attendance likely to eclipse 1,000, based on past performances.

Fun With Gobs

A SHOW for sailors, now broadcast from the Brooklyn Navy Yard on WHN, New York, combines vaudeville by Wally Ryker in the quiz, while “name” entertainers contribute the variety.

Meetings of MBS

Although MBS will not participate in the annual convention of the NAB because of its non-membership, the network will be on hand in Cleveland during the convention week beginning May 10, with several meetings planned.

A meeting of all affiliated stations will be held for Sunday evening, May 10. In addition to the business session, there will be a dinner and dance with the premier performance of This Is Mutual, a program written and produced by Don Matthews, MBS publicity director, transcribed especially for the occasion.

The MBS board will meet at the Hotel Statler at 11 a.m. May 10, the day before the opening of the NAB convention at the Statler.

MBS withdrew from the NAB during the 1941 convention in St. Louis, in protest against the trade association’s stand on the licensing agreement it had negotiated with ASCAP on the eve of the convention.

A number of its affiliates withdrew afterward, not only because of ASCAP but because of the controversy which followed. MBS President Neville Miller and FCC Chairman James Lawrence Fly.

Network Affiliates Plan

To Convene in Cleveland

NETWORK AFFILIATES, Inc., representing independently owned network outlets largely in the regional class, will convene in Cleveland May 13 for its first formal annual meeting during the NAB convention. 11-14, Eugene C. Pulliam, WRE, Indianapolis, is NAI president.

The board of directors will hold a dinner at Statler Hotel on Monday evening, May 10 at 6 p.m., with an affiliates meeting called to convene May 11-12 at the Salle Moderne of the Statler Hotel. The final meeting of the group will be held at the same place, May 13, 4:30 p.m.

Keystone’s NAB Parley

COINCIDENT with the NAB convention in Cleveland, May 11-14, Keystone Broadcasting System will hold a breakfast meeting May 11 for its affiliate stations, first large-scale meeting held by the company since it started active operations a little over a year ago. Plans will be reviewed and discussed and RKO-Zonophone will hear a talk on the “Increasing Importance of Radio’s Function in the Secondary Markets.”


Paley Heads CBS Group

William S. Paley, CBS president will head his network’s delegation to the NAB convention in Cleveland. He will attend the NAB convention and address the members of the board of directors at the Statler Hotel May 10, at the invitation of President Miller, but will return to New York the next day evening, May 10, to meet with a CBS stockholders meeting.

Industry Problems

War Issues to Head Cleveland Sessions

Noted Speakers Are Booked For Convention by NAB

WHILE RADIO’S perennial headaches, such as increasing Government regulatory pressure, right and intra-industry conflicts, give way to the war effort as the salient topic of the 20th annual convention of the NAB in Cleveland, May 11-14, ample time is being allowed for consideration of purely industry matters during the business sessions.

An imposing list of speakers scheduled by NAB president Neville Miller, include Archibald MacLeish, director of the Office of Facts & Figures; Paul V. McNutt, Federal Security Administrator; Byron Price, director of the Office of War Information, and the Navy heads of public relations, who will start the convention off with a war flavor.

Clinics Planned

Mr. MacLeish will be the luncheon speaker Monday, Humphrey Mitchell, Minister of Labor of Canada, will speak at the Tuesday luncheon, and Mr. McNutt at the Wednesday luncheon. The wide range clinics, roundtable and question-and-answer sessions on all the war effort to clear up questions that have arisen with broadcasters the country over since Pearl Harbor.

The future economics of broadcasting, thrown out of kilter by the upward spiral of free Government time while many old-line accounts have fallen shaky because of commodity shortages, price ceilings and other war restraints, will play an important part in the business sessions. So will the recent scheme on an item as the War Production Board ban on metal bottle caps may play havoc, for example, with the brewers, and curtail their production as well as their advertising. That amounts to a substantial item in most local station budgets.

War Problems First

There will be industry politics but the agenda [see opposite page] delegates such matters to the bottom after the war and business sessions are out of the way. Meetings have been secured by practically all of the group organizations such as Broadcasters’ Victory Council, Network Affiliates Inc., Channel Broadening Service, Newspaper Radio Committee, and EM Broadcast Inc., during the NAB proceedings.

Considerable attention will focus upon the report of the reorganization committee named by the NAB board of directors May 8. Headed by Don S. Elias, WWNC, Asheville, this committee will present to the new board of directors, which meets Thursday, May 14, a
TENTATIVE PROGRAM OF 20TH ANNUAL NAB CONVENTION
Hotel Statler, Cleveland, May 10-14

SUNDAY, MAY 10
12 Noon—Sales Managers, Executive and General Committees, Parlor E
12:30 p.m.—Broadcast Music Inc., branches, directors, Luncheon, Parlor D
2 p.m.—Research Committee, Parlor II
Engineering Committee, Parlor F
NAB Bureau of Copyrights, board of directors, Parlor B
3 p.m.—Corday Committee, Parlor D
4 p.m.—Wages and Hours Committee, Parlor M
Account Committee, Parlor H
7 p.m.—NAB Board of Directors Dinner, Lattice Room
8 p.m.—Luncheon Committee, Tavern Room

MONDAY, MAY 11
10:45 a.m.—Luncheon, the War. Byron Price, Director, Office of Censorship.
Informational Clinic
J. Harold Ryan, Assistant Director, Office of Censorship.
Rear Admiral A. J. Hepburn, Director, Office of Public Relations, Navy Dept.
Maj. Gen. F. O. Benham-Nessbit, British Army Staff.
Earl J. Glade, Chairman, NAB Code Committee.
12:45 p.m.—Luncheon, Grand Ball Room.
Speaker: Archibald MacLeish, Director, Office of Facts & Figures.
2:30 p.m.—Department of Broadcast Advertising, Sales Managers, Pine-Eduloc Room.
“Radio Advertising for Department Stores.”
Panel:
Richard G. Meyholl, manager, Sales Administration, Division, National Retail Dry Goods Assn.
Barclay W. Newell, sales manager, E. V. Taylor Sales & Co., Cleveland.
Edgar S. Lacey, sales promotion manager, A Polsky Co., Akron.
James W. Petty Jr., publicity director, H. & S. Pogue Co., Cincinnati.
2:30 p.m.—Network Affiliates, Inc., Salle Moderne.
4:30 p.m.—Independent Radio Network Affiliates, Parlor E
7 p.m.—NAB War Committee.
8 p.m.—Labor Relations Clinic, Room 340.
Panel:
Joseph L. Miller, NAB Labor Relations Director.

TUESDAY, MAY 12
LATTICE ROOM
2 p.m.—Theme, “The Speaker’s Stake in American Maladjustment.” Chairman, Walter V. Magee, President, Radio Congress.
2:05 p.m.—Greetings, Neville Miller, president, NAB.
2:15 p.m.—Address, “War News for Home Consumption.” B. S. Berocik, News Commentator, WJW, MBS.
2:50 p.m.—Address, “Broadcasting in War Time.” Fred Weber, General Manager, MBS.
2:55 p.m.—Address, “Radio’s Significant Place in Inter-American Affairs.” Guy Hirkok, Inter-American Affairs Committee.
3:25 p.m.—Address, “Radio Does a Public Service.” Special Service, Public Service Director, Western Division, NBC.
3:55 p.m.—Address, “Radio Tea, Salle Moderne Room.
For delegations and individual members of Radio Council and women registered for the convention.

WEDNESDAY, MAY 13
Room 345
Censorship Clinic
Panel:
J. Harold Ryan, Assistant Director of Censorship.
Captain L. P. Lovette, Officer of Public Relations, Navy Dept.
Maj. Gen. F. O. Benham-Nessbit, British Army Staff.
OFF Round Table
Parians F & G & H
Philip Wylie, Office of Facts & Figures.
Priority
10:30 a.m.—Business Session, Euclid-Pine Room.
Newspaper President, Presenting.
“The Financial OPA.” Vice President, Fuel Rationing Division, OPA.
12:45 p.m.—Luncheon, Grand Ball Room. Humphrey Milford, Canadian Manager of Labor, speaker.
2:30 p.m.—Business Session, Euclid-Pine Room.
Neville Miller, presiding.
Music
Sydney Kaye, Vice President and General Counsel, Broadcast Music Inc.

LISTENERS ACTIVITIES
TENTATIVE PROGRAM, NAB CONVENTION, MAY 12-13
Hotel Statler, Cleveland

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Captain L. P. Lovette, Officer of Public Relations, Navy Dept.
Maj. Gen. F. O. Benham-Nessbit, British Army Staff.

Open Forum
Wartime Radio Advertising, Grand Ball Room.
Eugene Carr, Chairman, NAB Sales Managers Committee.
“Selling With Surveys”, Dr. Harry Dean Wolfe, Director, Bureau of Business Research, Kent State University, Kent, O.
“Shoot the Works”, Gene Flack, General Sales Dept., Louise Williams Co., Long Island City, N.Y.

WEDNESDAY, MAY 13
Breakfast Sessions
8:30 a.m.—“Collective Bargaining”, NAB Labor Relations Dept., Parlor D.
“I Information Please on Spot”, Cleveland Ad Club Dining Room.

THURSDAY, MAY 14
10 a.m.—Meeting of new NAB board of directors, Parlor C
10 a.m.—All-Comrades Golf Tournament, Mayfield Country Club for the Broadcasting Magazine Trophy.

KLO Off Blue
KLO, Blue affiliate in Ogden, Utah, on Aug. 31 will cease to operate as an outlet of the Blue, according to Keith Kiggins, vice-president in charge of stations for the network, because of the increase in power May 1 of KUTA, Salt Lake City, which now covers the area served by KLO. The first part of May KUTA shifted its frequency from 250 to 5,000 watts day and night on 570 kc.

Navy Relief Discs
ONE-MINUTE transcriptions appealing for funds on behalf of the Navy Relief Society have been distributed to 600 stations, according to NRS. Discs are messages by stars, Navy Relief Society. Marcina Moberg, Lowell Thomas, Madeleine Carroll, Tyrone Power, Hedda Hopper, Frederic March, Cicely Courtneidge, Clifton Fadiman and Com. Gene Tunney. The transmissions were recorded by NBC.

BROADCASTING • Broadcast Advertising
May 4, 1942 • Page 11
Favorable Summer Prospects For Networks Now Indicated

War Curtailments and Some Cancellations Fail To Darken Outlook as Plans Start to Jell

THE NETWORK picture for this summer, despite the many resultant cancellations in the past few months of some radio programs, looks generally optimistic, with several new sponsors lined up for shows and the usual number of replacements for the war months.

April brought a favorable summer outlook for the BLUE network with announcement that General Mills, Minneapolis, and Pepsi-Cola Co., Long Island City, were starting programs May 4. 'Ranger' Shift

Sponsorship of The Lone Ranger by General Mills will include 65 BLUE stations, while Pepsi Cola has lined up 171 outlets for Ramona & The Tune Twisters. Thrivo dog food, marketed by Modern Food Process Co., Philadelphia, also returned to the BLUE in April and its dry pack is promoted on the Ovitio Santoro program, formerly sponsored by Philadelphia Scrapple, forced to go off the air because of the tin shortage.

Two shows will leave the BLUE in June, Three Ring Time for Baltante beer on June 2, and True or False for Williams shaving cream on June 30, the latter reports unconfirmed by the network.

In September, the BLUE will start a second program for General Mills and is understood to be planning a 5-6 p.m. slot for special children's programs, including Jack Armstrong, the General Mills show for Wheaties.

Mutual gained two new sponsors in April, including Whitewater Pharmacal Co., New York, which is using thrice-weekly news reports by Arthur Van Horn for Aspersante, and several newspapers are promoting its sheets and fabrics on 20 stations with Eleanor Early, Washington woman commentator. The General Mills shows moving to the BLUE are currently on Mutual.

Procter & Gamble Co., Cincinnati (Drene and Teel), is continuing for an additional eight weeks through June 25 its NBC shot Abbie's Irish Rose, while General Foods Corp., New York, will continue its Coffee Time program on NBC through the summer, switching products June 4 from Maxwell House coffee to Post Toasties.

Summer replacement for the Edie Cantor program, sponsored by Bristol-Myers Co., New York, will be Those We Love, as of July 1, and simulcast the same day in St. Louis on the St. Louis coffee show with Edgar Bergen and Charlie McCarthy is rumored to be leaving NBC for its usual eight-weeks hiatus.

No summer replacement has been definitely set for the Jack Benny program, although it is understood that Pepsi Cola will replace Bob Hope for the summer with Date With Judy, program used last summer by the company. On NBC for two Products, New York (Shinola), may use a summer hiatus period for its NBC program Lincoln High- way, but this has not yet been settled.

Coca Cola Continues

The indefinite plans of Coca Cola Co., Atlanta, for its CBS show The Pause That Refreshes on the Air were settled last week with the announcement that the program will continue through the summer. Campana Sales Co., Batavia, Ill., may discontinue its First Nighter series on CBS for the summer, but has not definitely decided. Pepsi Cola Co., New York, is filling in the Sunday night period on CBS, while Fred Allen is on vacation, with a musical program starting July 5. Columbia-Peeples Co., Jersey City, is expected to take over the Friday 10-10:30 p.m. period on CBS with a program as yet unselected. No summer replacement has been announced for Kate Smith's Friday program for Grape-nuts, and General Foods may continue it through the summer. Although Campbell Soup Co., Camden, last week discontinued its sponsorship of Lanny Ross because of canning difficulties for its soup products, the 7:15 p.m. period on CBS will be filled thrice-weekly by the Glenn Miller program, which will continue to use its Oc- cupe America theme. Liggott & Myers Tobacco Co., New York, is shifting May 5 from its 10-10:15 p.m. period on CBS.

P. Lorillard Co., New York, on April 16 placed its Old Time Show from the BLUE network to CBS, Wednesdays 8-8:30 p.m. Also moving from the BLUE to CBS June 5 is the Welch Grape Juice program, Dear John, to be heard Fridays 7:15-7:30 p.m. on American Oil Co. on May 22 cancel its seasonal sponsorship of Edwin C. Hill's program.

Loose Wiles News

LOOSE WILES BISCUIT Co., St. Louis, will start June 1 with a program sponsored by the U.S. purchase of Cedric Foster, Yankee Net- work news commentator, on seven stations of that network, including WNBC WTAG WEAN WICC WTC WCHS WLZB, M o n d a y through Friday, 1:45-2 p.m. Foster will be accompanied by road- testers on 10 stations of the Mutual network, five times weekly at 2 p.m. Agency for Loose Wiles is Newell-Emmett Co., New York.

CLAY MORGAN, assistant to the presi- dent of NBC, is in West Side Hospital, New York, under observation for an appendicitis operation following an attack last Tuesday.

WPB RADIO CHIEF

Katz and Larson Acquiring WWDC

Agency Men to Get Capital Local for About $110,000

SALE of WWDC, Washington's newest local, to Joseph E. Katz, president of the Baltimore advertising agency Katz, Larson & Co., and his business partner, Mr. Katz, Larson, a super- visor of production of daytime radio of Young & Rubicam, New York, for ap- proximately $110,000 was consummated last week, subject to FCC approval. The application for transfer of ownership of the stock by Stanley H. Horner, automotive dealer; Dyke Cullum, former Texas automotive man, and Edwin M. Spence former manager of WBAL, Baltimore, will soon be filed with the FCC.

Under the transaction, Mr. Katz would acquire 196 shares of the 250 shares; Mr. Larson 50 shares or 20%, and Mr. Horner, financial aide to Mr. Katz, 5 shares. Mr. Larson would become manager and leave his New York agency post.

Stock Holdings

WWDC began operation about a year ago under Mr. Spence as general manager. It operates on 1450 kc., with 250 watts power at its main transmitters, plus a 100 - watt syn- chronized booster. Messrs. Horner and Cullum each own 25% of the station and Mr. Spence 20%. Mr. Cullum had insti- tuted a challenge regarding the station operation and has not been active in its direction.

Mr. Katz, whose agency places a substantial amount of radio business, owns minor interests in WCAO and WFBR, Baltimore. Mr. Harrison also holds small inter- ests in the same stations.

radio Operations of WPB Changed

Functions Are Transferred To Communications Unit

WITH THE conversion of the radio receiving set industry to wartime production, all radio revenues derived from the War Production Board are being transferred to the Com- munications Unit, headed by Leighton H. Peebles, it was learned last week.

Consolidation of such radio ac- tivities, under the Radio Section, is headed by Frank H. McIntosh, prominent broadcasting and communications engineer, now is tak- ing place. The order effecting the consolidation became effective May 1 and personnel of the other sections are being interviewed with a view to placement in the single unit.

The transfer is from the Durable Goods Branch to Mr. Peebles' Communications Branch and in- cludes all tubes and tubes, as well as the old functions relating to all types of wire and radio communica- tion activities under the War Production Board.

Mr. McIntosh is on indefinite leave from the Fort Industry Co., operating six stations in Ohio, West Virginia and Georgia, of which he is technical supervisor. He assumed office April 24, suc- ceeding Dr. C. M. Janary Jr., who resigned about a month ago to become civilian radio expert with the Army Air Forces [Broadcasting, April 27].

With the consolidation of WPB radio activities, all radio and com- munications problems within WPB, except those under the authority of the production division's radio section, headed by Ray Ellis, are placed under Mr. Peebles. The Ellis branch continues its principal func- tion of expediting conversion of radio manufacturing to the produc- tion of specialized equipment required by Army, Navy and lend- lease, plus the sub-con- tracting of war orders.

Some of the Durable Goods Branch group's staff are now at work under Mr. McIntosh. The enlarged radio section will handle appeals of manufacturers of ready mix, vacuum tubes, and other apparatus as well as functions previously assigned. Appeals made to the Durable Goods Branch will be continued out to the Communications Branch.

The reorganization followed the April 22 general suspension of ci- vilian radio production, leaving few remaining civilian problems except replacement tubes and parts. The radio section is now principally occupied with the prob- lem of adequate replacement parts under the new A-3 rating order both for, and to most stations and communications. The radio section of the Durable Goods Branch has been under Robert C. Berner, Mr. Berner, it is understood, will re- main in Durable Goods and not join the Peebles branch.
"Since 1940 the Gulden salesman in Baltimore has always been requesting the use of radio," states Mr. Donovan. "Finally a decision was reached to use WBAL on a test campaign of 13 weeks. The results, sales-wise, were so encouraging that for the 1941-42 campaign WBAL was again employed as a sales stimulus."

WBAL with its 50,000 Watts has proved itself to be an excellent sales help to Charles Gulden, Inc. It can be an important factor in strengthening your business in the Baltimore area, too.
SUPPLY OF VINYLITE PUT ENTIRELY UNDER ALLOCATION CONTROL

TRANSCRIPTION INDUSTRY NOT AFFECTED FOR NEXT MONTH

THOUGH vital to the transcription industry, the plastic Vinylite is now entirely under direct allocation control of the War Production Board under an amendment issued April 29. In fact, all rubber substitutes such as Koroseal and Vinylite are subject to this restriction (Amendment No. 2 to Order M-10).

As reported in BROADCASTING April 20, at the time of the amendment, Vinylite is a critical wartime material. As used in the production of transcription records, its properties resemble those of shellac. That is largely because its content of vinyl chloride is about 85% or less. But as the content of vinyl chloride is increased the substance takes on characteristics of rubber.

Transferred by WPB

At least for the next month, the status of the transcription industry's supply will not be changed, according to the WPB. Although the industry's present allotment is adequate, future military needs are beyond positive definition. WPB officials refused to comment on the future of Vinylite, but it was noted that Vinylite has been removed from the jurisdiction of the chemical section of the WPB and placed under control of the synthetic rubber section. This action, which indicates the increasingly critical position of the substance in the armament of the armed forces, means that the production will continue for the time being.

Although it was first stated that the phonograph record industry did not use Vinylite at all, it has been learned that some of the better records are made with the substance. While this use is admittedly small, it is problematical whether even this small supply will continue beyond the current month.

As originally issued in June, 1941, and amended in December, 1941, it included only polymerized vinyl chloride and its co-polymers with vinyl acetate containing 95% or more of vinyl chloride. The latest amendment brings under the restrictions all copolymers of polyvinyl chloride and all co-polymers and polymers of vinyl chloride.

This restriction was imposed, according to the WPB, because the current demand for these types of rubber substitutes for essential uses exceeds the total production. This amendment seeks to prevent the use of these materials for such miscellaneous civilian items as raincoats, shower curtains, etc. Under the new order, priorities may be made except by specific direction of the director of priorities. Furthermore, no person may accept delivery of any of the restricted substances in violation of this restriction. At the start of each month, the director of priorities will issue to all producers specific directions covering delivery of polystyrene of polvinyl chloride which they may make during that month. According to the WPB, these directions will be made primarily to ensure defense needs and to provide an adequate supply for essential civilian supplies.

All such assignments are made at the discretion of the director of priorities without regard to any preference rating designed to particular contracts or orders. Telegrams were sent to producers April 28 notifying them of the new definition of polystyrene. Under the original terms of the order, M-10, all customers are supposed to be notified of the requirements, but the WPB said it will give no such notice except to warn any person from the obligation of compliance.

CADIAN VISITORS last week were 15 U. S. radio executives who were conducted on a 4-day tour of Canadian army camps, training schools, airplane and munitions plants and Government offices. At the Canadian Army Training Camp, the group of 20 was entertained by the Canadian Army Band: in the picture for their picture: Front seat (l to r): H. R. Bakhage and G. W. Johnstone, BLUE; Rear seat (l to r): Cesar Saerchinger and Clay Morgan, NBC; Larry Lowman, CBS. Standing behind tire, Comdr. A. A. Craven, FCO. Behind Lowman, next to officer, is William Tyler, WRUL. Other members of the party were: Douglas Meservey, OFF; A. A. Schechter, and Easton C. Woolley, NBC; Daniel Russell, William Slocom Jr., CBS; Lester Gottlieb, MBS; David Driscoll, WOR; William Hesseler, James Shouse, WLW; Peter Aylen, Daniel McArthur, Ernest Bushnell, CBC.

RADIO SPEEDS TOOL OUTPUT

INDUSTRIAL FIRM USES PROGRAM AS 'HOUSE ORGAN' TO SERVE EMPLOYEES AND FAMILIES

UTILIZING radio as a "live house organ" in a general worker-morale program, the Independent Pneumatic Tool Co., Aurora, Ill., an industrial concern engaged entirely in war work, has embarked on a series of radio programs broadcast primarily to its employees and their families two evenings a week on WMRO, Aurora.

The program consists of delayed-broadcast interviews with employees, transcribed in the shop and with their families transcribed in the home. In addition, interviews with former employees now in the armed forces are also broadcast. This was arranged by instructing the former employees to go to the radio station nearest their camp, and to transcribe an interview with the local announcer using questions provided by the company as a guide. "The stations have been extremely cooperative in this venture," C. N. Kirchner, advertising manager, said.

The series of broadcasts is designed to demonstrate the importance of the work of the individual employee in beating production goals, and the pride of his family in his contribution to the war effort. The importance of the boys back in the shop giving production support to their co-workers now in the armed forces is also emphasized through the interviews with the former employees in the service.

The general program, called "Produce the Plus," is patterned somewhat after the highly successful RCA "Beat the Promise" worker-morale campaign, and suggests many similar possibilities by other industrial concerns.

UNITED VITAMIN BACk

UNITED VITAMIN Co., Chicago (anti-gray hair vitamins), has resumed war campaigns with one-minute spot announcements on WIBC, Indianapolis; KMA, Shenandoah; KWTO, Springfield, Mo. Agency is First United Broadcasters, Chicago.

FEDERAL AID GIVEN NUTRITION PROGRAM

RADIO EXPLOITATION IS PLANNED DURING WEEK CELEBRATION

EXPECTED to spur radio food advertising, the more than 20 Government agencies and subagencies interested in the nutrition program will continue plans for observance of the 24-30 of the President's 1941 Nutrition Conference.

The Office of Defense Health & Welfare Services, coordinating agency in the nutrition program, expects food advertisers to take advantage of the observance for intensive promotion of their products.

Radio Exploitation

Tentative plans for the observance call for promotion of the nutrition program on many network shows with scripts being handled through the information division of the ODHWs. Scripts have been handled on a delayed basis, and negotiations with a number of the network shows have been completed. In addition it was said that a majority of the nation's stations have returned questionnaires sent out by the ODHWs and its state and county committees asking for further information on the nutrition campaign and requesting appearance on their stations of nutrition experts working out of the ODHW (BROADCASTING, March 23).

At the ODHW it was said that many of the stations had also requested scripts prepared by its information division and that these shows could be made available to them if they would intensify interest in any other food advertising carried by the stations.

JOINT WAR SERIES WILL CLOSE MAY 9

THE 13-week schedule of This Is Your Man, a series adapted since Feb. 14 on a combined hookup of all four networks Saturdays, 7-7:30 p.m. (NAB, WPTF), was concluded with the May 9 performance. The series will be released after that date. No plans are under way to replace the show with any other governmental broadcast.

The series has been directed by Norman Corwin, produced by Hay McClinton, the latter on leave of absence from N. W. Ayer & Son. They have headquartered at NAB Washington offices. All costs have been borne by the networks, which undertook the production as a joint enterprise after it was suggested by the White House.

While the show has been subjected to considerable criticism, favorable and unfavorable, it has enjoyed a 20-25 Crosby rating and the Office of Facts & Figures, which has arranged promotions across the country, and was the prime mover in projecting it, has expressed satisfaction with the job it has done.

WCNW Now WLIL

WLIR, Brooklyn, formerly WCNW, assumed its new call letters May 1. Its shift to 1190 kc, will be effective during the middle of this month, according to WLIR.
WFBM continues to stand out like a beacon in the rich central Indiana market, holding an influential hand on the purse-strings of almost 400,000 radio families. Advertisers are quick to realize the tremendous advantage that WFBM exerts over this important area, proving with survey after survey that listeners prefer WFBM by a wide margin!

PETROLEUM COMPANY SURVEY
One of the largest gasoline and oil companies operating in the central portion of Indiana, a consistent and long-time radio advertiser, proves by spot surveys at frequent intervals that WFBM is tops in their market area. Below is a typical unbiased survey taken by their advertising department:

- **22 1/4%** WFBM
- **19 1/4%** STATION-B
- **17 1/4%** STATION-C
- **14%** STATION-D
- **12 1/2%** STATION-E
- **14%** OTHER STATIONS & "DON'T KNOW"

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LOAN COMPANY SURVEY
Here again, one of the largest and most successful loan companies in Indianapolis finds that regular time over WFBM pays big dividends. Surveys taken by their own advertising department prove WFBM to be far out in front in preference rating. Here's the result of their most recent survey:

- **28%** WFBM
- **20%** STATION-B
- **15%** STATION-E
- **15%** STATION-D
- **14%** STATION-C
- **8%** OTHER STATIONS & "DON'T KNOW"
American Radio at Its Best was observed by Dr. Assis De Figureido, assistant minister of press and propaganda of Brazil (seated by microphone) during his current coast-to-coast inspection of American propaganda methods. In Hollywood he was interviewed by Chet Huntley, of the CBS Pacific Network special events staff, for Here's the Story. On the welcoming committee are (1 to r, standing): Fox Case, director of public relations for CBS Pacific; Vick Knight, producer of the War Department's Command Performance; and Donald W. Thornburgh, Pacific Coast vice-president of CBS. Huntley is at the "mill".

KFPL, in Dublin, Tex., Is First Station To Suspend Due to Lack of Technicians

The first station mortality resulting from shortage of qualified operators is KFPL, Dublin, Tex., local, which has been authorized by the FCC to suspend operations for 30 days pending determination of policy on such war-born emergencies. C. C. Baxter, owner of the independent, asked the Commission for authority to suspend operation for the duration. Baxter was unable to procure qualified operators. The Commission, however, issued a temporary authorization on April 20 for a 30-day suspension of operation. Another similar request now is pending, based on the same type of personnel difficulty as more and more operators are called into active service. It was expected a definite policy would be laid down by the Commission.

KFPL has operated on 1840 kc, with 100 watts night and 250 watts day. Its present authorization to suspend operation runs until May 19, but prior to that time further action will be taken. Mr. Baxter has notified the Office of Emergency Management, and probably other Washington war bureaus, that he has suspended operation by permission of the FCC, because of the shortage of technicians. He asked OEm to "please cancel all programs booked for this station" and that other Government departments be advised of his station's status.

WCHV Ownership Realign

Routine reorganization of the ownership of WCHV, Charlottesville, Va., was authorized last Tuesday by the FCC which granted consent to the assignment of license and permit from Community Broadcasting Corp. Principals are the same, with Charles Barham, present owner of the station, dissolving the corporation and forming a partnership with Emmalou W. Barham, his wife, doing business as Barham & Barham.

ESSO TO SPONSOR MILITARY TRIBUTES

As a public service to armed forces overseas and as a tribute to the more than 1,000 Esso men now in uniform, Esso Marketers on May 4 start a series of special quarter-hour newscasts seven days a week on NBC's international stations WGBI in New York, and WBOQ, Boston.

Similar to the Esso Reporter half-hour series of shows which gives the shortwave version, to be heard daily at 1 p.m. (EWT), will use United Press news for the daily five-minute summary of international events. This will be followed with five minutes of domestic news with highlights on hometown names and events, and five minutes of sports news. The live series, one of the first sponsored newscasts for troops overseas, joins the list of 19 regular programs transmitted around the world by NBC's international stations via transcription.

According to Marschalk & Pratt, New York, agency handling the Esso account, the commercials will be limited to brief institutional reminders and greetings to these men serving in the Army, Navy or Marines.

‘Pluggers’ Restricted

To Eliminate difficulties which have arisen in the sale of commercial time, C. L. Menser, NBC program manager, on May 4 has put into effect a set of rules on the daily clearance of musical numbers. All information on clearance of numbers of the NBC music library will be issued between 7 and 4 p.m. by Thomas Belviso, NBC music division manager, to a select group of members of the Music Publishers Contact Employees Union, Local 22102, L. The library will be restricted, so that only members are concerned, to this official representative. Also effective May 4, the use of time between duplication of numbers played—now three hours—will be cut off, but any more time available will be cleared by the local union, commercial and sustaining programs.

Toscanini To Return

Although NBC could offer no confirmation last week of local reports that Arturo Toscanini would return next season as conductor of the NBC Symphony Orchestra, it is understood that arrangements have been completed between the conductor and that network. Toscanini's last conducting engagement of the New York Philharmonic for the first two weeks of the 1942-43 season.

Religious Spots

CREW OF THE GOOD SHIP GRACE, Inc., Los Angeles (religious), formerly a heavy user of network time, is sponsoring a three-week-wave hour transcribed on the occasion of the observation, Hands of Rest, on 21 stations and will expand, utilizing an extensive list in the Midwest and East. Current list, placed direct, includes KNRR KROY KPQ KPAR KERN KFRE KGB KQZ KVEC KWI KORE KXEX KDDX KLOS KQO KOL KMO KIT KFEL WMBI.

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A band plays... whistles scream... workmen cheer, and a Navy sub-chaser slides down the ways to the narrow Ohio, three hundred miles from the sea! What! An ocean-going fighting craft... built and launched but a rope's length from teeming, tumultuous Pittsburgh... 315 miles inland from its salt-water destination? Precisely!

KDKA, Westinghouse in Pittsburgh, was alert to the drama of the event, so important to the Nation's war-effort... aware of the opportunity to transmit the thrill of the launching to millions of listeners. So, KDKA was on deck to broadcast the ceremonies, including the award of the All-Navy "E" to the Dravo Corporation, which goes down to the sea in ships... via Pittsburgh!

Some call it "showmanship"... this reportorial sixth-sense that puts a man and a mike where things happen. Westinghouse Stations prefer to think of it as alertness, awareness... a chance to deliver a plus to audience and advertiser alike, whenever and wherever possible.
A Timebuyer Thinks of Radio Selling

And Wonders Why There Aren’t More Department Stores on the Air

By Linnea Nelson

Timebuyer, J. Walter Thompson Co.

Many department stores have successfully used radio, and why there aren’t more on the air is often a puzzle to the radio world. Personally, I’ve always thought that getting today’s ad in tomorrow’s newspaper left little time for the serious study and consideration of a new advertising medium.

But the radio business today is not the unknown factor it was several years ago. It can and does sell everything—it sells the very products that department stores promote. From mail-order catalogs to clothing and household appliances.

National advertisers, who use radio year after year to promote such products, know exactly what to expect, and can frequently estimate the results of sales and offers in advance. They know from experience that radio moves merchandise, and they continue to use it as a material part of their advertising campaigns.

Many department stores may have shied away from radio because it is an unfamiliar medium—but today it can use newspapers year after year. They are used to thinking in terms of mechanical layout, illustrations, display and cost-per-line.

What They Want

Yet a department store’s experience in other forms of advertising may be easily applied to radio. In fact, many of today’s best radio people gained their early experience in other forms of advertising, and achieved their success by combining sound advertising knowledge with a new and interesting medium of presentation.

The use of radio in various ways has taught advertisers what the people want—and what better time is there to advertise what you have to sell than when you have the people’s attention. Today’s attention to radio news programs and sales programs—a decision must be made as to whether everything will be “live” or “transcribed.” Stations are prepared to develop, at a nominal cost, programs of transcription—programs to which they subscribe, and to which these may be added the live commercials.

On announcements, when read by the local staff announcer, there is usually no additional charge; the station’s overhead is included in the rate. Some (but not all) news programs may also be bought for a nominal amount of the station’s cost; but a charge is made for regular talent. If a live talent program is decided on, charges are dependent on the station supplying the talent and frequently on American Federation of Radio Artists and musicians’ union rulings.

Purchasing a “package” unit including both time and talent from the station will keep you from getting involved in many details that the stations are well equipped to take off your hand. With live announcements or programs it is possible to have up-to-the-minute publicity on the day’s special sales.

Type of Audience

A store desiring a special novelty theme might have electrical transcriptions made for use at the opening and close of each program. Or the instantaneous recordings might be a set of radio interviews or special voices that are not always available on a live basis. Prices vary from about $50 for a transcription that may be used many times to about $5 for an instantaneous recording that can be used only one or two times.

When some of the program ideas have been settled, the decision must be made as to the radio station to be used. You either now, or can learn quickly, the type of audiences to which the various stations in your city appeal. Therefore, if it is your first attempt at placing radio advertising, you will want to ask the representatives of the various stations to call on you and discuss with each them enough of your problem to help you give your necessary information.

SHE KEEPS HOUSE AND BUYS TIME

A housewife whose hobbies are dressmaking and decorating, and yet whose brilliant business career has enabled her to buy more radio time than almost any other individual in the country, is Linnea Nelson, author of this article and timebuyer for the J. Walter Thompson Co., one of New York’s largest advertising agencies.

Beginning a well-rounded advertising career in the publication field, she travelled many of the byways of retail advertising and printed media before joining JWT over 14 years ago. Since then she has placed the radio campaigns—both time and talent—for clients like Standard Brands, Lever Bros., Kraft Cheese, Kelloggs, Shell Oil and dozens of others, large and small, with a skill that has won the admiration of thousands of radio salesmen, coast to coast.

Since 1931 she has been Mrs. William H. Kleinhenz, a “typical consumer” who has perfected the art of shopping by telephone or mail by following carefully both printed and radio advertising. Long experience and a mastery of advertising fundamentals have enabled her to develop a technique that is disarmingly simple, direct—and resoundful.

In this article she sounds the keynote for the department store panel to be conducted at the NAB convention in Cleveland by the National Retail Dry Goods Assn.

It is necessary to study each station’s programming, audience surveys, costs, management and personnel. The power and position on the dial (wavelength) are important factors. Unless a station is so extremely popular that some waste circulation won’t matter, you will want to use the one with the majority of its audience within the area you can serve profitably.

Cost-Per-Sale

Radio homes in the area covered by the stations (pared down to fit the territory in which you are particularly interested) lined up against the rates, can give you an approximate cost-per-thousand radio circulation—which again must be weighed carefully against the station’s programming and general popularity. Total costs, while important as far as the advertising budget is concerned, should not be discussed until preliminary plans as to objective, program and station have been worked out. The campaign that seems at first most expensive may prove to work out at the lowest cost-per-sale.

Look over a list of the station’s present advertisers and find out how long each has been on. This will help you decide whether you’re with the right group . . . and if radio sells for them why can’t it sell for you?

Investigate thoroughly the history of each station’s advertisers and their success. Find out what the station regularly does and can do for you in the way of publicity because if the station has the right personality and merchandising division it won’t take long for the public to know you’re on the air.

Available time is then given thorough but fast study—“fast” because if it’s too good, it won’t last long! And it’s always better to find yourself on the number two station next to the public’s number one program than on the number one station opposite that number one program!

Of course you can’t sit down and work out all the preliminaries in one day . . . but once you get the time bought and the sales running, you can announce that new showing or special sale almost as soon as you think of it.

Most of your local radio station managers will have an opinion on the station for a long time, and their success in the community is the result of many years of satisfied advertisers. Don’t expect radio to turn hand Springs and produce astonishing results by the use of a few announcements or a short series of programs. Getting established on the right station, at the right times and with the right type of sales message is the keynote—take the deal and keep it. If you get the taste of it, you’ll stay forever!
NEW YORK'S STATION OF DISTINCTIVE FEATURES

Tops To Millions

Through its carefully selected, cultural, educational and entertainment features in English, Jewish and Italian, WEVD has become the first station of interest to millions of persons in the great New York Metropolitan Market. Leading New York newspapers regularly print WEVD's programs, and WEVD's programs consistently make the feature boxes.

Year After Year

Proof of the sales building power of WEVD is found in the long list of advertisers who use it consistently year after year. The roster of WEVD's advertisers reads like a list of "Who's Who" in national advertising—proof that those who wish to completely cover the metropolitan New York Market must include WEVD. "Who's Who on WEVD" will be sent on request.

Henry Greenfield, Managing Director,

WEVD, 117-119 West 46th St., New York, N. Y.
Broadcasting play-by-play
the games of the Pittsburgh Pirates
... every day to 276,000 radio homes in three states

Sponsors: Atlantic Refining; General Mills

WMBS 590 Kilocycles • Uniontown, PA • CBS
Represented by The Radio Advertising Corporation
CBS to Inaugurate Latin Network in May 19 Ceremony

Officials of Nations Are To Participate in Dedication

FULL SCALE operation of the CBS Latin American network will begin May 19 with a dedication program to be broadcast to the entire CBS domestic network as well as to the 76 stations making up the CBS "Cadena de las Americas," according to William S. Paley, president of CBS.

Leading Government officials of the United States and other countries will participate, as well as Hollywood stars and artists who are to be featured in the regular schedules of CBS Latin American programs.

Delays Overcome

Although CBS had originally planned to open the network earlier in 1943, production delays due to the war caused unavoidable delays. The increasing strategic importance of Latin America's position in the world conflict, and the unified spirit at the Rio de Janeiro conference hastened the network's decision to push the new system into quick operation.

During the first two months of this year, CBS completed all work costing more than $500,000 on its three international stations, WCBX and WCRF, both operating on 50,000 watts, and WCBX with 10,000 watts. Eight directional antennas capable of 19 different broadcasting combinations, or two to three frequencies for each antenna, also have been constructed to serve the Latin American chain. From early afternoon to nearly midnight, the three CBS transmitters have been testing programs for affiliate stations of the new network, which are re-transmitting them to regional listeners in Latin America.

Fulltime staff assembled for the Latin American network is under the supervision of Edmund A. Chester, who resigned from AP to become CBS director of shortwave broadcasting and Latin American relations. Assisting him are Dr. Antonio C. Gonzales, former U. S. Minister to Panama, Ecuador and Venezuela, and William H. Fineshriber, CBS music director now supervising shortwave programming to Latin America.

Hutcheson Returns

Terig Tucci, Argentine composer-conductor, is music chief of the new network, while artists to be regularly featured are Juan Arvizu, Olga Coelho, Tonini, Eva Garza, and Carlo Morelli. Roberto I. Unanue is Latin American news editor, assisted by Dr. Luis Jatoba of Rio de Janeiro, head of the Brazilian section.

Guy Hutcheson, who served as radio engineer of Admiral Byrd's second expedition to the Antarctic, recently returned to New York after a 20,000-mile trip to consult with engineers of the 76 stations on reception and facilities to insure maximum radio conditions. Dan Russell is production director and plans to leave soon for Latin America as CBS field representative. Allen J. de Castro manages the sales division of the new network.

PEPSODENT in Summer

PEPSODENT Co., Chicago (toothpaste), through Lord & Thomas, that city, for the second consecutive season effective June 23 will utilize the dramatic series, A DATE WITH JUDY, as summer replacement for the weekly half-hour NBC Bob Hope Show, Tuesday, 10-10:30 p.m. (EWT). Package deal was negotiated by James L. Saphier Agency, Hollywood program service, holding rights to the series. Cast is now being assembled. Tom McCarty, associated with the latter agency is slated to produce. The Bob Hope Show will be scheduled to follow broadcasting of June 18. The Hope show will make a seven-week tour of military camps and bases starting May 5.

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Leniency Possible

in Rationing of Gas

Special Events Assignments

TO GET CONSIDERATION

ALTHOUGH there is no blanket provision guaranteeing an unlimited gasoline supply to meet all of the needs of the radio industry, local rationing offices will carefully consider the individual needs of each registrant, according to OPA officials in Washington.

This is stated in view of reports that station employees whose work necessitates operation of their own cars in the line of duty may automatically qualify for unlimited status. Special events trucks are in no way affected, being considered commercial vehicles and thus eligible for unlimited supply.

Special Cases

According to OPA officials each registrant, in States affected by the gasoline order, should present a fair statement of his needs. Officials already realize that engineers and announcers engaged in special events remote features may not be able to approximate their needs completely but they suggest that local boards may be amenable to revision in case of need.

Official opinion stressed that the order is not intended to disrupt normal functions of business. Only "joyriding" is for the present, was the way one official put it.

Enough classifications have been provided to insure flexible supply based on the degree of need and there is no need for alarm in any quarter according to the OPA. The registration is set for May 12-14. Rationing is effective May 16 and ration books are supposed to last until July 1. Present plans don't extend beyond that date.

UNITED BUSINESS FORECAST MAP FOR MAY

This map, reproduced by courtesy of United Business Service, Boston, shows business conditions in all parts of the U. S. and Canada. The figures on each side of the map are percentage comparisons of business volumes with a year ago by States and Canadian provinces, based on check transactions for the latest complete month.
More than 10,000 miles were covered in three weeks by NBC executives on their War Clinic trip across the nation—the first of its kind in radio. Each clinic session lasted two days, the first given over to presentation of the Red Network's plan of operation for 1942, the second to give-and-take discussion of station-network problems. Map shows location of regional clinic meetings and stations represented at each.

RADIO'S FIRST WAR CLINIC IN ACTION

"We must realize that the needs and necessity of our government come first, and that our needs are quite secondary. Most certainly 'broadcasting as usual' belongs to the same limbo as 'business as usual.'"

So spoke keynoter Frank E. Mullen, NBC's executive vice-president, in opening the NBC War Clinic on March 16th in New York—the first of a nationwide series of two-day meetings held to map out a long-range program of operation under wartime conditions.

The meetings, involving a 10,000-mile three-week trip by ten NBC department heads, were held in Cincinnati, Atlanta, Dallas, Chicago and San Francisco, and attended by operators of 120-odd affiliated NBC Red Network stations.

All phases of broadcasting were studied, with forum discussions on such vital subjects as "Government and Wartime Radio," "Programming Problems of 1942," "Radio and the Press" and "The Obligations of Radio to the Public in Time of War." On the advertising side of the picture, discussions centered around the all-important subject of radio's ability to solve the wartime problems of advertisers, and realistic plans were made for integrating the commercial network structure and the network's war effort with a minimum of dislocation and a maximum of effectiveness.

Today, as a result of the Clinic meetings, the activities of NBC and the stations composing the Red Network are coordinated for fullest and most efficient service for the duration for all concerned—a service which insures even greater Red Network effectiveness for those who employ its facilities in the days ahead. National Broadcasting Co., A Radio Corporation of America Service.
Paul Morency, left, manager of WTIC, Hartford, chairman of the War Clinic meeting in New York, and William S. Hedges, NBC vice-president in charge of Stations, who, as chairman of all other meetings, gave station operators the overall picture of the operation of the Red Network under wartime conditions.

Roy C. Witmer, vice-president in charge of Red Network sales, speaking at the Dallas meeting, sees reason for "restrained optimism" in the 1941 outlook, citing fact that NBC's first quarter sales for 1942 showed an increase over the same period of last year.

C. L. Mesner, program director, answers a question from the floor at the meeting in New York. Mr. Mesner presented NBC's extensive plans for war-effort programs in the coming year.

Dr. James Rowland Angell, NBC educational counsellor, reporting on plans for gearing NBC's public service programs to the war effort.

The part that promotion must play in radio's overall war effort was outlined by Charles B. Brown, NBC sales promotion manager.
Kirby Takes Military Control Of Radio Branch in the Army

Commissioned a Lieutenant Colonel, He Announces Expansion Including Office in New York

Colonel Kirby announces several expansions of his commission. At the New York office, he will supervise production of "The Army Hour" and Command Performance, transcribed programs for the forces abroad, and advertising agency and network clearances for special programs.

Wage Status of Employees in Air Raids and Blackouts Is Clarified by Ruling

Anticipating labor relations problems likely to arise with respect to blackouts, air raid alarm periods and after-hours watchman duties performed by regular employees, L. Metcalfe Walling, administrator for Wage & Hour Division and the Division of Public Contracts of the Department of Labor, last Monday interpreted the Wage & Hour Division's position on these matters. Though "war" and "defense plants" are consistently referred to throughout the statement it is understood that the Labor Department's position on civilian industry, including broadcasting, will be the same.

Pay for Protection

On the matter of employees volunteering to serve outside working hours as watchmen for protection of the plant, Mr. Walling said that if an employee volunteers his services "directly" to his employer, the time spent in watchman duties for which compensation must be paid. Also, if the person doing watchman duty, replaces a regular watchman "he must be considered as working for the employer and must be compensated accordingly". However, an exception was noted by Mr. Walling. "If the employer," he said, "volunteers his services to a Federal, State or local Governmental agency engaged in defense activities, and subsequently performs watchman or air raid protection services subject to the control and supervision of that defense agency at the plant where he usually works, the time spent in these services constitutes hours worked for the Governmental agency."

Since Government agencies are not subject to the Fair Labor Standards Act, anyone acting for the agencies would not come under the requirements set up for non-Government work, it was said. Similarly, it was added that if an employee is a member of a committee of a plant which is composed of representatives of the employer and employees, his time has been recognized by the appropriate governmental agency as having charge of defense activities in the plant", the time spent in watchman duties will be considered as work for a governmental agency and the employer "need not be compensated under provisions of the Fair Labor Standards act."

It was also pointed out that mere supervision by the employer in performance of the duties would not alter the situation so long as the volunteer is responsible to the governmental agency or to the recognized committee for his appointment, hours of work, and such basic criteria of the employment relationship. Paid or Free?

Two situations which might arise regarding blackouts and air raid alarms were considered by Mr. Walling. "First," he said, "in any situation the employer may believe that the employee is not being paid for his services, he should report the time spent by the employee to the nearest governmental agency which is responsible for those services."

Mr. Walling also pointed out that the time spent during the blackout or air raid alarm was not to be considered as hours worked if the employee is free to leave the plant or to go to shelters either on the premises or to a community air raid shelter.

Time spent by employees at air raid protection training programs, attended voluntarily, will not be considered as hours worked, Mr. Walling said. "This opinion," he said, "is limited to situations where there is a bona fide training program rather than the performance of a recruiting service for the employer."

Mr. Walling also dealt with situations where an employer may wish to pay employees in addition to the Red Cross or other welfare work, stating that the employer cannot contribute the employees' time or compensation. The employee must do this voluntarily, Mr. Walling said.

Payroll allotment plans for purchase of war bonds and stamps must also be contributed to "voluntarily" by employees, he stated.

Griffin Signing

GRIFFIN MFG. CO., Brooklyn (shoe polishes), has signed new national contract and has renewed its campaign on seven stations since April 11. The company has planned for news programs for WGN, Chicago; "The Automobile War" on WWJ, Detroit, a quarter-hour transcription, "Musical Clock on WOW, Omaha. Renewal contacts are: WGY, Syracuse; WGB, Buffalo; KMOX, St. Louis; WDAF, Kansas City; WHEC, Rochester; KXYZ, Houston, Texas; and KRIS, Corpus Christi, Tex. Agency is Berlin, Castleman & Pierce, New York.
SELL IT WITH MUSIC ON

"SAY IT WITH MUSIC"
Here's a program that makes more of music than any other all-night show. Exclusively musical are time-signals, station-identifications, commercials. The only spoken words are the short but complete hourly news summaries.

"SAY IT THRIFTILY"
$400 buys 35 one-minute spots a week...five a night for seven nights! (Lesser frequencies are available.) You'll be reaching the world's richest market over WJZ's powerful signal for as little as $11.43 per spot...$11.43 never bought so much before!

"SAY IT NIFTILY"
That talented twosome—Kent-Johnson—will create your musical spot—at no extra cost (except charges for recording and talent). The team that made America musical-spot-conscious...that set long-remembered sales records with their easily-remembered musical jingles will SELL IT and "SAY IT WITH MUSIC"—for you!

Alan Kent and Ginger Johnson — creators of the famous Pepsi-Cola jingles, the Lucky Strike, Armour, Bond, and other famous musical spots—are available without extra charge to advertisers on "Say It With Music."

"SELL IT WITH MUSIC"
Yes, sell your product to an all-night audience that's bigger and richer than ever...an all-night audience that's growing every night as more and more war industries hit 24-hour operation.

WJZ
NEW YORK'S FIRST STATION
50,000 WATTS . 770 KC
Ruling Is Released
On Minimum Hours
FCC Alters Requirements
To Relieve Shortages

SPURRED by the shortage of trained personnel in the broadcast industry as well as the exacting exigencies under which war conditions have operated, the FCC took another step last week in attacking the problem by announcing last Tuesday that the minimum operating schedule requirements for stations would be relaxed.

The ruling waives Section 3.71 of its rules that heretofore had required a station to operate two-thirds of its authorized days hours between 6 a.m. and midnight and had required two-thirds of the authorized hours anytime between 6 a.m. and midnight each day except Sunday.

Permits Adjusting

Thus the licensor is allowed to adjust his operating schedule according to his requirements now that the two-thirds rule covers the entire broadcast day and is not specifically confined to two-thirds of a day and a similar period at night. The FCC in announcing the relaxation cited its value in assisting stations to meet personnel problems, in extending the facilities of equipment and reducing maintenance requirements, but without reducing the operating schedule below a reasonable minimum.

This step follows the Commission's recent Order 91 and 91-A which had relaxed operator requirements [Broadcasting, April 30], and which further indicates the government's desire to alleviate the industry's personnel shortage.

The text of the operating schedule Order 94 follows: It is the Commission's view that the military services has decreased the supply of trained personnel available for operation of broadcast stations, and that the Commission has found that there is a scarcity of materials required for the maintenance of broadcast stations. The relaxation of Section 3.71 of the Rules and Regulations to permit operation by two-thirds of the total hours is authorized to operate between 6 a.m. and 6 p.m. and midnight of local standard time, provided he is thereby accorded freedom to utilize, in the minimum operating schedule for broadcast stations, certain hours which in his view most suitably serve the public interest.

Mr. Trammell, objecting to the two-thirds requirement, said he was not opposed to membership in the NAB as such, but did not oppose associate membership on a nominal fee basis. Managed and operated stations of networks, he contended, should be entitled to the same privileges as any other member and should pay dues in like ratio. He opposed network membership on the board of directors as a matter of right, but insisted that 

SOAP OPERA again honored [Broadcasting, April 27] is Vic & Sade designated by the Chicago Federated Advertising Club as Chicago’s best daytime network program. It is sponsored by Froeter & Gamble, Cincinnati, for Crisco. Chairman of Awards, in (right) is manager of American Magazine, makes the presentation. The sharing the honors (to r): Harry C. Kopf, vice-president of NBC Chicago; Art Van Harvey (Vic); William Ramsey, radio director of Froeter & Gamble Co.; Bernardine Flynn (Sade); Paul Rhymer, author, and Mr. Norris.

NBC 'Dominion' of the NAB Disclaimed in Trammell Letter

LASHING out at those who have made "the senseless charge that the NBC has ever dominated the NAB or that it seeks such domination," Mr. Trammell, in a letter to H. M. Russell, NBC Washington vice-president and NAB board member, Mr. Trammell set forth for the first time the position officially taken by the network with respect to trade association membership and participation.

Rights of Network

Under instructions from his chief, Mr. Russell transmitted copies of the letter to all members of the NAB board for consideration prior to the convention in Cleveland, May 11-14, at which several alternative proposals governing network membership in the NAB will be considered. Mr. Trammell now is in Florida recuperating from effects of an abdominal operation performed several months ago. He is not expected to attend the convention.

Mr. Trammell objected to active membership in the NAB as such, but did not oppose associate membership on a nominal fee basis. Managed and operated stations of networks, he contended, should be entitled to the same privileges as any other member and should pay dues in like ratio. He opposed network membership on the board of directors as a matter of right, but insisted that M&O station officials should not be barred from nomination and election as directors both from the 17 districts and at large.

Appealing for unity, Mr. Trammell said the industry, now more than ever, needs a strong trade association. He declared he sought for NBC only that share in the industry affairs to which it is entitled. NBC's entire position in relation to the industry can be summed up in one word—"cooperation," he said.

Mr. Trammell's observations were regarded as timely in view of proposed changes in the by-laws to be voted on in Cleveland. The NAB Board of Directors, at its meeting in New York March 19-20, resolved in favor of active membership of networks as such, with dues to be paid in the income brackets into which they happen to fall. This would mean approximately $24,000 per year for NBC and CBS and about $9,000 for the Blue. The way was left open for any national network, which would include MBS, to acquire membership. Mr. Shepard 3d, chairman of Broadcasters Victory Council, has proposed amendments which, among other things, would relieve network membership of their obligations and deprive any officer or employer of a network from election to the board of directors as members-at-large. There are six such members out of a present board of 26.

Other Proposals

Likewise, so-called "House of Lords" seats on the board, where each network as a matter of right names its own board member, would be eliminated under Mr. Shepard's proposal. Only network station managers who might be nominated from the districts in which they are domiciled would be eligible for the board, under Mr. Shepard's proposal.

Mr. Trammell, in his statement of position, added that the board that he was in sympathy with the Shepard proposal, save the provision barring network of (Continued on page 44)

GMC to Sponsor
CBS Camp Series

FOLLOWING a favorable clearance by the radio branch of the War Department for a new series, "Cheer From Camp," it was announced this week by General Motors Corp., Detroit, Tuesday, 9:30-10 p.m. (EWT), on an undisclosed number of CBS stations.

The hour program will emanate from various Army camps through the cooperation of the War Department and USO. Forms will be aimed to link the men in training with their folks at home. Reports on production phases will be given to the soldiers as well as reassurances that what was necessary for victory are being rushed to them.

In collaboration with the radio branch, General Motors will keep two production crews on the road in advance of each program. Crews will consist of writers and producers who will gather first hand information each week on the front to be featured prior to writing that camp's show.

Gregory is Named
As WEAF Manager

Sherman D. Gregory, manager of WEAF, has been appointed manager of WEAF, New York key station of NBC, for a 10-week period by William S. Hedges, vice-president in charge of stations. Mr. Gregory will henceforth serve in this capacity as assistant manager of the New York station, which was an assistant manager of WEAF.

A native of South Dakota, Mr. Gregory got his start in radio when he was a student of electrical engineering at the South Dakota school of Mines, working his way through school by operating the campus station and chauffeuring for the president. After graduation he was an apprentice engineer at Elgin, III., & Co. as an apprentice engineer and in 1927 was made chief engineer of KDKA, Westinghouse station in Pittsburgh.

In 1936 he was made assistant general manager of the WEAF radio for all Westinghouse stations and in 1938 became general manager of KDKA. Two years later NBC brought him to New York to head its M & O station department.

Canada Buys Time

A NEW SERIES of government-paid broadcasts has been started by the Wartime Prices & Trades Board, Ottawa. Transcribed announcements are now being used six days weekly on all Canadian stations to put on a wartime purchasing campaign. Early in May the Wartime Prices & Trades Board will start an on-air campaign of war stations a quarter-hour transmitted serial drama, Monday through Friday, on wartime consumer purchasing. The scripts will be handled by the Wartime Advertising Agencies of Canada group.

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Broadcasting • Broadcast Advertising
Amarillo
IS SHIFTING INTO
High Gear!

Things are happening in the Amarillo market. We can't tell you what, why or how . . . but take it from us, retail sales here will double, and possibly triple, all previous records, effective immediately. We can tell you, too, that smart sales strategy calls for quick, thorough coverage of this expanding market . . . calls for KGNC—the area's NBC outlet and most powerful sales medium.
Tobacco Network Added, Bringing MBS to 202
THREE STATIONS, which form the Tobacco Network of the South, have joined MBS, making a total of 202 Mutual affiliates. The 250-watt station, all in North Carolina, are WGMT, Wilson, 1340 kc.; WGTC, Greenville, 1400 kc., and WGBB, Goldsboro, 1400 kc.

The stations were to start carrying MBS programs March 29, but plans were halted when WGBB was destroyed by fire shortly before this date. [Broadcasting, April 27, 1942]. With repairs completed, the stations became full-fledged outlets May 1, WBTM, Danville, Va., also has become a fulltime MBS affiliate with the increase in its nighttime operating power from 100 watts to 250. The station remains on the same frequency, 1400 kc.

Listerine Series
LAMBERT PHARMACAL Co., St. Louis, using its first spot radio in a number of years, is conducting a participation campaign thrice-weekly on the Make Believe Ballroom program on WNEW, New York. Promoting Listerine, the announcements will probably run for about 15 weeks. Agency is Lambert & Peasley, New York.

FIRSt CHOICE AMONG THOSE WHO HAVE THEIR CHOICE!

When advertisers have their choice of radio stations in Chicago—when they buy spot time in the Chicago market—they buy W-G-N!

For W-G-N not only leads in volume of local and national spot time among major Chicago stations, but has more than any two combined!

Buy W-G-N and reach more buyers!

HOPKINS LAUDS ‘MEET YOUR NAVY’ DISCS SINCE REFERENCE TO GRENF IS OMITTED

AMPLIFICATION of his protest against use of trade names on patriotic programs has been made by James P. Hopkins, manager of WJBK, Detroit, in a letter sent to Lt. Com. R. A. Brown, Ninth Naval District Public Relations Director. Summaries of Mr. Hopkins’ protest and Lt. Com. Brown’s statement of the Navy’s position on the matter appeared in April 20 and 27 issues of Broadcasting.

“We notified the ‘trade press’,” Mr. Hopkins said in a letter dated April 27, “in the hope that our own protest, and others’, might prevent the spread of a practice which we regard as an abuse. In his original protest Mr. Hopkins had directed attention to mention of Gruen watches on the Meet Your Navy program.

Answering Lt. Com. Brown’s reference to the patriotism of the watch company in donating watch- es to naval men appearing on the program, Mr. Hopkins said, “I do not doubt that patriotism entered into the watch company’s motives, any more than I doubt that it was not the sole consideration. Any business firm which would donate such fine gifts as these were to from its action would be too naive to have reached the position which this company enjoys.”

On the subject of “fairness,” which Lt. Com. Brown brought out in his letter as the basis for allowing product mention on the Navy program, Mr. Hopkins said there was “a point where fairness to the donors leaves off and unfairness to other agencies begins.” He added that “you will realize that radio and newspapers are conventional mediums for free time and space, and you will be familiar already with our contention that there are limits beyond which we should not be asked to go.”

He continued: “Our sale of time to advertisers seems to us to carry with it the obligation not to do- main time to their competitors.” Mr. Hopkins then indicated that if the practice were allowed to continue other watch companies and other firms would be “imposing on our good nature.”

Mr. Hopkins stated that “we are glad” to contribute time to program material for service and war effort programs and pointed out that “we probably do average the equivalent of eight half-hours of victory material, a day.”

He also praised Meet Your Navy as “among the finest programs we have had, since the deletion of the trade name, which we noted in Friday’s new arrivals.”

Meet Your Navy, transcription of weekly broadcasts from Great Lakes on WLS-BLUE, is donated by H. W. Kastor & Sons Co., Chicago, and distributed to stations throughout the Ninth Naval District.

KFAr, Fairbanks, Gets Power Increase to 5 kw.

ITS APPLICATION PUSHED through in almost record time because of war requirements, KFAr, Fairbanks, Alaska, northernmost station on the Continent, will increase its power from 1,000 to 5,000 watts this spring on 610 kc. Authority was given the station by the FCC April 8 and a new 10,000-watt transmitter has been purchased from RCA in the event further power increase is necessary.

Despite the WPB freeze on equipment, KFAr was declared vital to civilian and Army morale and emergency communications in the territory, according to the station. The Alaska Defense Command and the Civilian Aeronautic Authority supported the application since the station will be useful as a homing beam for Alaska’s civilian and Army pilots.

WESCO CHEMICALS Ltd., Montreal (paines), has started spot announcements on most stations in the Maritime provinces, placed by J. J. Gibbons Ltd., Montreal.


**Merchandising & Promotion**

**Vital "B"—Window Newscasts—War Stamps**
Baseball Posters—Affiliate Plugs

As ITS share in helping the all-out war production effort, Goodyear Aircraft Corp., Akron, in mid-April used Akron's three stations—WAKR WADC WJW—as part of its unique campaign in the drive for "a plane every eight minutes". Using the number 8 as its symbol, the company presented "teaser" spot announcements, such as "What does the number 8 mean in your life?", at varied times during the day on each of the stations to carry out the mystery 8 theme promoted by car cards, direct mail, newspaper ads and billboards.

The last day of the campaign, workers from Goodyear Aircraft appeared on a specially-written quarter-hour program on the three stations, to assist in the dramatization of how necessary "a plane every eight minutes" is in this war. Agency handling the campaign was Arthur Kudner, New York.

**Visible Newsroom**
BORROWING the gold-fish bowl idea to promote news broadcasts, the MBS affiliate, WGRC, Louisville, has opened a studio and newsroom in a store location on the sidewalk level of one of the town's busiest streets. Through a plate glass window, passersby can see a teletype machine in action and can follow the news as it is posted on a large bulletin board. A display featuring MBS commentators, news maps and other newscast promotion material occupies the center section of the window. News editors and announcers can be seen at work in the newsroom behind the displays.

Behind the newsroom, and facing the lobby of a newsreel theater, is the studio from which all WGRC newscasts originate. It contains the AP racing wire and ball ticker. Theater patrons in the lobby can watch local broadcasts or hear Mutual broadcasts via loudspeaker. The theater may release special MBS features on its regular sound system, via wires connecting studio and projection booth.

**Junket Awards**
WAR SAVINGS stamp book holders are given free in exchange for junket Rennet package by grocers selling Junket products. Customers who also buy War Stamps in the stores are given a Junket souvenir button announcing their stamp purchase. Announcements of the service are being made on home making programs sponsored by C. Goodyear Aircraft Corp., Little Labs, N. Y. (Junket), on WJR, Detroit; KDQA, Pittsburgh; WLS, Chicago; WJZ, New York. Mitchell-Faust, Chicago is agency. Lyman Weld is account executive.

**In 600 Buses**
POSTERS in 600 buses of the Public Service Corp. of New Jersey advertise the exclusive broadcasts by WOR, New York, of New York Giants games. The New York Yankees and the New York Giants.

**Kits for Dinah**
TO BUILD audience for its Dinah Shore show, BLUE sent a promotion kit to the 105 affiliates carrying the series. Included in the packet were chain break announcements to be used before May 1, opening date for the program; two press releases; a spotlight mat; a photograph with two different size mats; a folder in which station manager is asked to insert evidence of audience promotion. Pedlar & Ryan, New York, is agency for the show which advertises Munc for Bristol-Meyers Co., New York.

**Service Tips**
A MULTI-COLORED folder offered listeners of WRAL, New York, "Training Camps and Insignia," in cooperation with the American Express Co., includes a map of the U. S., showing the location of some of the larger Army, Naval and Marine stations. The center spread displays insignia and a rank identification chart. Folder is being distributed at service dances, and entertainments, etc.

**Potato Promotion**
WSB, Atlanta, has organized and is financing an extensive agricultural project to encourage production and marketing of certified sweet potatoes in Georgia. It was announced by Bill Prince, WSB farm director. The project has received the cooperation of the Georgia Agricultural Extension Service, Georgia Experimental Station and the Food Council of the Southern Chain Store Group.

**WBFL's Mindreader**
DISTRIBUTION of 100,000 copies of a promotional piece entitled "WBFL Mindreader", was effected by the Syracuse station through local retail grocers and druggists in a three-day campaign.

**KSD—The St. Louis Post-Dispatch**
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

**It Is 225 Miles From KSD to the Nearest NBC Station**

**BROADCASTING** • Broadcast Advertising
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GREATEST

PLUM

WCKY'S NIGHT SIGNAL IS BEST OF OUTSIDE STATIONS IN CUBA PUERTO RICO KEY WEST MIAMI WASHINGTON, D.C. DETROIT ATLANTA AND HUNDREDS OF OTHER DISTANT CITIES

FIFTY GRAND I
Freeze or Slush?

SOME YEARS AGO the appellate court in Washington sustained the deletion of a station owned by a hell-raising broadcaster, who used it as his personal mouthpiece, with the sage observation: "By their fruits shall ye know them".

We feel about the same way in appraising the FCC's latest "freeze order" on broadcast assignments or changes designed to conserve critical materials. Strictly interpreted, it's a freeze order that doesn't freeze. But it could be a valid formalization of the recommendation of the Defense Communications Board if properly applied.

It can't be said, unfortunately, that the FCC, or rather its majority, has adhered strictly to the letter and spirit of its multifarious policy edicts of the last few years. So, barking back to the court's Biblical quotation, we can only judge the future by what has happened in the past.

The newest freeze order, as compared to the previous one of Feb. 23, actually is less rigid. The first was devised to condition future grants on technical and service factors. The new one can result in introduction of political rather than technical considerations in effecting grants of new or improved facilities. The FCC, upon its own motion, can authorize construction of or changes in station facilities. And the FCC can act upon recommendation by "the head of a war agency of the Federal Government." The question arises whether FCC-DCB Chairman Fly is the "head of a war agency".

There has been a good deal of hysteria and an overdose of tugging and hauling in connection with the whole equipment freeze situation. WPB, by Presidential mandate, controls allocation of all materials. There appears to be a battle between the FCC and the DCB on who should have final say. There are several hundred transmitters in inventory which are frozen at a time when service could be improved by their release. There's just too much confusion in the whole picture.

Obviously, there will be some "rationing" in radio because of the extremely serious transmitting tube shortage. There should be a conservation plan, cooperatively evolved, whereby all stations can be cared for and under which DCB would allow sufficient fabrication of raw materials to accommodate the industry's minimum requirements, as a necessary war service. All this should be done in the war interest.

Functions should not be artificially created so that the FCC's staff can be kept intact. If it is necessary to have a freeze, let's have it all the way, or at least a "fair-haired boys" who can muster political support, accommodated to the detriment of the rest of the industry. We don't include treaty assignments that would be lost if not occupied by a given date. But we do feel that in the interest of the war effort and of good government, equitable treatment should be given all on an impartial basis.

Keep Them Working

IN NORMAL YEARS when 10 to 13 million radio sets are sold to the public, 4 to 6 million drop out of service each year because they are inoperative or obsolete, the radio audience likely will shrink by many millions. On top of that, if the supply of repair and replacement parts is shut off, the number of properly operating sets will decline to a startling low point.

Equally simple is the position to be taken by the broadcasting industry, if it is to preserve its public: Every possible step must be taken by every station to encourage listeners to keep every set in as good working condition as wartime restrictions will permit.

At present 57 million receivers are in operation. To keep them operating will require double the servicing, double the tube replacements, double the repair parts of a recent normal year when new sets provided at least 50% of the replacements. All this plus frequent nudging by stations so listeners will treat their radios with the same solicitude they now bestow on tires.

Only a few million dollars' worth of raw materials are required to furnish the necessary parts, according to Radio Retailing, Radio Today, which is edited by O. H. Caldwell, former Federal Radio Commissioner.

Compare this to the 500,000 freight cars required annually to supply print paper for America's newspaper and magazine readers, which consume a billion dollars' worth of paper a year.

Eternal Vigilance

THEY'RE HOVERING around the outer fringes of radio, so we're told, and it will indeed be a pitty if any station manager is seduced by their offers to buy time at card rates. We refer to the promoters, known or hidden, of what the newspapers are calling "the vermin press," periodicals which deprecate the war effort and are so close to being subversive that the Department of Justice is moving in on them.

Fortunately, the man who might have been radio's Frankenstein isn't on the air any more, for good and sufficient reasons. But Fr. Coughlin's satellite, Gerald H. K. Smith, ex-Huey Long lieutenant and a man of many causes, until recently was a buyer of time on many stations. He announcements now that he will be a candidate for Senator from Michigan and, being extremely radio wise, will undoubtedly try to buy time on that basis. But, remember, time need not be sold to him until he is a registered candidate and then only if equivalent time is not available.

Having cleansed its house of the rabble rousing element and having seen some of them turn to the publishing business to get across their "messages," radio must be doubly vigilant to keep them out.
GEORGE FERRIN ADAIR

JUST before the turn of the year, George F. Adair was designated FCC assistant chief engineer on a temporary basis, to serve as chief of the Commission’s Broadcast Section of its Engineering Division. George is one of those fellows, only 38 years old, who already has qualified as a veteran in his field. He’s had a score of years of experience in varied fields of radio communication, and his rise with the FCC has been steady in the last decade.

You’ll hear more from quiet, almost bashful young Mr. Adair in the immediate future. As chief of the Commission’s broadcast engineering operations, working under Chief Engineer E. K. Jett, his load is increasing as the critical materials situation becomes tighter. All signs point to a conservation-rationing program, which will involve tremendous engineering detail on allocations of equipment and temporary alteration of operating standards. All that will fall under his purview.

George, however, dotes on work. And it’s a reasonable bet that he’ll have the stuff running out of the right end of the funnel with a minimum of complaint from licensees.

Born at Rancho, Tex., Dec. 8, 1903, George attended local schools, going on to graduation from Texas Agricultural & Mechanical College in 1926, with a Bachelor of Science degree in electrical engineering. Still in high school, he worked on electrical installation and repair and held an amateur operator’s license.

In college he specialized in communications engineering, taking special courses and serving, as cadet captain in charge of radio training. From 1921 to 1926 he regularly attended Signal Corps officers training camps and otherwise participated in mathematical and electrical instruction, work and study.

Graduating from college, George worked for about 3½ years with the radio engineering department of General Electric Co. During this period he traveled far and wide, developing, designing, testing and installing radio equipment of all kinds. In 1929 he became associated with Straus Bodenheimer, Texas electrical distributor. In this work he gained new experience in the problems of radio interference, service blanketing, cross modulation and static—all pretty technical stuff.

With this background of practical experience, in 1931 he joined the FCC as an engineering staff of the commission. From April, 1936 until August, 1939 he served as assistant chief of the Broadcast Section, engineering division. On Aug. 1, 1939 he was promoted to chief assistant chief of the Broadcast Section.

In an official capacity George has made far-reaching studies of all phases of broadcast allocation, including recommendations and reports on applications, equipment, service and interference. He also was active in drafting the Commission’s Standards of Good Engineering Practice for broadcast and other radio services.

For several months George has represented the FCC on the National Fire Protection Assn. electrical committee conserving radio equipment. He is also a member of Committee No. 4—Broadcasting —of the Defense Communications Board.

In February he was named an FCC representative on the Federal Radio Education Committee of the U. S. Office of Education. Recently he became an associate member of the Institute of Radio Engineers.

On Dec. 2, 1927 George married Evelyn Grey Ford, of San Antonio. They have two children, George Jr., 11, and Robin Ann, 9. His hobbies, he thinks, are gardening and radio experimentation. However, he took up golf last year, and there is no telling how that pursuit may develop.

HORACE W. REMINGTON, general foreign sales manager of Colgate-Palmolive-Perk Co., Jersey City, and the broadcasting and toilet文章 sales manager, have been elected vice-presidents. Mr. Remington will have charge of foreign operations, and Mr. O’Connor the toilet-goods division.
Behind the Mike

CLIFF NAUGHTON, announcer, formerly with CBS, Oakland, Calif., and prior to that with WJSI, Winston-Salem, has joined KSHO, San Francisco, replacing Bob Edwards, who resigned to join the Navy.

PHIL WOODAT, formerly with the 'Japa Times in Tokyo, has joined the CBS news bureau in San Francisco.

GORDON OWEN, who conducted a participants-sponsor show on KQW, has joined KGO, San Francisco, and is presenting Half-Hour Scrap Book, Monday through Friday.

RAYMOND GATRIE, radio editor and columnist of the Philadelphia Daily News, leaves for Army service May 23. Succeeding him as radio editor and conducting the daily Behind the Mike column will be his brother, Sydney Gatrie.

VIVIAN LLOYD, continuity writer of WHP, Rock Island, Ill., on May 31 will be married to William C. Lavery, a Red Cross official of New York.

JAMES W. HURLBUT, publicity director of WLS, Washington, has joined the Marines.

FRANK MCGIVERN, formerly of WJBC, Bloomington, Ill., has joined the announcing staff of WMCA, Chicago.

PHOEBE MINK, for 22 years with NCO's press department, has joined the publicity staff of WMCA, New York.

EDDIE LONDON, formerly research worker and program writer of the CBS sports department, has joined the Office of the Coordinator of Information.

GABRIEL HEATHER, MBS news analyst, is on a two-week vacation, and is reported to be spreading much of it gathering first-hand information on defense projects. Frank Stagner, newscaster of WOR, New York, is pinch-hitting for Heather.

TERRY COWLING, announcer of WOOP, Boston, was to join the Army May 1.

NBC-Capital Loses Trio

GEORGE GUNN, announcer of WRC-WMAL, Washington, for the last five years, has left to join the BLUE New York staff in the same capacity. Other recent NBC Washington announcers to leave are Bill Crago, who has gone to Hollywood after receiving several movie offers, and Stuart Finley, who early last month enlisted in the Navy.

JACK NADEAU, sound effects and transcription librarian of WCCO, Minneapolis, will join the Army May 11, being replaced by Bill Souder, of the booking department. Mary Jean Holmes will assume Souder's former duties.

BOB YOUNG, formerly of WMBS, Uniontown, Pa., and Jay Miller, from WJAR, Norfolk, Va., have been added to the announcing staff of WKN, Youngstown, O.

BOB GEIS, formerly of WHB, Canton, O., and Jack Irish, from WJW, Akron, Ohio, have been added to the announcing staff of WJK, Cleve-

JACK BOTTGER, announcer of WVL, New Orleans, has joined the Navy Air Corps.

HAROLD HARKLIE, of NBC Hollywood office, has been transferred to the network's San Francisco studio.

VIVIAN WOLFERT, formerly with Constance Hope Associates, New York, has the publicity department of MBS, replacing Richard Krol, now in the communications division of the Army Air Force.

Ralph Edwards, m.c. of Procter & Gamble's Truth or Consequences on NBC, became the father of a girl April 26.

GERARD CONWAY, of the mail room of WOR, New York, has resigned to join the Army Air Force.

WOODY LEAFER, formerly of WJHL, Johnson City, Tenn., has joined the announcing staff of WPIT, Paterson, N. J.

ALEXANDER A. HUNTER, formerly of the CBS news bureau in San Francisco and writer for William Waring, now of KFI, Los Angeles, has joined the news department of the U. S. Coordinator of Information in San Francisco. Ralph Scott, San Francisco production manager of CBS, resigned April 27 to join the COI program department.

ELIZABETH PENSHELL, continuity editor of KROW, Oakland, Calif., recently resigned to join the Ad Service Co., San Francisco agency. She is continuing her daily KROW programs as Sandra Scott, commentator.

KAY SHEBLY has been appointed staff organist of KROW, Oakland, Calif., succeeding Eddie House, re-

HERMAN GRIZZARD, announcer of WLC, Nashville, known as 'Old Colonel', has been named a sergeant in the Tennessee State Guard. Tom Sanders, WLC special events director, has returned to the Marines as a first lieutenant.

BILL HIGHTOWER, announcer of WSPD, Toledo, has joined NBC New York, as studio announcer.

BOB CLOVISI has been promoted to head of NBC's new 'national' announcer of KVIN, Portland, Ore.

PVT. CHARLES ANDREWS, former announcer of KFJ, Los Angeles, has been assigned to the public relations office of the Army Air Force at Minter Field, Cal.

ADRIAN GENDT, writer for the Jack Kirubal Breakfast Club on KFRC, San Francisco, was inducted into the Army May 1.

NORMAN HOLMES, formerly of WJHL, Bristol, Va., has joined the announcing staff of WRC-WMAL, Washington, and conducting the Tuesday Tune-in show.

BROADCASTING • Broadcast Advertising
KENNEDY LUDLAM, formerly senior announcer of WVOY, New York, has joined the announcing staff of WVOY, Baltimore. Succeeding him at WVOY is Joseph Boley, the station's announcer division.

MAXINE KEITH, conductor of the 10 p.m. to midnight recorded program Follow the Leader on WVOY, New York, has been selected "special radio voice" of the American Women Volunteer Service in the Greater New York area.

PHIL ELLIS, announcer of WFTY, Raleigh, is the father of a baby boy. Miss Ellis, formerly Mary Lou Haywoood, was employed in WFTY's production department.

MARIE ARNDT has joined the accounting staff of WGY, Schenectady, succeeding Chester Rudowski who enlisted in the Army.

OSCAR JUNGRER, formerly of the news staff of WGY, Schenectady, has been promoted to a captaincy in the Army.

RALPH GREER, traffic manager of KGW-KEX, Portland, Ore., was inducted April 19 into the Army. He was succeeded by Wildred Newister, formerly his assistant, with Helen Theobach, previously secretary to Program Director Ralph Walker, as Miss Lester's assistant.

JACK SWIFT, newscaster of KDVA, Pittsburgh, is the father of a baby girl, Susan Erin.

HARRY STEWART, actor playing the role of Yogi Bear on Victory Matinee on WBMM, Chicago, has joined WBMM as a producer.

TOBEY PORNES, of Northwestern U., has joined the educational staff of WBMM, Chicago.

WILLIAM H. BRENNAN, program director of WORC, Worcester, Mass., has joined the production department of CBS as an assistant director.

ROBERT EVANS, former CBS mail room boy, has been promoted to a desk assistant, replacing Paul Chief, who has joined the merchant marine.

GEORGE WEISS, formerly announcer of WAGQ, Augusta, Ga., is now in the Air Force stationed at Miami Beach, Fla.

JANET NICHOL, formerly of U.S. Gypsum Co., Chicago, has joined the program department of WBMM, Chicago.

FRANK FLIGEL, formerly mail clerk of WBMM, Chicago, has been assigned to the engineering department as an apprentice.

RETHA L. MILLER, formerly of KYSM, Mankato, Minn., and KHZI, Ottumwa, Ia., has joined WLOL, Minneapolis, as continuity chief.

TOM COLLINS, former continuity chief of KOY, Oklahoma City, has joined WTMM, Trenton.

GARTH G. THATCHER, announcer of WKNZ, Mankato, Mich., has reported for duty as a second lieutenant in the Quartermaster Corps at Ft. Francis E. Warren, Wyo.

PHILIP GOULDING has joined the news staff of WEEI, Boston, coming from WLIB, Lowell, Mass.

CULVIN PEPPLE, formerly of the public relations department of CKY, Winnipeg, has been commissioned a pilot officer in the Royal Canadian Air Force.

SINIEY R. TREMBLE, program director of KSAL, Salina, Kan., has joined the Army, being succeeded by Alfred M. Thompson who is also music director. Don Bece, announcer, is also in the Navy while George Suderman, newsman, has joined the Kansas State Guard.

ANNE LORENZ has been appointed coordinator of the newly-formed war service division of WTAG, Worcester, and will be in charge of all publicity and announcements dealing with the war effort.

Fisher Honored

STERLING FISHER, who, as assistant to Dr. James Rowland Angell, NBC public service counselor, is organizing the NBC Inter-American University of the Air, has been chosen to receive this year's Pan American Citation by the 5,200 students of Evander Childs High School, New York, "in recognition of his outstanding work in behalf of inter-American understanding and friendship."

Wyatt Joins WCKY

THOMAS W. WYATT has been named public relations director of WCKY, Cincinnati, to coordinate the station's activities with Government agencies in the war effort. Wyatt will work with Federal, military and civil officials in carrying out their tasks, according to L. E. Wilson, WCKY president. He came to WCKY from Westheimer & Co., Cincinnati, where he had been for 11 years.

Power!

—In men it's muscles
—In broadcasting it's—WATTS!

WWVA Joins the "Super Strong Men" of Radio June 1 with an R.C.A. Transmitter Bulging with 50,000 WATTS!

This super power will give to advertisers 4,860,716 50-microvolt area listeners in Eastern Ohio, Western Pennsylvania and West Virginia—the Steel and Coal Belt of the Nation.
Ohioans Elect Taft
HULBERT TAFT JR., general manager of WKRC, Cincinnati, on April 24 was elected president of the Ohio Assn. of Broadcasters meeting in Columbus. Other officers elected were: Gene Carr, WGAR, Cleveland, vice-president; Laben Smith, WCOL, Columbus, secretary-treasurer. The officers form the executive committee.

This just goes to show you—there's more than one way to solve the tire situation! But there's only one way to solve the problem of reaching the $178,000,000 Roanoke-Southwest Virginia market by radio. That's with WDBJ, at Roanoke—the only station reaching all of the 113,000 radio homes in the area. Want the proof?

GLAMOUR IS OUT
Copy Accent Now on Sacrifice
and Morale

"GLAMOUR for its own sake is out for the duration," according to Miss Kemble, bestselling radio personality, and Miss Dorothy Ann Kemble finds that the glamour girl has lost her popularity and has even become the laughing stock in scripts. Taking her place as heroine is the woman who can measure up to the new standards set for women in wartime.

More and more emphasis is placed on morale, sacrifice and conservation, with each member of the family in the radio drama contributing his or her services to the war effort, with constant references to shortages and the evils of waste. Through all scripts runs the constant reminder that it is the duty of every citizen to keep well and strong, says Miss Kemble.

Guest editorial
(Continued from page 32)

on better ways of using machinery, timesaving methods that can be adopted, labor-saving efforts made possibly by new attachments or new operating tricks. Advertising agencies and trade papers can dig up scores of items of worth-while information, and the readers of advertisements will be grateful for having them passed along.

Doing this job successfully may call for the use of larger space than aboveduly would be used for a selling campaign. It is a kind of advertising that would specialize in long copy—long enough to tell the complete story.

Four Objectives
The Advertising Federation of America has recently adopted four objectives which might well become keynotes for those who rely upon advertising to keep their products before the consumer; all of these can become an integral part of the advertising copy. The four objectives are:

1. To continue advertising's indispensable role in the process of distribution and in the maintenance of the business structure.

2. To guide consumer demand to items most readily available and away from scarce materials.

3. To assist the Government directly in its war effort appeals to the people.

4. To help maintain public morale.

There are other fields in which advertising, skillfully handled, can contribute to the war effort. We read and hear much about this being a war of machines—a battle between production lines. That is only a part of the picture. This war will be won and lost just where all other wars have been won or lost— in the minds of men and women. The machines are only instruments. Minds must drive tired muscles on production machinery stops—and the fighting forces lack the tools for winning. Too, the biggest tank is only a pile of unmovable steel unless the will of some soldier keeps on operating it.

There is a big job for advertising...
Walt Weir was sick of bluebirds . . . of passive war psychology . . . of plaintive tunes. He wanted action . . . not to Remember Pearl Harbor but to take Tokio, to bomb Berlin, to raze Rome. Inspired, Weir and his typewriter swung into action . . . produced a stirring challenge that campaigned for vultures over Berchtesgaden instead of bluebirds over Dover, for stiff upper lips instead of stiff upper teeth, for the experience of being made to feel fighting mad.

PRINTERS' INK published it. And, then the deluge. First, the jangling of telephones at Lord & Thomas where Walt Weir is copy director and vice-president. Readers calling to say it filled them with excitement.

The New York World-Telegram reprinted it on its editorial page. On the Columbia Pacific Network a movie star read it to an estimated audience of one million. Western Newspaper Union was granted permission to have it appear in two hundred member newspapers. Station WQXR invited Mr. Weir to read it over the air. The response was so enthusiastic it was repeated by transcription.

The Dayton Journal published it on its first page. An important national weekly requested its editors to reflect the attitude expressed by Weir.

Sales of "Bluebirds Over the White Cliffs of Dover" have plummeted, we hear. The song has been hissed in night-clubs and greeted with, "To hell with bluebirds!"

Nearly one hundred requests for permission to reprint have been granted. And, repercussions are still coming in, confirming again and again the high readership of PRINTERS' INK in influential quarters.

It is this kind of responsiveness that will build sales volume for you when your promotion appears in PRINTERS' INK.

FREE REPORT ON WARTIME ADVERTISING

41 different examples of constructive wartime advertising. Every one an idea to help you hold accounts that are threatening to cancel. One advertising media executive found twenty ideas here for his salesmen. Write now for your free copy of "WARTIME ADVERTISING." Additional Advertising Dept., PRINTERS' INK, 185 Madison Ave., N.Y.
For Hitler?

CONTRIBUTING to the war effort, KFAX, San Bernardino, Cal. has made a series of one-minute transcribed dramatizations built around the punch line, "Are YOU working for Hitler?" which are being played throughout the broadcast day. The "shock-copy" is directed to gossp mongers, work slow-downers, business-as-usual contenders and unbelievers who doubt that the all-out effort is as serious as it seems. Gene Harlow is script writer, with Lowell Smith, station promotion manager, producing. In addition KFAX is picking up on the even hour "... the correct time o'clock. Another hour closer to Victory." From an hour closer to victory.

**Quiz and Comments**

FEATURE of a half-hour series started on WMCA, New York, May 2, titled Wingo From Washington, with Otis T. Wingo, commentator, speaking from the Nation's Capital, is "Voice of the Audience," during which the audience will interrupt the commentaries with questions on the day's news. Wingo, a former CBS newsman, will conduct a "Poll of the Air," presenting two speakers for and against a pressing question of the day, and inviting listeners to express their opinions, the results to be broadcast the following week.

**Post News**

SERVICEMEN from six posts in the Chicago area, furnish talent for On Parade, studio program of WJJD, Chicago, six days a week sponsored by Goebel Brewing Co., Detroit. The program consists of news of personnel and activities of each post. Brooke, Smith, French & Dorrance, Detroit, is agency.

**Orchids On Time**

SYNCHRONIZATION of the minutes is affected on Orchid To You, CKAC, Montreal, which each week presents an orchid to an outstanding Montreal woman in the war effort. Though the featured woman does not appear on the broadcast, the narrator knows the exact moment the orchid will be presented to the woman and accordingly interrupts the program for a few timely remarks.
Anti-Sabotage Bill Offered in House

Celler Plan Provides Probes

Of Radio Communications

DESIGNED to discover and prevent attempts at sabotage and treason, a joint resolution (H.J.Res-304), was introduced recently by Rep. Celler (D-N.Y.) which would require that copies or records of radio communications be delivered to designated Government agencies in any case of suspicion.

Under the resolution, which was referred to the House Judiciary Committee, the Federal Bureau of Investigation, Military Intelligence Division of the War Department and the Office of Naval Intelligence of the Navy Department would be allowed to conduct investigations concerning "telegrams, cables, radiograms, or other wire or radio communications".

Revises 1934 Act

The resolution would set aside the limitations contained in section 605 of the Communications Act of 1934 which restricts sources to which information may be divulged received by interstate or foreign wire or radio. The agencies named in Rep. Celler's resolution are not included in this section of the Act.

Evidently aiming to prevent indiscriminate requests for investigations under the resolution, it is also provided that "no interception of any message by wire or radio and no delivery of telegrams, cables, radiograms, or other wire or radio communications, or copies or records thereof, shall be made by any agency specified in this section unless and until such agency has received the approval of the head of the Federal Bureau of Investigation of the Department of Justice, the head of the Military Intelligence Division of the War Department, and the head of the Office of Naval Intelligence of the Navy Department, as the case may be, or by such officer or official as may be designated by one of them."

"Such approval," the resolution adds, "shall only be given when there is reasonable ground to believe that a violation of law described in this section may have been committed, is being committed, or may be about to be committed."

The resolution provides that any information obtained can be used only for investigation and cannot be admitted as evidence except in connection with prosecution of any of the offenses described. These were: Treason, sabotage, espionage, seditionary conspiracy, violations of neutrality laws and violations of the act requiring registration of foreign principals. Violations under the resolution would be punishable by fines of $10,000 or imprisonment not more than two years, or both.

EDWARD L. BERNAYS, public relations counsel, have leased new quarters at 9 Rockefeller Plaza, New York.

BROADCASTING • Broadcast Advertising

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**REVIVAL OF WIBO DENIED BY NELSON**

AL NELSON, assistant to the president of NBC and manager of San Francisco operations, has no intention of seeking reinstatement of WIBO, Chicago, deleted a decade ago, upon his retirement from his San Francisco post May 1. Mr. Nelson has been succeeded by John Elwood, director of international programs for NBC.

Regarding a story current in trade papers to the effect that I have filed a petition for relicensing of WIBO, Mr. Nelson advised the **Broadcasting** "I have filed no such petition and do not know where the story originated.

"So far as I know, it has no factual basis. I am leaving NBC May 1 and have made no plans for the future beyond a few weeks of vacation."

**WOV Sues Insurer**

**DAMAGE SUIT** for $36,758 has been filed in New York Supreme Court by WOV, New York, against the Norwich Union Fire Insurance Company, seeking reimbursement for damages to the WOV plant incurred at the time of the engineer strike Nov. 3, 1940. The plaintiff, filing the suit under its former owner name, Greater New York Broadcasting Corp., alleges failure on the part of the insurance company to insure the station against civil commotions, riots, strikes, etc.

**WHY Names Dr. Eddy**

DR. WALTER H. EDDY, former director of the Good Housekeeping Bureau, and currently expert consultant on food and nutrition to the Quartermaster General, on May 4 takes over the position left vacant by the recent death of Dr. Shirley Wyman as conductor of the six times weekly Forum on WHT, New York. The program is presented by the American Institute of Food Products, of which Dr. Eddy now becomes head. Current sponsors include Ethier's Grade A coffee and tea, Van Camp's pork and beans, Smith's Puritan Brand peas, Mrs. Grass' vegetable noodle soup, Hellmann's Mayonnaise, Broadcast Brand Redi-Meal, Aristocrat and Barile's ice cream.

**LOUIS J. NELSON**

**TALK** to Lou Nelson of Wad Adv. Agency, Chicago, for a few minutes on his favorite subject — radio — and you'll quickly come to the conclusion that here is an astute observer who puts his observations to practical use.

For Lou is not afraid to pioneer. Six years ago he walked out of Iowa State College into Wad Adv. Agency. Today he is spacebuyer as well as timebuyer.

He has preached the value of cultivating the great mass markets among the wage earning classes of people. In the past, as now, he has always been especially interested in the small town and rural markets. He was the first purchaser of the Keystone Broadcasting System to cover the secondary markets.

Lou doesn't believe in using ratings as final guides when buying periods adjacent to network shows. "Ratings have been abused," he says. "They are of relative value — intended to indicate the popularity of one program in relation to other programs. When buying time for mass appeal and rural areas, ratings are not accurate since they reflect only relative city popularity."

"There is no slide rule, no exact science, of buying radio time," Lou maintains. "There are so many variables, that in my opinion each station must be bought individually on the basis of what it alone can do. I feel that it is not enough for a timebuyer to buy a station on the basis of its physical properties on paper — he should know the personnel of the station, complete program schedules and he should know what to expect in the way of cooperation from the station.

Lou buys time for Mills Labs, Morris B. Sachs, Murphy Feeds, General Bandages, National Electric Tool. He spends a great deal of his spare time outdoors at tennis, skiing and figure skating. Indoors, he has photography, Susan Jo, age 3 months, and "Honey."

**AAA Closed Sessions**

**PREWALLED for May 18-19**

CLOSSED session of the American Assn. of Advertising Agencies will be held May 18-19 at Skytop Lodge, Skytop, Pa., to discuss industry existing problems as well as individual exigencies. The AAAA meeting for members only will exclude outsiders for the first time in several years.

In keeping with the times, the association has announced that all organized sport events, formal meals, including the traditional annual banquet, will not be held. Convention will include the first meeting of the new executive board of the AAAA which will be elected at that time.

**McCreery Joins OCM**

WALTER K. MCCREERY, vice-president and general manager of Allied Adv. Agencies, Los Angeles, has been appointed regional radio director for the Information Division of the Office For Emergency Management and the War Production Board. His appointment was announced by Dean Jennings, regional director of the Information Division. McCreery has taken an indefinite leave-of-absence from Allied Adv. Agencies of which he is a partner.

He will coordinate station cooperation on behalf of the war effort in the seven western states, headquartered in the Western Pacific Bldg., Los Angeles.

**Dunkle Joins Agency**

DICK DUNKLE, creator of the Dunkle Sports Research Service, a forecast of football results syndicated on a national spot basis for local stations, has returned to the agency field as space and time-buyer of Donahue & Coe, New York. Formally with Benton & Bowles, New York, working on the General Foods account, Mr. Dunkle resigned from that agency in 1938 to devote himself exclusively to his football forecasts.

**Named to NIAA Board**

THAYER RIGGSDAY, formerly account executive of McCann-Erickson, New York, has been appointed account executive of Levenen & Mitchell, New York. Before joining McCann-Erickson he was general sales manager of the Mutual-Don Lee Broadcasting Co., Los Angeles.

BLAYNE BUTCHER, radio producer and program announcer of Levenen & Mitchell, New York, is on the West Coast to supervise production of the May 16 and 17 broadcasts by Walter Winchell from Hollywood and San Francisco, sponsored by the NBC Blue Comet.

JOHN NELSON, radio director of Raymond R. Morgan Co., Hollywood, and Armielle Olson of that agency, were married April 24 in Santa Barbara, Cal.

JOHN E. McMillin, New York vice-president in charge of radio for Comcast Advt., accompanied by W. L. Lougle, Cincinnati executive of Fawser & Gamble Co., was in Hollywood during late April.

LEONARD M. MASHUS, vice-president and manager of Lord & Thomas' New York office, has been elected executive vice-president, and not vice-president, as stated in the April 27 Broadcasting.

PHYLLIS CUNNINGHAM, formerly of the advertising department of Gimbel's Dept. Store, New York, has joined Danis Co., New York, as head of the premium department, replacing Woodrow Sporn, who has entered the Marine Corps.

HANS LEO REICH, producer of United Broadcasting Co., Chicago, has been appointed to handle German translation of radio announcements of the Chicago OCD and the Cook County War Savings Staff, and to promote War Bond sales among German-Americans of Chicago.

CHARLES H. GARDNER account executive, Gardner Adv. Co., St. Louis, has been commissioned a lieutenant in the Navy assigned to Quonset, R. I.


ED KNEASS, Bob Torsom, Bob Shreve and Harry Lee, all of J. Walter Thompson's San Francisco office, have entered the Navy with commissions.

WILLIAM H. SANDERSON, formerly in the market research department of Raymond R. Morgan Co., Hollywood, has joined Eugene E. House Co., Los Angeles, as account executive.

BRUCE POWELL, formerly with Columbia Artists, recently purchased by Music Corp. of America, has joined Myron Selznick Agency as head of the radio department.

NORMAN R. THAI, radio director of Century Adv. Agency, Detroit, has resigned to join his father's business, Inashiedl & Pretzler, Toledo.

GEORGE BAYARD, vice-president of Russell M. Sewell Co., Chicago, has been appointed by the Treasury as Chicago director of the continuity writers division of the War Savings Staff.

JOHN J. LOUIS, vice-president of Neyman, Louis & Brody, Chicago, has been appointed consultant to the Information Division of the Office of Emergency Management. Mr. Louis will divide his time between Washington and Chicago.

REDFIELD - JOHNSTONE, New York, has moved from 247 Park Ave. to 420 Madison Ave.

Lawrence to Coast

BILL LAWRENCE, after several months in New York, has returned to the West Coast and reopened Pedlar & Ryan's Hollywood offices at 1680 N. Vine St. In addition to managerial duties, he is producing the weekly quarter-hour Songs by Dinah Shore, sponsored by Bristol-Myers Co. on 104 BLUE stations, Friday, 9:30-9:45 p.m. (EWT). Formerly advertising Minit-Rub and Sal Hepatica, the series on May 1 was shifted to the West Coast, taking a new network time and promoting Mumin. Lawrence will also be in charge of production of the weekly CBS Fred Martin orchestra series, sponsored by Lady Esther when that program shifts to the West Coast in late May.

USE of motion pictures in television will be discussed and demonstrated among other technical subjects at the semi-annual convention of the Society of Motion Picture Engineers to be held May 5-8 at the Hollywood-Roosevelt Hotel, Hollywood.

Closes Chicago Office

Cecil & Presbury, New York, has closed its Chicago service office, opened in 1937, Edwin C. Olson, formerly Chicago manager, has joined Roche, Williams & Cunningham, Chicago, as account executive, and Henry Nathan, formerly account executive, has joined George H. Hartman Co., Chicago.

Stauffer to R and R

DON STAUFFER, formerly radio director of Young & Rubicam and recently with A. & S. Lyons, New York theatrical agent, has joined Ruthrauff & Ryan, New York, as vice-president and director of radio, with Heagan Bayles, vice-president, as associate director. Lawton Campbell, who has been in charge of radio for 1/2 years, plans to enter the U. S. service. Bill Tuttle, former director and supervisor of radio of Ruthrauff & Ryan, New York, who joined A. & S. Lyons, New York agents, last fall, has taken over Stauffer's duties.

McCann-Erickson Names Cottington Radio Head

CHARLES H. COTTINGTON, formerly vice-president of N. W. Ayer & Son in charge of radio plans and station contracts, has been appointed radio director of McCann- Erickson, New York, succeeding William Spire, who has joined the Office for Emergency Management in Washington as assistant chief of the radio section.

Mr. Spire is working under Bernhard C. Schoenfeld, who in turn reports to Robert W. Horton, OEM information director. The OEM radio section also functions for the War Production Board, Office of Price Administration, Office of Defense Transportation, National War Labor Board and Lend-Lease Administration.

JOHN K. CHAPEL, news commentator of KROW, Oakland, will leave soon on a lecture tour through Mexico and Central America.

"Mr. Pottsby can't believe it—
TODAY IS TODAY!!"

NO, it's not a line from Gerty Stein. It's just the sweet delirium of realizing that, after weeks of trying, Mr. Pottsby has finally gotten through all the items on his calendar pad. Today is today, and not the remnants of yesterday.

We're not delirious enough to take all the credit, but Mr. Pottsby is saving time, effort and the budget by letting WGY do his whole radio-advertising job in central and eastern New York and western New England. He's found that it's not necessary to deal with untenant stations bither, thither and yon. One station—one big station whose voice carries clearly throughout this broad aerea—can give him 38 percent more listeners than any other station in this region.

This is not surprising, for WGY started along with crystal sets, back at a time when it was the only radio voice around these parts. And today it's:

- the area's only 50,000-watt station.
- the area's only NBC Red station.
- the area's must station for radio advertisers.

GMC-ELECTRIC

WGY

50,000 WATTS
Schenectady, N. Y.

Represented Nationally by NBC Spot Sales Offices

New York

Chicago

Boston

San Francisco

Washington

Hollywood

Page 41
Governors Rescind Canada Disc Rule
General Policy Considered As An Aid to Broadcasters

As A RESULT of the meeting of the board of governors of the Canadian Broadcasters' Corporation, the board of governors of the Canadian Asso'n. of Broadcasters, the board has rescinded regulations pertaining to restricted use of transcription services, effective September 1, p.m.

Under the board's decision, it is learned unofficially, petitions for use of transcriptions during evening hours must be submitted to the CBC Station Relations Department at Toronto, which will have full jurisdiction as to what evening hours each station may be allowed to use transcriptions. Some general policy is under consideration, which will eliminate the numerous applications which will follow the board's decision and yet enable a wider use of transcription service.

Price Mentions

On the question of price mention, the board has made no decision. Canadian stations may not mention prices on commercials, despite the fact that such practice is legal in Australia, Canada, New Zealand and New Zealand as well as American stations. Canadian broadcasters have pointed out that such practice would not only injure local merchants, but would greatly help people living in rural communities who do not regularly receive newspapers, and directly aid the war effort in cutting down deliveries and transportation. The board has also shown as a result of surveys and public opinion polls that the majority of Canadians have no objection to price mention on radio commercials.

No decision has been made either as to the use of sponsored or sustaining commentators. The ban on commercials is as a result of conversations between Canadian and American sponsored news analysts. Only exception made on the ban recently was in the case of Miss Aline Window-Detroit, who was allowed to bring in two sponsored MBS commentators. It is expected that the ban on sponsored commentators will be lifted to meet the demands of the troops. Decision of the direct sponsorship of newscasts has not yet been reached, but is also expected to be decided at an early date.

WEAF Lifts Spot Ban

WEAF, New York, has dropped its rule against announcements and is now allowing one-minute spots, whether live or transcribed, during three periods daily: Studio X, 8:05-8:30 a.m.; Radio Times, 12:50-1 p.m.; and Evening News, 6:45-8 p.m. Rates for daytime or $67.50 announcement, during CBS via shortwave to service men aboard. The Crime Doctor will be sent to the air in every broadcast and the Philip Morris Playhouse will be transmitted Wednesday, beginning May 6, in the same period. Blow Co., New York, handles the account.

PHILIP MORRIS & Co., New York (cigarettes), has added the Philip Morris Playhouse and the Crime Doctor to the list of shows released.

WJJD, Chicago

Chicago Technical College, 9 a week, thru Buchanan & Co., Chicago. Chicago Herald-American, 9 a week, thru Bosell & Jacobs, Chicago. Associated Labs (Long Island City, N.Y.) (Kelpa Mall), 6 a week, thru Kudsner & Ryan, N.Y. WJOTC, Greenville, N.C.

More for your money in Montana.

Adv.
LEVER BROS., Cambridge, Mass., has started Callie’s Kitchens, a quarter-hour five-weekly series on WATX, Waterloo, Iowa, for Blue Barrel beer. Agency is Sidney Garfinkel Adv., San Francisco.


ROSEFIELD PACKING Co. Alameda, Calif. (Skippy peanut butter), recently added KFI, Los Angeles, to the list of stations carrying Skippy Hollywood Theatre, half-hour transcribed dramatic program. In addition to KFI, program is released weekly on KQW KEX KROY KUTA KARM. Agency is Sidney Garfinkel Adv., San Francisco.

SANTA FE TRANSPORTATION Co., Los Angeles (bus service), to promote summer vacation travel, on May 5 starts a weekly half-hour transcribed version of The Shadow on KKI, Hollywood. Contract is for 52 weeks. Agency is Ferry-Hanley Co., Los Angeles.

GREAT WESTERN LAUNDRY Co., Chicago, on May 25 will start sponsorship of Musical Clock, three-quarter-hour weekly on WBBM, Chicago, for 22 weeks. Agency is Salem N. Haskins Adv. Agency, Chicago.

LOWE BROS., Toronto (jewels), has started threeweekly Wife Preserves on CFRB, Toronto. Account was placed by MacLaren Adv. Co., Toronto.


CORD - MEYER DEVELOPMENT Co., Forest Hills, N. Y. (real estate), on April 28 started sponsoring a weekly five-minute transcribed music program on WJZ, New York, for 13 weeks to attract families to apartments in Forest Hills. This is the firm’s first consistent radio campaign. Furman-Feiner, New York, is agency.

FIRST FEDERAL Savings & Loan Assn., Chicago, on May 8 will start sponsorship of Donald McGibney, weekly quarter-hour summary of world affairs on WBBM, Chicago. Agency is Jewel P. Stevens Co., Chicago.

CONTRACT for one of the largest time sales on a local New York station is signed by Jerome M. Layton, advertising manager of Crawford Clothes, New York, while Don Shaw, general manager of WMCA, New York, (left), and Wilbur Stark of the station’s sales staff, look on. Crawford is using 10 hours weekly on WMCA for 26 weeks. Agency is Al Paul Lefton Co., NBC, in San Francisco has 19 in Armed Forces NBC, San Francisco, is well represented in the armed forces of the United States, its service flag now carrying 19 stars. The Navy has the greatest number: John Laurence, baritone; John Cuthbertson, soloist; Richard Bertrandis, producer; Robert Bishop, sound effects; Edward C. Callahan, Curtis D. Peck and Frank L. Fullaway, engineers; King Harris, salesman; Proctor A. Sugr and Bill Wood, announcers; Frank Olon, guest relations. To the Army Air Corps went Joseph Gillespie, announcer; David McNutt, press department; Martin Levin, guest relations. Others serving in the Army are Milten Frank Jr., Robinson A. Gray, John McDermott and Don Monett, formerly of guest relations, and James Pool, press.

NOTICE ANY SHORTAGE IN PETROLEUM (Ky.)?

You can hardly expect a town of 75 people to have everything! So it’s not surprising that there’s a shortage of big dough in Petroleum (Ky.). On the other hand, there’s no lack of legal tender in the Louisville Trading Area. In fact, this Area’s 1,331,200 people have 33% more effective buying income than the rest of Kentucky combined! . . . For a pipeline right into this purchasing power, WAVE is the only station you need—the only station providing complete coverage at low cost! Want the proof?

LEONARD'S
WAVE
5000 Watts
970 K.C. - N. B. C. Basic Red
NATIONAL REPRESENTATIVES
FREE & PETERS, INC.

BROADCASTING • Broadcast Advertising

May 4, 1942 • Page 43
World's Finest Deep Sea Fisheries

At early as 1530 records show that 500 sail, English, French and Portuguese, with a few Dutch and Spanish, carrying 6,000 men, annually visited "Bacalao" in the Spring, returning home with their cargoes in the Fall. "Bacalao" was the Basque word for "cod-lard", given to Nova Scotia in those early days.

And ever since, generation after generation of Nova Scotians have gotten their living from the sea. Nova Scotia is closest to several of the world's most productive fishing "banks". She also has valuable inshore fisheries—herring, mackerel, oysters—and has the world's largest lobster and scallops production.

Meet the LADIES

FRANKIE BASCH

RED-HAIRED, dynamic, persevering, Frances Scott, or Frankie Basch as she is better known in the industry, celebrated 10 years in radio on June 15, 1941. She started out as one of the first woman commentators on the Eastern Seaboard, and since then has written and conducted almost every type of show on the air, and has covered such new assignments as the Hindenburg disaster and the first Hines trial.

Last year, she was elected an honorary member of the Women Will War Veterans "as an expression of goodwill for her work on behalf of women everywhere".

At that time she was m.c. on the Yankee Network feature What Burns You Up?, half-hour audience participation show, sponsored by Norwich Pharmaceutical Co., and this is the program she plans to produce at the NAB convention in Cleveland and cover all the Winter's trial.

Three years ago, Frankie left her position in the special events department of WMCA, New York, where she had been handling an advertising account for Kalamazoo, both inside and outside the studios, to go into the program production end of the business with her husband, Charles Basch, who was forming Basch Radio Productions, New York.

In addition to supplying the voice for many of the company's transcribed features, Frankie is heard on It Takes A Woman, a series of stories on the average woman, sponsored on WABC, New York, and KXOK, St. Louis, by West Disinfecting Co., and presented by local advertisers on WTMC, Ocala, Fla., and KQV, Pittsburgh. After all the experience she's had, however, in interviewing people and telling their stories, Frankie is happiest when she's conducting an audience participation program and giving the contestants and studio audience a grand time. 

The Sailing Power in the Buying Market

A Sailing Time (situation)

Shreveport, La.

KWK CB3-50 KW

The Selling Power in the Buying Market

1. A Sailing Time, a daily radio program, conducted by Frankie Basch, a young woman in the broadcasting business.
2. The program is aimed at women, and is broadcast on KWK, CB3-50 KW, in Shreveport, La.
3. The program features a variety of topics, including personal finance, home economics, and current events.
4. The program is broadcast from 7:00 to 7:30am, Monday through Friday.
5. The program is sponsored by various companies, including local retailers and advertisers.
6. The program is produced by Frankie Basch, who also serves as the host.
7. The program is broadcast live from the studio, with guests and callers participating in discussions and debates.
8. The program is part of a larger network of radio programs produced by KWK, and is designed to attract a female audience.
9. The program is part of a broader strategy by KWK to increase its audience and revenue through targeted programming.
10. The program has been successful in attracting a loyal following of women listeners, who value the practical advice and helpful tips offered on the show. 

BROADCASTING • Broadcast Advertising
WOB Staff Changes

ENGINEERING staff of WOB, New York, has lost three members recently. After almost 15 years of continuous service, Ernest Ridley, has resigned from the staff of the transmitter at Carteret, N. J., due to illness and will be replaced by Harry Brown. Daniel Ehrenreich was recently commissioned a lieu-tenant in the Army Signal Corps and Richard James has resigned because of illness. Mary Mancuso has joined the engineering staff’s office.

Percy Mead

PERCY MEAD, 28, radio inspector of the FCC and former transmitter operator of WWRL, New York, died April 24 at the New York Hospital, of a kidney ailment. Prior to joining WWRL in 1936, he was with WOY, New York, for two years. He leaves a wife and two-year-old son.

WINNER

JAMES HENNINGER, chief engineer of WIBG, Glenwood, Pa., was presented with the special award given annually by staff announcers to a member of the engineering staff. The award consists of a two-inch piece of lead pipe, and is called “The Order of the Lead Pipe”. The emblem is a token of esteem from the announcers to show the engineer so honored in what high regard he is held by his fellow staff members.

I.A. Meeting of AFRA

ANNUAL convention of AFRA American Federation of Radio Artists will be held in Los Angeles, Aug 7-9, the talent union has announced. AFRA has negotiated renewal contracts with KJBS, San Francisco, and WEVD, New York, the talent union announced, adding that a new contract with WNEW, New York, which recently gained fulltime and increased its power to 10 kw., is about agreed upon. Other contracts are about the same as their predecessors, but call for wage increases for staff artists and announcers. Union is also negotiating new contracts with other New York stations and with NBC for its sound effects men.

Union Contract For WPEN

FOR the fifth consecutive year a union contract with engineers of WPEN, Philadelphia, has been signed according to Arthur Simon, general manager. The new contract is to run two years.

Frank U. Fletcher Joins Alien Property Branch

FRANK U. FLETCHER, Washington radio attorney formerly on the FCC staff, was sworn in last Monday as a principal attorney in the office of the Alien Property Custodian. He has been associated with the law firm of Spearman, Sykes & Roberson since 1939, having joined the firm upon his resignation from the FCC, with which he had been associated the preceding five years.

Mr. Fletcher in August, 1940, was commissioned a first lieutenant in ordinance. A back injury resulting from a fall, however, kept him from active duty. Subsequently he was placed in the inactive reserve, his present Army status. Mr. Fletcher is the son of A. J. Fletcher, president of WRAL, Raleigh.

Diaries for Soldiers

KERMIT-RAYMOND Radio Productions, New York, has appointed Harold Lambert of the Everett N. Crosby talent agency as national sales representative, and Lilian Schoen, formerly of Radio Subsidiaries, Pittsburgh, to handle sales promotion for the company. Kermit-Raymond during the next 30 days plans to offer agencies a series of live programs, titled Victory Plays, profits from which will go to the USO. Listeners will be urged to send in 50 cents and the name and address of a boy in the armed forces, who will then receive a copy of the diary-type book “My Life in the Service”.
LaGuardia Pledges for Fulltime Grant
For WNYC; Fly Cites Treaty Clause

THE VIGOROUS personality of New York City's mayor, Fiorello H. LaGuardia, again was thrust into the fight for fulltime operation of WNYC, the city's municipal station. This is the third time of late that he has appeared before the FCC on this issue.

Opposing the 6:1-proposed decision to deny WNYC fulltime on 860 kc., the clear channel on which WCCO, Minneapolis, is the dominant station, the mayor disclaimed any intention of attacking CBS, owner of WCCO. Then he contended there were too many stations using CBS in the Minneapolis area "to be wholesome", and charged that "CBS cannot hog the air".

Denies Interference

"I maintain that a publicly-owned station, operated solely for educational purposes, does not have to beg because a private corporation, organized for profit, doesn't approve," the mayor said.

Mayor LaGuardia amplified the commission's contention, that Fulltime operation of WNYC would not constitute a breakdown of clear-channel operation. He said that no evidence had been shown that WNYC's operation would interfere with WCCO, adding that Congress, in approving the Communications Act of 1934, "did not intend that a municipal station would first have to ask CBS or any other network for this privilege (fulltime operation)."

"We need the service for the public good," the mayor said. "We need it not only for the 7,000,000 people in New York but the more than 10,000,000 people in Greater New York as well."

Mr. Moore, preceding Mayor LaGuardia on the witness stand, said that the contention raised by FCC Chairman James Lawrence Fry that fulltime operation of WNYC would cause a rush of other stations to clear channels, was analogous to the popular belief that "the power to tax was the power to destroy". He quoted former Chief Justice Holmes of the Supreme Court as saying that "the power to tax was not the power to destroy so long as this court is in existence."

For the FCC to hold to its proposed findings of facts and conclusions, Mr. Moore said, the Commission would have to find that no benefit whatever would be conferred upon New York City's people by fulltime operation of WNYC, that there was interference in the primary area of WCCO and that there was loss of service in the secondary service area of WCCO by operation of WNYC.

Chairman Fly then said that complying with WNYC's request for an application for use of overflow on the Hawaii Treaty with regard to clear-channel operation. Mr. Moore replied that if WNYC were to cause interference with operation of the CBS station, it would not be a violation of the Hawaii Treaty, since it would affect a domestic station.

Position of CBS

Duke M. Patrick, appearing for CBS, criticized WNYC's application as a move to take advantage of people who receive secondary service. He said that in its consideration of the case the Commission would "have to weigh the benefits to one area by its action in contrast to harm to another."

Referring to the map submitted by WNYC counsel relating to distribution of CBS stations in the Minnesota area, Mr. Patrick said that the map failed to show a breakdown of the stations' time operation which would "reveal the percentage of time on the stations consumed by the network."

Contradicting WNYC testimony he said that the Commission's findings, based on technical considerations, were that WNYC fulltime operation would interfere with operation of WCCO.

He then said that he could "appreciate" the value of WNYC to New York's people but argued that if New York decided to maintain its municipal station it should file an application for use of a frequency being used by a New York station and "take up the issue there".

A. W. Bowen, special counsel appearing for the State of Minnesota, was quizzed by Chairman Fry and Commissioner Payne, (who cast the lone vote for WNYC), on his authority for stating that he was appealing for people of Minnesota and people in surrounding territory area of WCCO. Mr. Bowen answered that he did not "officially" represent these people but had been requested by some of them to appear in their behalf against any interference of their reception of WCCO programs.

Mr. Bowen also said that his appearance had the sponsorship of Minnesota members of Congress. He introduced three members of Congress who were in the audience, Representatives Gale, Youngdahl and Andresen.

Responding to the question of Chairman Fry as to whether or not he knew if WNYC's operation had ever interfered with the operation of WCCO, Mr. Bowen said he knew of no evidence of actual interference but had been advised there would be if WNYC extended its service.

He said his appearance was prompted by a desire to protect Minnesota listeners' right to exist. He would not go on to attack the findings of WNYC as based on their "belief that an existing rule was not proper".
Directors Organize
Guild in New York
George Zachary Is Elected as
President of New Group

OPEN TO ALL radio directors, with a total membership of 37, the Radio Directors Guild has been organized in New York with George Zachary, freelance di-
rector as president.

According to Mr. Zachary the RDG, which has no union affilia-
tion, was formed with a three-fold purpose: To aid in the development of high standards in radio entertain-
ment; to assist the Government actively in its use of the air-
lanes for the war effort; and to establish a professional society for the men and women who are large-
ly responsible for more mass en-
tertainment for more millions of people than any group of artists in the theatrical fields.

Officers and Members

Other officers elected for a one-
year term at the first meeting, held on April 26, included: Earl Schneid-
er, vice-president; Ted Cor-
ray, NBC, secretary; Lester Vail, NBC, treasurer. Members of the executive council, to serve six
months, are Earle McGill, CBS; Bert Scheck, New York, WJZ, freelance; Phil Cohan, freelance. The RDG
voted to inaugurate a series of an-
nual citations to be awarded for outstanding contributions to the art of radio entertainment.

Following is the list of charter members of the Guild, and their affiliations: Irvin Ashley, Lambert and Feistler; Fred Bethel, Roger Hower, WOR; Tommy Church, Blackett-Sample-Hummert; Phil Cohan, freelance; Lee Cosley, Roth-
rauff & Ryan; Don Cope, Benton & Bowles; Ted Cordray, NBC; Norman Corwin, free-
face; Ed Dunbar, NBC; Ed Gardner, freelance; Martin Gosh, freelance; Axel Grunenberg, freelance; Bruce Kamman, NBC; Richard Leonard, BLUE; John W. Lovenson, Rochester Ayres; M. C. Rabin, freelance; Gena Romead, freelance; Nick Mack, CBS; Lindsay McCarr, BLUE; Harold McGee, freelance; Earle Medick, CBS; Arch Oboler, freelance; Lester O'Keefe, NBC; William Rainey, free-
face; Irving Pete, freelance; Alton Richer, BLUE; Herb Sanford, New York; Earle Ayer & Son; Robert L. Shapen, MBS; Bill Swarts, NBC; Bill Tuttle, freelance; Lester Vail, NBC; Bob Wolch, Young & Rubicam; Orson Welles, freelance; Dodie Yates, Benton & Bowles; George Zachary, freelance.

WOW WILL APPEAL
CITY COURT RULING

WOW, New York, will appeal the decision of City Court Judge Frank J. Carlin, awarding overtime pay for an hour a day for a five-month period to two former employees of the station. Members of the American Communic-
ations Assn. then employed at WOW as engineers and announcers. 

Decision was handed down last
Tuesday after a hearing at which
Leonard Boudin, attorney for ACA, had charged that the station had required these employees to work an hour a day more than was called for in the union's contract with WOW. Refusal of the station to pay the workers for this time is said to have been one of the causes of the ACA strike against WOW early in November, 1940.

In stating WOW's intention to file an appeal with the Appellate Term of the New York Supreme Court against Judge Carlin's decision, Sanborn Corwin, representing WOW, explained that the contract in ques-
tion had called for an eight-hour day which the union had interpret-
ed to mean eight hours including those workers' lunch hour which had taken as meaning eight hours exclusive of the lunch hour. The matter was brought to arbitration, as provided in the contract and the arbitrator had upheld the union's claim, whereupon the ACA demanded back pay for the five-month period.

Whole Case Technical

WOW contended that the back pay issue should have been sub-
tended to the arbitrator and that since this was not done, ACA was then precluded from obtaining a judgment for those extra hours be-
cause judgment was entered on the arbitrator's award which was therefore "res adjudicata" of the matter, according to Mr. Corwin. It was who the whole case is a tech-
ical legal matter. About a dozen ACA members are concerned, he stated, and the amount involved is less than $3,000.

Trial examiner of the National Labor Relations Board on Thursday reported on the results of the hearing of the ACA action against WOW before the NLRB, recommending that the company rein-
state the ACA members with back pay from the time of the strike to the present (minus income from other employment during this period), even if this means disch-
arging subsequently employed persons, according to a union spokesman, who said that the WOW management is allowed 20 days in which to notify the NLRB whether or not it will comply with the recommendations, following which the board will issue an order.

ROY COLE, assistant news editor of
KWE, St. Louis, in the interest of paper conservation has evolved a sys-
tem said to save 25% of the paper used on the station's United Press Service. The Cole feels the paper back into the ma-
}
Pooling of Patents Attacked by Bauer

FCC Attorney Tells Senate Probe of Radio Picture

PATENT POOLING and cross-licensing in the communications field, tested in Congress and the courts numerous times during the last two decades, cropped up again last week before the Senate Patents Committee during testimony of William H. Bauer, FCC principal attorney and patent specialist, who attacked such arrangements entered into by leading radio telephone and telegraph companies.

Appearing in connection with a bill (S2386) jointly proposed by Sen. (D-Wash.), O'Mahoney (D-Wyo.) and LaFollette (Prog.-Wis.), which would give the President authority to license any patents to manufacturers of products used essential to the war effort, Mr. Bauer went over much of the ground heretofore covered in connection with patent licensing pools of AT&T, RCA and other companies.

Effects of Pooling

Approaching broadcast development, Mr. Bauer said Congress has never urged that investigations be made of patents peculiar to broadcasting and that therefore the FCC had never made any legislative recommendations along that line.

He said, however, that the Commission kept itself informed on the broadcast patent picture.

He said he would reveal to the Congress the manner in which "private control of radio broadcast patents, at times, may interfere with the Commission's duties in bringing about a larger and more effective use of radio because of present patent rights." He charged that patent pooling prevented more extensive development of broadcasting following the last war. "The manufacturer of radio equipment, particularly tubes," he said, "by any company would be more or less blocked because of infringement of patent rights held by other companies."

Mr. Bauer reviewed the history of the 1920 and 1926 cross-licensing agreements entered into by the so-called "Radio Group", including AT&T, RCA, General Electric, Westinghouse and other companies. Describing RCA as holding a "very strong patent position in the radio broadcast receiver field", Mr. Bauer said the company also has the exclusive right to manufacture and sell broadcast transmitters under the patents of all of the contracting companies and the right to sublicense others under its own patents as well as the patents of General Electric and Westinghouse.

"It is clear from what I have said," he declared, "that the RCA has a dominant patent position in the radio receiver and field. It also has," he said, "a very strong patent position in the transmitter field."

Mr. Bauer brought up the subject of FM only and this in an effort to establish that the FCC attempts to establish new broadcast services are sometimes hampered.

FM Patents, Too

"This was definitely illustrated," he said, "in the case of high-frequency broadcast stations, commonly known as 'FM broadcast stations'. He contended that if legislation proposed by the Commission for common carrier patents were extended in radio broadcast patents this patent interference would be eliminated.

Creekmore Fath, special counsel for the Senate Patents Committee, last week said that other representatives of the FCC would be called before the Committee for amplification of the report submitted by Mr. Bauer. The Committee will also consider a bill (S2491) proposed by Senators O'Mahoney, Bone and LaFollette last Tuesday to amend the patent laws, to prevent suppression of inventions, to promote the progress of science and the useful arts, and for other purposes. It is expected this bill will be considered jointly with the Senators' previous bill.

CONTACT WITH THE FOLKS back home will be established by the USO mobile recording unit No. 1, which will make recordings of service men's voices to be broadcast on local radio stations in their hometowns. These units are one of the activities of the National Catholic Community Service which operates the Star-Spangled Network. Programming of the presentation ceremonies were: (1 to r) Martin H. Work, NCCS radio consultant and originator of the Star Spangled Network; Jesse Butcher, USO national publicity director; and Arthur Stringer, NAB.

Henry E. Pursell

HENRY E. PURSELL, 59, plant superintendent of Allied Record Mfg. Co., Hollywood, and one of the founders of that concern, died in Hollywood Hospital, April 25, following a lingering illness. Associated with the phonograph record industry for 25 years, he was a pioneer in the development of sound on disc for motion pictures and electrical transcriptions for radio. He was affiliated with Columbia Phonograph Co. at Bridgeport, Conn. for many years. When he formed the firm established an Oakland, Calif. plant in 1926, he was transferred to that city, later going to Hollywood. When Allied Record Mfg. Co. was established in 1934, he aided in its formation.

William McIntosh

WILLIAM (Burr) McINTOSH, 79, known as The Cheerful Physician, died on April 27 from a heart attack. He had conducted his former morning program on KFWB KNTR and other Los Angeles area stations for several years.

Radio Is Criticized

For Raunchy Music

Advertisers Also Blamed for 'Boogie-Woogie' Prevalence

RADIO'S alleged emphasis on "boogie-woogie" music instead of the classics was condemned by the New Jersey Federation of Music Clubs at its annual convention in Atlantic City April 25. Guy Mariner, of the U of Pennsylvania and music lecturer at Franklin Institute of Philadelphia, addressing the convention on "Musical Trends—Past and Present," asserted that "young people must have concerts in halls to offset the radio."

Market Needed

He charged that "young people turn out to be 'boogie-woogie' players because they cannot find a market for good music." Criticizing radio's lack of appreciation of the nation's musical needs, Dr. Mariner said that music appreciation and listening will build spiritual strength. "People today want music of a heroic type—music that gives courage," he said.

Blame for the preponderance of "boogie-woogie" on the radio was placed at the doors of the advertisers by Rhone Lloyd, of the music staff of WLJL, Philadelphia. She told the Federation that advertisers demand "boogie-woogie" because they think the public demands it. She urged that the proper influences be brought to bear on the radio advertisers to induce a change of listening tastes.

"Why educate young people to do beautiful things when they cannot follow through?" she asked. "Coordinate the neighborhood, home, church, and all the things you have followed through to a proper conclusion."

Weather

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CRYS~TALS by HIPOWER

The HiPower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer competitive and attractive HiPower grading process. Whatever your crystal need may be, HiPower can supply it. Write today for full information.

HIPower CRyStAL CO.
Sales Division—205 W. Wacker Dr., Chicago 2, Ill. Factory—2035 Charleston Street, Chicago, Ill.
BRIDGING the gap between home and military duty for the AEF around the globe, a portable radio-phonograph-library kit has been specially designed by the Army. To furnish these kits with the best in commercial entertainment the Special Service Branch of the Services of Supply of the Army is arranging for pressings of the leading sponsored programs through the cooperation of the radio advisory committee of the Advertising Council.

Through the efforts of Maj. Gordon Hittenmark, sponsors of the major programs are furnishing free transcriptions of their current programs. In this way the soldiers may hear their favorite programs at times when they are free to listen. Permission to employ artists' services and copyrighted materials without compensation has been given by AFRA, the American Federation of Musicians, ASCAP and BMI.

All Types of Programs

Each of these discs will record a half-hour show, with 15 minutes on each side. In addition there will be a brief introductory message from personalities of each program especially directed to the troops.

To bring variety to each set of discs an attempt is being made to include representative types of drama, comedy, variety, and music. Once a month the plan is to enlarge the collection of each kit with more current recordings.

Wherever American troops are stationed these kits are sent. Resistant to any climate, each kit contains a long and shortwave receiver, a phonograph turntable, 50 phonograph records, and 25 half-hour broadcast transcriptions. The operating mechanism of the phonograph unit is spring-driven and runs for 15 minutes at one time and winding. It can also be amplified with or without electrical power and has both electrical and acoustical pickups.

The kits also contain a collection of song books, several harmonicas, 100 paper-bound volumes of current fiction and a set of spare batteries and tubes. Each kit weighs only 250 pounds and is contained in a wooden cabinet.

Through special dispensation of the Army, Maj. Hittenmark has been granted Air Features at WRC, Washington, where he was associated as a civilian. In September 1940 he was called to active duty under his status as a captain in the National Guard and in March 1941 was promoted to the rank of major.

Maj. Hittenmark first conceived of this plan for kits last fall and some kits were already being shipped abroad before Pearl Harbor. The impetus of war led to expansion of the program in its present form. In fact offices are being opened in Chicago, New York and Los Angeles to facilitate handling of program transcriptions.


**KNX Run by Ladies**

TO ACQUAINT AMBITIOUS youngsters with actual duties and operation problems encountered in a typical day at a major station, CBS, in keeping with National Boys Week, on April 29 turned over facilities of KNX, Hollywood, to 15 specially selected Los Angeles school boys.

**WAR TALENT GROUP EFFECTS CHANGES**

A SLIGHT realignment of the officers of United Theatrical War Activities Inc., organized last week to coordinate the handling of all Governmental requests for benefit performances by professional talent in the East in connection with the war effort [BROADCASTING, April 27], was made by the organization’s board of directors at a meeting last Monday.

Bert Lytell, president of Actors Equity, is now president of UTWA instead of chairman. George Heller, assistant national executive secretary of the American Federation of Radio Artists, is vice-president. Blanche Witherspoon, executive secretary of the Screen Actors Guild, is secretary-treasurer. James Sauter, manager of Air Features, is executive director, in active charge of operations.

Directors include, in addition to the officers: Frank Gillmore, president, Associate Actors & Artists of America; Emily Holt, national executive secretary, AFRA; Ruth Richmond, executive secretary, Chorus Equity Assn.; Lawrence Tibbett, president, AGMA and AFRA; Morton Downey, AGMA; Paul Dizdrel, executive secretary-treasurer, Equity; Florence Marston, Eastern representative, SAG.

**FOREMAN Co., New York,** has been appointed national sales representative of KLCN, Blytheville, Ark.

5000 WATTS DAY & NIGHT

IN THE HEART OF A DEFENSE MARKET WHERE PURCHASING POWER IS UP!

250 W. 1340. Full Time. Sears & Ayar, Reps. How can we help you?

910 KKC IN THE CENTER OF THE DIAL

Richmond Virginia Edward Petry & Co., Inc. National Representatives

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Winners Selected
In KIRO's Contest
Prizes Are Announced During Convention at Columbus
SABRA HOLBROOK, executive director of Youthsbuilders Inc. New York, was awarded first prize of $150 in the educational contest sponsored by KIRO, Seattle, for the best statement of 100 words or less completing the sentence, “If I had a radio station one of the things I would do . . .” The contest was established this year by Saul Haas, KIRO vice-president, and winners were announced May 4 in Columbus, of the Institute for Education by Radio.

Holders of Stock
Miss Holbrook's winning entry was: “If I had a radio station one of the things that I would do would be to use children's radio to develop among post war voters a devotion to Democracy as activating as the devotion to Totalitarianism which the dictators have developed among the young. . . I would notify my public service department that children's performers must be broadcast for children . . . not for the Federal Communications Commission. . . I would notify sponsors that commercial shows should be broadcast for lively youngsters . . . not for the ghosts of the sponsors' childhood. For lessons in grammar, literature, fairy tales, talk and Superman, I would substitute realism . . . vivid, dynamic drama, capturing the challenge of America's present and future.”

Second prize of $100 was given Olla B. Miller, teacher of Pontiac, Mich. Five winners of $50 each are: Ruth Smolin, Minneapolis; Para Lee Brock, WATL, Atlanta; Luther Weaver of Luther Weaver & Assoc., St. Paul; Marguerite F. Melcher, Montclair, N. J.; C. Wilbert Fettgeweg, WOSU, Columbus. Honorable mention was given H. Miles Heberer, radio speech instructor of Kansas State College, Manhattan, Kan.; and Raymond W. Tyson, State College, Pa.

Committee of judges consisted of: Major Harold W. Kent, radio division of the War Department; SABRA HOLBROOK, executive director of Youthsbuilders Inc. New York, was awarded first prize of $150 in the educational contest sponsored by KIRO, Seattle, for the best statement of 100 words or less completing the sentence, “If I had a radio station one of the things I would do would be to use children's radio to develop among post war voters a devotion to Democracy as activating as the devotion to Totalitarianism which the dictators have developed among the young. . . I would notify my public service department that children's performers must be broadcast for children . . . not for the Federal Communications Commission. . . I would notify sponsors that commercial shows should be broadcast for lively youngsters . . . not for the ghosts of the sponsors' childhood. For lessons in grammar, literature, fairy tales, talk and Superman, I would substitute realism . . . vivid, dynamic drama, capturing the challenge of America's present and future.”

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Cut by Duck
A POWER DIVE by an unidentified duck into high tension wires serving RPBX Sacramento, on April 27 put the station off the air for five hours. The bird landed on two power wires and caused an arc which severed one line.

Flowerly Equipment Proposal to Freeze Equipment

(Continued from page 7)

ham, to increase its daytime power from 1,000 to 5,000 watts in accordance with the present authorization for 4,000 watts fulltime on 610 kc. In this opinion, also, it held that the equipment proposed to be used is already available to the applicant, having been procured from another station where a change in equipment heretofore had been authorized.

In the third instance, involving WGBR, Goldsboro, the Commission brought out that the entire station, with the exception of its antenna and ground system, had been completely destroyed by fire March 24. Restoration of the station, the Commission stated, would demand the use of materials for which priority ratings are required and have been obtained. All necessary equipment is available from WAPI, Birmingham, and will be delivered within 30 days, with the exception of frequency monitors, which would be available in four to six weeks.

300 Pending CPs

What disposition will be made of other cases selected from the batch of some 300 pending construction permits remains to be seen. Chairman Fox said about 25 cases were selected from the docket which seems to present problems of "great emergency" or whose needs arose from "peculiar circumstances." It was indicated that a number, if not all, of these cases would be considered under the proviso permitting special consideration.

The memorandum opinion of the FCC stated that pursuant to the DSB recommendation, the Commission had adopted the policy to grant no application for an authorization involving the use of any materials to construct or change the transmitting facilities of any station, television, facsimile, relay or high-frequency broadcast station.

It added, however, that the Commission had deferred action on the recommendation of DSB with respect to experimental high-frequency and non-commercial educational stations. This, it was learned, was on the ground that very little critical material would be involved since there are only a handful of stations in the educational category and since in the experimental field, results might be accomplished which would contribute to the war effort. In any event, the Commission decided it wanted to look into these matters before deciding on definite policy.

Specific provision was made in order to preclude the issuance of authorizations involving essential repairs or replacements for the purpose of maintaining existing services.

To put into effect the broad pol-
Paine Given Full Direction by ASCAP; Buck Is Given 15-Year Advisory Position

CONTINUING the reorganization of the management setup of ASCAP began the week before with election of Deems Taylor as president of the Society [Broadcasting, April 27], the ASCAP board of directors last Wednesday vested in General Manager John G. Paine full authority to conduct the affairs of the Society, subject only to the control of the board itself. Board also approved a 15-year contract with Gene Buck, who served as ASCAP's president from 1923 until last week, under which he will act in a consulting and advisory capacity to ASCAP at an annual salary of $25,000. As president, Mr. Buck's salary was $35,000 a year. It had formerly been $50,000, but he took a voluntary cut of $15,000 when ASCAP's income was reduced during the radio war last year.

Honorary Post
Explaining the "streamlining" process, an ASCAP spokesman said that Mr. Taylor, who will serve without salary, restoring the Society's presidency to the honorary position it was before the founding of ASCAP, will in effect be chairman of the board. All the details of the actual management of ASCAP will be handled by Mr. Paine, permitting a coordinated plan of operations in place of the previous division of authority under which some functions were directed by Mr. Buck, others by Mr. Paine and still others by E. C. Mills as chairman of the administrative committee.

Future status of Mr. Mills, a present Cuba in connection with Latin American copyrights, was not acted upon by the board, which postponed any action until after his return. Board also tabled a resolution concerning counsel. Schwartz & Frohlich currently act in that capacity, but special counsel has been engaged on various occasions. Board elected Archibald MacLeish, director of the Office of Facts & Figures, to ASCAP membership on the basis of several of his poems which have been set to music.

Robert L. Murray, director of public relations for the Society, has been granted a leave of absence for several months and has gone to New York for doctor's orders to recuperate from his illness of last winter.

ASCAP Ruling Upheld
APPELLATE Division of the New York Supreme Court last Friday upheld the ruling of Supreme Court Justice Louis A. Valente which denied ASCAP's motion to dismiss the suit of BMI and Edward B. Marks Music Corp. against ASCAP. Court gave ASCAP ten days in which to file its answer to the suit, which is a test case designed to determine whether the performance rights in a piece of music belong to the composer or to the publisher.

Political Speaker Names
WMCA in Libel Action
LIBEL SUIT, which may establish an important precedent for the still incomplete radio libel statutes, has been filed in New York Supreme Court against WMCA, New York, by Dr. Emanuel M. Josephson, of New York. Seeking $100,000 damages for "criminal defamation of character", the plaintiff charges that during the last days of the war, in a speech broadcast on WMCA during the city election campaign last fall, referred to him disparagingly. Dr. Josephson is suing WMCA only and has not named the mayor as a defendant. The suit brings up the unsettled question as to whether a broadcasting station or broadcaster is liable for defamatory or libelous remarks made by an individual or organization using its facilities. Similar libel charges, amounting to another $500,000 have been brought by Dr. Josephson against the New York Times, Herald-Tribune and World-Telegram.

Cigar Breaks
WEBSTER - EISENLOHR, New York, on April 27 started its annual Spring campaign of chain-break announcements to run 13 weeks on ten stations for its cigar products. Seven announcements weekly are heard on WJSV, Washington, for Henrietta Populaires, and free weekly for Tom Moore campaign. On KPBC and WFAA, Waco; KNOW, Austin; WACO, Waco; KRIS, Corpus Christi; KBGS, Harlingen; KERI, Tex.; and KMBK, Kansas City; KFH, Wichita. Agency is N. W. Ayer & Son, New York.

Congress Holds Up Salary for Watson
Senate Follows House Lead In Action on Analyst
INCENSED over the failure of the FCC to release Dr. Goodwin Watson, chief analyst of its Foreign Broadcast Monitoring Service, Congress last week itself took action by finally voting to discontinue the $5,000 salary for the official, who has been charged with alleged Communist front activities. Following the lead of the House, the Senate last Thursday specified that none of the FCC appropriation for the next fiscal year shall be used to pay Dr. Watson's salary.

The Senate, voting last Thursday on the independent Offices Appropriation Bill, agreed to the amendment of the Senate Appropriations Committee that $312,460 be cut from the House-approved FCC appropriation of $4,991,219 and included the salary of Dr. Watson.

Unprecedented Action
In agreeing to the amendment the Senate followed the almost unprecedented ruling of the House Committee which prohibited use of appropriated funds of the Commission for payment of Dr. Goodwin Watson's salary though approving all other allotments.

During Senate hearings on the bill, FCC Chairman James Lawrence Fly and Commissioner Clifford J. Durr testified on behalf of Dr. Watson and were subjected to intense questioning by Dr. Watson's alleged affiliations with Communist-front activities, the accusations against Dr. Watson having arisen from investigations made by the Dies Committee.

Chairman Fly took the initiative at Committee hearings and explained that the attacks on the FBMS which had been based on "deductions" from a "limited number of writings of Mr. Watson, or I might say, limited extracts from writings of Mr. Watson in which was reviewed the Russian system with some degree of favor."

Tantamount to firing Dr. Watson, the ruling of the Senate means that after June 30, expiration of his appointment, no funds will be available for payment of his salary.

687 Sign With BMI
A TOTAL of 687 radio stations and 12 networks, national and regional, have signed the new BMI eight-year contracts, Carl Haverlin, BMI vice-president in charge of stations, said last Friday. These stations account for well over 90% of the industry dollar volume, he said.

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Blue Network Exploits Its Sales Story
As Industry Nears First War Summer

As a guide for its sales force and for the information of interested advertisers, the BLUE has issued a 22-page booklet titled How About Selling in Our First War Summer? which predicts that this summer will be one of radio's most successful seasons.

Reason for the prediction is threefold: Wages are at the highest level since 1929; with fewer commodities to buy, millions of dollars will be spent on merchandise that can still be bought; with added war interest, millions more will listen this summer to their radios.

Spending Power
Using the Department of Commerce estimate that the national income has increased 22.6% over 1940, the BLUE analysis states: "Most allowance for an increase in living costs (estimated at 12% for 1942) plus purchases of war savings bonds and new direct and indirect taxes, there will still be a vast un tapped reservoir of spending power. Money that bought new cars, gasoline, refrigerators, will be spent—but only on the things for which advertisers create the desire.

Charts and figures from the NAB's survey in 1939 of Urban Listening in the United States are used by the BLUE to illustrate even in 1939 the drop in listening during the summer was only 6% below the annual average. "In 1942," the booklet states, "the normal audience will probably decrease even less, if the radio buying of 1941 is any guide."

The study concludes with points in favor of summer advertising in any year, and a discussion of the 12% rebate on gross billings for an advertiser using a 52-time contract to make the cost of a summer week of radio advertising 66.6% less than the cost per week of advertising placed on a 39-week basis.

Texaco Summer Plans
TEXAS CO., New York, about July 5 has decided to substitute a straight musical show for Fred Allen, in the Sunday evening 9-10 period on CBS. While Allen takes a vacation, the summer replacement program will continue to feature Al Goodman's orchestra and other features are currently under consideration, according to Buchanan & Co., New York, the agency.

Ruppert Adding
JACOB RUPPERT BREWERY, New York, on April 20 added four New York stations—WOR, WHN, WMCA, WQXR—to the list carrying one-half minute and one minute transcribed and live announcements for Ruppert beer and ale. The list of stations now totals 25, each varying as to number of announcements per week, according to Ruthrauff & Ryan, New York, agency in charge.

IT HITS THE SPOT, these three claim as they go to work on a Pepsi-Cola dispencer. The firm starts May 4 a five-weekly daily jingle series, with savings bond awards, on the BLUE Monday through Friday at 9:55 p.m. Quaffers are (1 to r) Albert Fetz, Pepsi-Cola advertising manager; William Reydel, vice-president of Nettleton Wholesale Co., New York; D. R. Buckham, BLUE salesman.

High Court Upholds Order on Marmola
Sustains FTC in Directing Company to Cease Claims

The Supreme Court in a unanimous decision, last Monday affirmed an order of the Federal Trade Commission against the Raladam Co., Detroit, directing the company to cease and desist from certain representations concerning efficacy or safety of its Marmola products.

A previous order against the company had been set aside by the Supreme Court in 1929 on the ground that the FTC had not found competition with the company's preparation in the interstate market, ground upon which the FTC had issued its order. The Supreme Court at that time, however, stated that "if the necessity of protecting the public against dangerous misrepresentations of a remedy sold in interstate commerce were all that is necessary to give the Commission jurisdiction, the order could not successfully be assailed."

Present proceedings were instituted May, 1935, and after extended hearings before the FTC, the Commission issued an order finding that 26 products competed with Marmola in interstate commerce. The record further showed that Marmola sales were made through wholesalers and retailers throughout the country who also sold numerous fat-removing remedies.

This order was set aside by the Circuit Court of Appeals for the Sixth District (Cincinnati) on grounds that no evidence supported the FTC's finding that Raladam's alleged unfair methods of competition "substantially injure or tend to injure the business of any competitor."

The Supreme Court, however, ruled that the findings of the FTC were an adequate basis for its order.

MAIL WEIGHT RULE
BRINGS PROTESTS

POST OFFICE ruling (Order 17471) prohibiting packages exceeding 11 pounds in weight from being sent outside continental limits of the United States has aroused protests of broadcasters who point out that the order will prevent transcriptions being sent to Alaska, Hawaii, Canal Zone, Puerto Rico and island possessions. It is understood that NBC has protested the ruling on the basis that it will prevent shipment of transcriptions to Hawaii, which the company states are contributing greatly to the upkeep of civilian and military morale.

Post Office officials in Washington told Broadcasting last Friday that exceptions to the ruling will be considered in conjunction with the Army and Navy which recommended the Post Office order.

Young & Rubicam Plans
Coast Staff Transfers

WITH SEASONAL tapering off of its West Coast program originations, Young & Rubicam, is transferring several Hollywood producers to the agency's New York headquarters for the summer. Hendrik Broere Jr., producer of the CBS Screen Guild Theatre, sponsored by Gulf Oil Corp., with close of the current season, was first to be shifted to New York for his assignments.

Anton (Tony) Harch, assistant producer of the weekly CBS Silver Theatre, sponsored by International Silver Co., will follow. Ted Sherr- dep, head producer that show, remains in Hollywood for other assignments. He is now preparing the dramatic series that We Love as a summer substitute, effective July 1, for the NBC Time to Smile, sponsored by Bristol-Myers Co. (Ipans, Sal Hepatica), Wednesday, 9-9:30 p.m. (ET). Carroll Nye, assistant West Coast publicity director, was transferred to New York a few weeks ago to do research for the half-hour program. WINTER PARENTHESIS, which started April 26 on CBS for Gulf Oil Co., as a summer substitute. Other shifts from Hollywood will be made in the next few weeks.

United's List of Accounts
IN A FORM letter sent to stations throughout the country, United Adv. Co., Chicago, through N. J. McMahon, is reminding mail order accounts which the agency is offering to stations. The accounts include razors, brand razors, brushes, shaving supplies, shaving machines, identification bracelets, fountain pens and memorials.

COVERAGE

CJOR's 1000 watts on 600 K.C. gives us the best possible use of the best channel in this area.

Vancouver—B. C.
J. H. McGillivra (US)
H. N. Stovin (Canada)
600 KC 1000 Watts

WHERE SALES MULTIPLY

W SM

NASHVILLE, TENNESSEE

THE NATIONAL GROUP OF THE JACOB RUPE Agency

WASHINGTON, D. C.

Why do you need a vacuum cleaner that is not a SEARS CLEANER?

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

COLUMBIA'S STATION FOR THE SOUTHWEST

KFH

WICHITA

KANSAS

Call Any Edward Petry Office

BROADCASTING • Broadcast Advertising

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A Radio Clinic for Department Stores

Frank Probe of Retailer Problems Planned By NAB

FRANK E. PELLEGRIN
Director, NAB Dept. of Broadcast Advertising

IF THE RADIO industry made a concerted effort to sell radio advertising to department stores—what would be the potential?

Consider: In 1940, total newspaper advertising amounted to $645,000,000; of this, retail advertising amounted to $385,000,000. By comparison radio's total was $208,000,000, and retail advertising in radio amounted to $59,000,000.

How much of the newspaper's terrific retail billing came from department stores? There are two answers to that question. One is that the department stores themselves accounted for 42.3% of total retail advertising space in newspapers, but only for 8.4% of radio's total retail time. Thus the department store billings are somewhere in the neighborhood of $150,000,000, while it is less than $5,000,000 in radio.

Getting Their Cues

The other answer is that department store advertising directly affects nearly all other retail advertising. Specialty shops, stores featuring women's and men's wear, milliners, shoe stores—all look to the department stores for their cue in local advertising. Thus it may be that far more than 42.3% of newspaper retail lineage is involved when one speaks of department store influence on local advertising billings.

As radio salesmen tighten their belts for the battle to maintain radio revenue during this emergency, and look for a major source of replacement income, it's no wonder that department store advertising will be of first importance as the salesmen take their message from door to door. The sale of this message is not merely in the matter of closing a sale on the spot, but in getting billing contracts for those merchants who are interested in retail advertising.

Salesmen Blamed

In a sentence, the overwhelming majority of department store advertising managers have declared that radio salesmen generally know too little about department store merchandising problems to do an intelligent and effective job of radio interpretation, sales, and service.

Notable exceptions and partial exceptions, detailed in some of the replies, serve to clinch the point. Isolated stations here and there have done a remarkable job, and this testimony serves as a double-check for the main thesis.

That this survey provides an exhaustive analysis may be seen by the fact that each questionnaire requires 242 separate tabulations, exclusive of cross-indexing. In the wealth of detail yet to be uncovered is the meat, bone and sinew with which the Sales Managers Division of the NAB hopes at last to be able to construct a sales campaign that will develop a source of revenue greater than any now known to radio.

Highlights of the study will be brought out at the NAB convention in Cleveland May 11 when Mr. Meybohm and his panel of department store experts take the floor at 2:30 p. m. Because of the preliminary analysis, the early plans for this clinic described below new plans were laid on diametrically opposite lines. Instead of assembling a committee of men who had used radio with unusual and extraordinary success, those whose contribution to the NAB Sales Managers would therefore sum up to a "you've-got-something-there" accolade, the NRDGA clinicians will be experts in department store problems—and they will hew to that line.

What had started out to be a familiar discussion of radio techniques has developed into an intensive course on what makes a department store tick, for the very sound reason that department store executives have said that this is the matter with radio selling.

A Program of Action

As soon as possible thereafter the survey analysis will be completed and the potential of the NRDGA in a series of constructive, informative, pull-no-punches articles. The questionnaires will also be turned over to the NAB Department of Broadcast Advertising, for further study from the particular point of view of the time salesman. Again the findings will see print, in Broadcast Advertising magazine, as a supplement to the NAB "Manual of Radio Advertising", and in other forms.

A concrete program of action will get under way as soon as possible. Exactly what form it will take is still under study in New York, but the broad outlines should come from the Cleveland clinic. Many suggestions have already been made and more will undoubtedly come piling in. At this writing, the sky is the limit and every proposal will get consideration.

While most phases of the campaign will no doubt revolve around the spokesmanship of the sales manager and routine work, some may be spectacular. Eugene Carr, chairman of the NAB Sales Managers Executive Committee, who has

Richard G. Meybohm
M.P. Sales Promotion Division National Retail Dry Goods Assn.
Long Litigation on Net Rules Seen After High Court Hearing

Government Arguments Are Briskly Questioned by Justices During Four-Hour Session

PROLONGED litigation over the FCC's chain broadcasting regulations, either through instructions to the statutory three-judge court in New York to hear the NBC-CBS appeals on their merits or through initiation of new litigation, was foreseen last week following oral arguments to the U. S. Supreme Court by the three major networks and the FCC, pursuant to jurisdictional appeals taken by the NBC and CBS.

While the only question posed was whether the NBC and CBS appeals were premature, on the ground that the chain-monopoly regulations actually are not invoked under the FCC's "order", the highest court, through its questions, went deeply into the facts surrounding the network's operation and station affiliation and the indispensability of time options.

Counsel Quizzed

The questioning from the bench was construed to indicate that at least a majority of the court was impatient with the argument of the Government, proffered by Telford Taylor, FCC general counsel, and supported by Louis G. Caldwell, MBS chief counsel, that the regulations were not final and that the administrative process had not been completed. Associate Justice Felix Frankfurter, however, interrogated counsel repeatedly on the question of "finality" of the regulations.

Half of the four-hour argument was split between John T. Cahill, counsel for NBC, and Charles Evans Hughes Jr., CBS chief counsel, both of whom participated in proceedings before the New York court, which in February sustained the Commission's contention of lack of jurisdiction. General Counsel Taylor argued the Government case in two installments, consuming an hour-and-a-half, with Mr. Caldwell closing the argument in a half-hour appearance.

Chief Justice Harlan F. Stone, who, with Associate Justice Frankfurter carried the burden of the court's interrogation, repeatedly sought to ascertain whether network service, as it is known today, would be disrupted or "go out the window" with the enforcement of the regulations. He, along with Associate Justices Owen J. Roberts, Stanley F. Reed and Robert H. Jackson, interjected all counsel whether the issuance of the order was not in fact tantamount to its ultimate application.

Should the Supreme Court decide that the order is in effect a "final action", in that its enforcement promptly would injure network operations, it is presumed the case will be remanded to the three-judge court for hearing on the merits. That will go to whether or not the FCC regulations are arbitrary and capricious and whether it has exceeded its authority by essaying to regulate contractual relations between networks and their affiliates.

Other Appeals

Alternatively, should the court uphold the decision of the statutory three-judge court that the NBC-CBS appeals are premature, it is expected the networks will seek to restrain the FCC in proceedings before some other tribunal under another section of the Act—possibly the U. S. Court of Appeals for the District of Columbia.

The Government-MBS contention in essence was that the networks had an adequate remedy under Section 402 (b), rather than Section 402 (a) of the Act. Network attorneys are not licensees as such. If the FCC refused to renew a station license because of a contract with a network contravening the regulations, it was contended, that action would be appealable.

The Supreme Court is expected to act quickly and probably will decide the case prior to its summer recess which ends June 1. A typical time it was indicated by court attaches, might be expected by May 11 or 18, and not later than May 25.

A motion by CBS, made by Mr. Hughes at the outset of his arguments for a temporary restraining order, was received by the court, with the observation by the Chief Justice that it would be acted on quickly. Pointing out that the FCC rules were in suspension only until May 1, or until the court acted on the appeals, Mr. Hughes explained that the networks sought an order suspending and restraining the operation, enforcement or execution of the chain-monopoly regulations until 10 days after the filing in the New York District Court of the mandate in the case. There was no opposition.

Factual aspects of the regulations were covered by Mr. Cahill in opening arguments, on the ground that they were vital in the court's consideration of the jurisdictional question. He said that affiliates valued their network contracts as second only to their station licenses. He argued that network broadcasting cannot be conducted without firm option time.

The regulations, he said, provide, for what the FCC calls "non-exclusive option time", but he contended it amounted to no option at all. "What you mean to say is that a non-exclusive option time on a first come, first served basis," Chief Justice Stone interjected. NBC Counsel Cahill replied affirmatively.

Arguing that the order, after its promulgation a year ago, caused immediate and drastic injury to NBC, Mr. Cahill said that between May 2 and Oct. 30, 48 stations served notice on NBC of their decision to cancel existing contracts. Moreover, he said, during that time NBC was unable to renew or enter into new contracts with some of its stations, as a violation of the FCC rules would be contravened. Only MBS, he declared, is "advantaged" by the rules.

Answering NBC, Mr. Taylor described various types of network service, including network, local, national spot and transcription. The rules, he said, were drafted by the FCC in the belief that stations should be available for various types of programs and not anchored down contractually to an individual network.

The Chief Justice interrupted to observe that his argument "goes to the merits" and not to the

(Continued on page 58)

Sherman Joins Walker

HERBERT P. SHERMAN, business manager of WAIT, Chicago, and former commercial manager of WBBM, Chicago, last week announced his resignation to join the Walker Co., station representatives, as a partner. He will work out of the Chicago office. Walker Co. has moved its New York office to 551 Fifth Ave. Jack Carson has been named eastern manager.

ANA Meets This Week

EFFECTS of the war on advertising and distribution will be discussed from every angle by members of the Assn. of National Advertisers during the two-day closed meeting to be held at the Westchester Country Club, Rye, N. Y., Monday and Tuesday of this week.

Changes in transportation, in population distribution, in availability of materials and of personnel will all be touched on, but the emphasis is expected to be on the preparation of advertising copy which will be in harmony with the times.

D. B. Stetler, advertising manager of Standard Brands, Inc., will conduct a round table meeting on radio, one of a number of panel discussions.

Smooth Saleing!

We've laid the groundwork; built an amazing audience; earned their confidence. We have proof that time on WAIR makes for SMOOTH SALEING!

WAIR
Winston-Salem, North Carolina

"Tell it to the Marines on KXOK, St. Louis"

430 kc. 5000 WATTS BLUE NETWORK

FABULOUS 5000 WATT VOICE OF THE TRIPLE CITIES

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BROADCASTING • Broadcast Advertising

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**Actions of the FEDERAL COMMUNICATIONS COMMISSION**

**APRIL 25 TO MAY 1 INCLUSIVE**

**Decisions**

**APRIL 25**

WGBR, Goldboro, N. C.—Granted construction permit to rebuild station destroyed by fire.

WSGN, Birmingham, Ala.—Granted CP in original day rate day license to Charles Barham Jr. and Emmalou Bar- ham.

WBAX, Wilkes-Barre, Pa.—Granted permission to change call sign to Charles Barham Jr. and Emmalou Barham.

**APRIL 28**

WIGA, Rome, Ga.—Granted CP to change antenna system and move transmitter.

WCHV, Charlottesville, Va.—Granted construction permit to install new transmitter and direct from CBS, New York.

**APRIL 29**

NEW, Herman Radner, Dearborn, Mich.—Granted motion to take positions and continue hearing to 6-7-49.

WGR, Buffalo, N. Y.—Granted construction permit to move transmitter.

NEW, WGR, Buffalo, N. Y.—Granted extension of CP for extension of date to 6-7-49.

WCAX, Burlington, Vt.—Granted modification of call sign to WCAX Broadcasting Corp.

WTMA, Charleston, S. C.—Granted modification of CP for extension of completion date to 5-2-41.

**Applications**

**APRIL 28**

WKAQ, San Juan, P. R.—CP to move transmitter and studio locations.

WGR, Buffalo, N. Y.—Transfer of control from R. C. LeTourneau to The Lear Foundation per thru sale of 75% of stock.

WEAN, Boston—Modification of CP requesting extension of completion date to 7-8-41.

WENT, Buffalo—Modification of CP to change holdover operations from specified time to unspecified.

WGSN, Birmingham, Ala.—Modification of CP requesting extension of completion date to 6-8-41.

WEAR, Anderson, S. C.—CP to move after grant and 60 days thereafter.

WJW, Akron—Modification of CP requesting changes in directional antenna, change transmitter location and extension of commencement and completion dates to 60 days after grant and 180 days thereafter, respectively.

KPRC, Houston, Tex.—Modification of CP requesting extension of completion date to 8-7-42.

WFAT, Tampa, Fla.—CP to increase to 5 kw., and make directional changes.

WGR, Goldboro, N. C.—CP to move after grant and 60 days, respectively.

WQSR, Jersey City, N. J.—Modification of CP for new station to move transmitter location and extension of completion and commencement dates to 60 days after grant and 60 days thereafter, respectively.

WJNY, Alpine, N. J.—Modification of CP as modified requesting extension of completion date to 6-8-41.

WJNY, New York—Modification of CP as modified requesting extension of completion and commencement dates to 6-12-42 and 6-1-42, respectively.

KTRM, El Paso, Tex.—CP to change to 490 kw., increase to 1,000 kw., install directional antenna for D & N.

**Tentative Calendar**


WNVH, Pittsburgh, Pa.—CP 970 kc., until, directional antenna D (further consolidated hearing, May 4).

WICU, Wilkes-Barre, Pa.—CP 1540 kc., 100 w. unlimit. (further hearing, May 5).

WSON, Henderson, Ky.—Modification of CP for 1600 kc., 1000 w. D (further hearing, May 7).

NEW, KnOE Inc., Monroe, La., CP new station 1230 kc., 550 w., unlimit. directional antenna N (further hearing, May 7).

**Applies to the Signal Corps**

Maj. Baldwin, Col. W. D. Hamlin has been designated director of administration in the executive office of Maj. Gen. Dawson Olmsted, Chief Signal Officer, and Maj. Baldwin is serving as his chief assistant. Maj. Baldwin came to the Signal Corps as civilian administrative assistant from Finch Telecommunications Labs., where he was plant manager. He was secretary of the Old Radio Commission and in 1935 became managing director of NAB, serving until 1938.

**ESSO TO SPONSOR**

**WJZ AT NIGHT**

FIRST SPONSOR for Say It With Music, all-night, all-music program on WJZ, New York 1-7 a.m., is Standard Oil Co. of New Jersey (Esso Marketers), which on May 4 takes over news periods seven nights weekly, every hour on the hour, as the only spoken words on the all-night recorded show.

Currently the sponsor of the five-minute-news period The Esoo Reporter, four times daily on WJZ, with 80% of the time given to commercials used to supply helpful information to car owners, Esso Marketers is increasing its institutional advertising by the addition of the night periods, on the theory that advertising in wartime need not sell merchandise but must render helpful service,” Agency for Esso is Marschak & Pratt.

**FOR LIFE-LIKE MONITORING**

GET THIS NEW G-E LOUD-SPEAKER

**(Type JCP-10)**

*Perfectly matched to the G-E FM station monitor with matching amplifier*

*Unusually fine response from 30 to 15,000 cycles, with G-E monitoring amplifier*

*Single-unit construction*

*Special alnico permanent magnet for field*

*91-ohm voice coil; 20-watts input*

*Can be furnished with 18-inch high bass of mounting and a tube cabinet, which provides ample space for mounting high-fidelity reproducer*

*An excellent speaker for audience and sponsor rooms*

*Price: $195.00—f.a.b. factory (base, if desired, $200.00 additional)*

**ORDER NOW through the nearest G-E office or direct from General Electric**

Electric, Radio and Television Dept., Section 160-26, Schenectady, N. Y.

**GENERAL ELECTRIC**

BROADCasting • Broadcast Advertising

**Network Accounts**

All Line Eastern Wartime until otherwise notified.

**Renewal Accounts**


COCA COLA Co., Atlanta (beverage), on June 1 renew's The Pause That Refreshes, 6-7:00 p.m. on 112 CBS stations, Sun., 4-5:00 p.m. Agency: D'Arcy Adv. Co., N. Y.

RALSTON-PURINA Co., St. Louis (Kelloggs' All-Bran & Rice-Aid), on May 25 renew lovely Little Old Lady's Party Line on 78 Blue stations, Fri., 5-6:00 p.m., Agency: Castling-Laffey, Inc., N. Y.

**Network Changes**

**GENERAL MILLS, Minneapolis (Kix), on May 4 shifts The Lone Ranger from 37 MB stations, Mon., Wed., Fri., 1:30-3:00 p.m. to 45 BLUE stations, Mon., Wed., Fri., 3:30-5:00 p.m., Agency: Breyer-Adams, Minneapolis.**

**GENERAL MILLS, Minneapolis (Wheaties), on Sept. 14 shifts Jack Armstrong from 55 MB stations, Mon., Wed., Fri., 1:30-3:00 p.m. to 45 BLUE stations, Mon., Wed., Fri., 3:30-5:00 p.m., Agency: Knox-Reeves, Minneapolis.**

**AMERICAN OIL Co., Baltimore, on May 22, discontinues Edwin C. Hill's The Human Side of the News on 53 CBS stations, Mon., Wed., Fri., 6:00-6:10 p.m., Agency: Joseph Katz Co., Baltimore.**

**BRISTOL-MYERS Co., New York (Pana, Sal Hepatica), on May 6 shifts Time to Smile on 86 NBC stations, Mon., Wed., Fri., 9:30-10:00 p.m., Agency: Young & Rubicam, N. Y.**

**P. BOLLANTINE & SONS, Newark, N. J. (beer), on June 2 discontinues for the summer Three Ring Time, on BLUE stations, Tues., 5:00-6:00 p.m., Agency: J. W. Thompson Co., N. Y.**

**INTERNATIONAL CELLCUTTON Corp., New York (Shinola, 2-In-1, Bixby's Jet Oil), on June 6 discontinues Automobile Highways on 72 NBC stations, Sat., 11-11:30 p.m., Agency: Benton & Bowles, N. Y.**

**Fifth Largest Audience**

Hears President's Talk

FIFTH biggest radio audience to hear one of President Roosevelt's radio messages was recorded by C. E. Hooper Inc. for his April 29 report to the nation on America's wartime economy. An estimated total of 11,100,000 listeners heard all or part of the talk, bringing the Hoover rating to 61.8. It was carried on all major networks, many independent stations, both coast to coast and abroad, and the world by CBS, for whom Hoover made the survey.

The President used his largest radio audience Dec. 9, 1941, when he gave his first address as wartime chief executive two days after the Japanese attack on Pearl Harbor, at which time his Hoover rating was 79.
Help Wanted

Operator—With radio telephone first or second class license, first class preferred. Working conditions good. Address reply to WICA Inc., Ashland, Ohio.

The man we want is probably now the second or third man on the staff of a station in a competitive market. He is probably making a fair living where the selling is tough. To such a man I have a small opportunity at a station which needs expansion. No competition. A real future for a draft-exempt man who has a proven sales record. First letter to include age, status, salary expected, former affiliations. Box 451, BROADCASTING.

TECHNICIANS—Studio or Transmitter experience. Register at once; state availability. Vacancies. AMERICAN COMMUNICATIONS ABN., 1262 Arch St., Philadelphia, Pa.

ANNOUNCER WANTED—By 250 watt independent station on Gulf Coast. Primarily work news. Pay $300 weekly. In reply give complete information about your self—remaining marital status, draft status, complete employment record, education and any other data you would like to have if you were in our position. All replies held in strict confidence. Our staff knows of no ad. Address Box 446, BROADCASTING.

ANNOUNCER—With minimum three years news and ad experience for aggressive network station, must be competent all-round man. Give complete resume, experience first letter. Box 446, BROADCASTING.

Engineer-Announcer—Permanent position available for experienced technician with good voice who desires residence in Arizona's warm climate. Any climate. Box 448, BROADCASTING.

Two Experienced Announcers—By rapidly growing station. Good salary, excellent living conditions. Box 449, BROADCASTING.

ENGINEER—College graduate; announcing ability; first class license; draft exempt; experienced. Must own car. $40.50 per week for forty hours. KVGO, Missoula, Montana.

Engineer-Announcer—Immediate employment. State experience and salary. KPAB, Laredo, Texas.

SALESMAN—Experienced, with car—salary and commission—excellent opportunity. Local position. Westlake Bldg., Dallas, Texas.

Engineer-Announcer—Immediate employment. State experience and salary. KPAB, Laredo, Texas.

SALESMAN—Experienced, with car—salary and commission—excellent opportunity. Local position. Westlake Bldg., Dallas, Texas.

ANNOUNCER WANTED—Two announcements. Good salary, excellent living conditions. Box 450, BROADCASTING.

WANTED—Experienced announcers; transmitter engineers and announcer-operators. Register in any one of positions open. COLUMBIA PLACEMENT BUREAU, Suite 431, 10 South Michigan Avenue. Chicago, Ill.

ENGINEER—Capable of computing and adjusting direction antenna. State education, experience, salary, age, exact position. Box 451, BROADCASTING.

Commercial Manager—Draft deferred referred result getter for Virginia station. Sober, non-pressure sales. $5000 preferred. Give references, salary expected and date available. Box 452, BROADCASTING.

Program Director—Eastern local want industrious man with character and executive ability. Last draft status, reference, salary desired. Box 453, BROADCASTING.

Situation WANTED

Combination Man—Bottom to top in 10 years. Familiar all branches industry. Draft exempt. Box 454, BROADCASTING.


General-Commercial-Salesmanager—Executive position now in radio, change expected, College education, eleven years experience, married, age 46, excellent references. Box 456, BROADCASTING.

Experienced Sportscaster—Play by play or reconstruction any sport and special events. Desires make change. Employed present position over two years. Box 457, BROADCASTING.


CHIEF ENGINEER—Or operator desires Midwestern station. Draft-free, Box 441, BROADCASTING.

MANAGEMENT—Of progressive network affiliate anywhere. Ten years' background includes all phases selling, merchandising, programming for both regional and national networks. Draft exempt, excellent references. Box 452, BROADCASTING.

EXPERIENCED COMMERCIAL ANNOUNCER—University graduate—desires new position. Newsroom, sports events, ad lib, versatile ideas. Draft deferred. Box 454, BROADCASTING.

News Announcer—Draft deferred. Two years' experience in all technical and college degree. Box 455, BROADCASTING.

WANTED TO BUY

FCC Recognized Phase Monitor—With or without optical switching panel for four element array. Send full information. Radio Station WHY, Hickory, N. C.

Vertical or vertical-lateral pickup—With or without table. KMJY.

Four 3622 Lapp Insulators—Or equivalent. Box 444, BROADCASTING.

For Sale

Everything necessary for complete installation of a shortwave station. Immediate delivery. Box 456, BROADCASTING.

1 KW Broadcast Transmitter—in splendid condition. Includes rectifier tubes, electrical power switchboard and many other items. Equipment is in 180 foot self-supporting tower. Box 434, BROADCASTING.

Four New Wincherger 255 Foot Towers—Complete tower with bearings, etc. In-sulators, etc. Box 432, BROADCASTING.

Complete equipment 250 watt broadcast station including tower, record, transcription libraries, office equipment. Box 438, BROADCASTING.

Ampli-500 watt transmitter—Also Col- lins speech equipment. Box 439, BROADCASTING.

Ferris Aids Treasury

PUBLICITY for the Treasury's radio programs will be handled by Earle Ferris, president of Radio Feature Service, New York, according to an announcement last week by Vincent F. Callahan, director of radio and the press for the Treasury's war savings. Working as a dollar-a-year man he will handle the current Treasury Star Parade series, America Pre- ferred and the projected programs, The American Opera series and the Tommy Dorsey nine-week set.

HECKER PRODUCTS, New York (Force cereal), has changed the format of its five-weekly quarter-hour show on WHN, New York from a juvenile attraction titled Captain Tim Healy's Adventure Club to a news commentary by Healy titled The Story Behind the News. The program has been discontinued in transcription form on these six stations: WFL,WBZA,WAGE,WTRY,WGR. Agency is Duane Jones Co., New York.

Fly in Modemals Role

On Town Meeting Series

CRITICISM must be maintained in wartime it was agreed by speakers on America's Town Meeting of the Air during the April 30 broadcast by the BLUE with FCC Chairman James Lawrence Fly as modera- tor. It marked the first time in seven years that George V. Denny Jr., was not in the moderator's seat, Denny taking a speakers role.

Mr. Fly carried off the role easi- ly. At one point in the question period he stepped out of his role to supply explanatory material on measurements being taken to combat subversive activity.

A RADIO serial show built around the life of a minister's family in a small midwestern parish is now being offered for sale by National Concert and Artists Corp., New York. Entitled In His Footsteps, the produc- tion is written by Paul Wing, with Harvey Harding as co-producer and musical director.

JANSKY & BAILEY

An Interesting of Qualified Radio Engineers

DEDICATED TO SERVICE OF BROADCASTING

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Monsey Bldg., District 8456

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A. EARL CULLUM, JR.

Consulting Radio Engineers

Highland Park Village

Dallas, Texas

Frequency Measuring Service

EXACT MEASUREMENTS

ANY HOUR—ANY DAY

R.C.A. Communications, Inc.

66 Broad St., New York, N. Y.

May 4, 1942 • Page 57
Vinylite on Hand Is Declared Adequate for Present Needs

A number of major transcription companies in New York, when notified of the change in the order by Broadcasting late last week, said they would not be willing to comment officially until they had seen and studied the amendment, but they all expressed the feeling that enough Vinylite would be available to insure a continuing supply of transcriptions for broadcasting stations.

The consensus of the group was that transcriptions are as necessary as network wire lines in distributing programs, both commercial and sustaining, to individual stations throughout the country.

There is no immediate problem, as each company reported enough Vinylite on hand to take care of immediate needs.

Despite the threatened shortage, no stations have reported difficulty in obtaining their orders. It is generally expected that the Vinylite situation will be resolved in a few days and that production will be returned to normal.

Supreme Court

(Continued from page 55)

"jurisdictional issue". He contended further that networks waited until a station license came up for renewal, that they might be damaged. He asked whether if such a course were followed it would not in many instances result in the "end of the present system of broadcasting".

Mr. Taylor said this would not be the case.

Associate Justice Jackson questioned the practical good that could come from a postponement of the hearing "until the damage is done". He said the proceedings in this matter should not come about at all.

Asked by Justice Frankfurter whether the Commission could certify to any court the "abstract question of power", Mr. Taylor replied in the negative. Then Justice Roberts observed that "it's a 100- to-1 shot" that the FCC would not renew licenses of stations which violated the regulations.

CBS Argument

Mr. Hughes declared the FCC regulations strike at the foundation of CBS. While ostensibly directed at affiliates, he said they actually hit CBS and other networks. He argued that CBS was threatened with "absolute disintegration of network operation" if it followed the FCC course and waited until renewal proceedings came up in due course.

If option time is eliminated, Mr. Hughes said, every network will seek the best station in a given market and there will be such a "scramble" that other stations will be relegated to positions of unimportance.

Chief Justice Stone, however, questioned the "incentive" on the part of stations to protect their networks. Mr. Taylor observed that NBC Counsel Cahill had argued that an affiliate regarded its network affiliation as second only in outlay of money and the value to his license, and that therefore he assumed there would be that "incentive".

Answering Judge Jackson, Mr. Taylor said the Commission would not take punitive action against stations testing the regulations as a "matter of good faith".

Winning up the argument, MBS Counsel Caldwell asked the court not to be unduly impressed by figures given about the size of the various networks, and MBS in particular, that networks would be made up mainly of small stations, pointing out that of the forty-six 50,000-watt stations only two were affiliates of the MBS. Justice Jackson asked "what is Mutual's interest" in the light of these contentions. Mr. Caldwell alluded to the difficulty experienced by MBS in breaking into the "exclusive club" resulting from exclusive affiliation contracts. He denied that the regulations would ruin the older networks and declared that the altered option time provision would still permit particular networks to have first call on given stations.

Winning up, Mr. Caldwell, in describing the time option setup, pointed out that in such cities as Cleveland and Des Moines MBS cannot clear adequate time, Justice Roberts interposed that MBS apparently sought was "to have a chance to get into Cleveland". He inquired about the value of that to the network, pointing out that it made little difference whether the advertiser got his program into a city over a particular network.

Montana, Idaho Census Shows 86% Have Radios

TWO MORE of the Second Series Rooming Reports, containing censuses of radio homes among other data, were issued by the U. S. Census Bureau last week, bringing to six the number of State reports thus far released. The new reports cover the States of Montana and Idaho.

The Idaho report shows that 134,503 of the 156,024 reported homes, or 86.4%, had radios in 1941. In 1940 the percentage was 86.2%.

The Idaho report discloses that 118,824 out of 137,561 reported homes, or 86.4%, had radios. Detaile at bottom of the reports will be published in an early edition of Broadcasting in the same style as the reports previously published for Nevada, New Hampshire and Vermont.

Taking up rebuttal, Mr. Taylor answered the "death knell" contentions. He said that the regulations can be tested once there is a "final" action, without any jeopardy whatsoever to stations. He pointed out the FCC had agreed to this procedure also so that the networks properly could intervene.

Drawing near the end of the argument, Mr. Taylor said that the Commission would not take punitive action against stations testing the regulations as a "matter of good faith".
"WE GOTTA DO WHAT WE GOTTA DO..."

says ALBERT H. MORRILL, President
THE KROGER GROCERY & BAKING COMPANY

"We gotta do what we gotta do" says the picturesque and central character in one of the widely read recent novels. And 'we gotta' remember that war times are abnormal times; that no matter how grim and discouraging they may appear at the moment, normal times, peace times, will come again some time.

"Many, perhaps all, successful businesses in America have been built by letting the buying public know what those businesses had to sell, the excellency of their products, the reasonableness of their prices. They have let them know through the media of advertising. Huge sums and great effort have been expended on advertising. Advertising has created a huge asset called good-will which never appears in a balance sheet.

"But good-will, hard to get, slow to create, precious when acquired, can dissolve into thin air all too easily.

"What 'we gotta' remember is that normal times, peace times, will return; that against those times we must preserve our assets; that among our priceless assets, not purchasable over night, is good-will: good-will created and retained largely through advertising.

"Advertising geared to war times should be continued until peace times come again."

THE NATION'S MOST MERCHANDISE-ABLE STATION

*To the great names in American business whose continued advertising is a flaming symbol of faith in America's future... whose solitude 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.
WKY LISTENERS
IN OKLAHOMA CITY
EAT MORE GROCERIES
than listeners of
ALL THREE OTHER STATIONS COMBINED

WKY

2nd Sta.

3rd Sta.

4th Sta.

$\bullet$ Pictograph at left is based on Hooper Station Listening Index for Oklahoma City from 8:00 a.m. to 10:30 p.m. for the months of February and March, 1942. The Total Index for WKY was 56.6; for the second station, 19.9; for the third station, 11.5; and for the fourth station, 9.8.

$\bullet$ There are more persons in Oklahoma City listening to WKY morning, afternoon, and evening than to all three other stations put together.

WKY listeners are greater in number, greater in consuming power, greater in buying power . . . greater prospects for sellers of food products, or any product.

WKY’s greater audience eats more groceries, uses more soap, smokes more cigarettes and tobacco, buys more drugs, toiletries, and cosmetics. WKY’s greater audience is, in fact, Oklahoma’s biggest, most essential mass market, the largest single segment of morning, afternoon, or evening listening which any one station can deliver to advertisers in Oklahoma.