more people listen more to WOR for news*

* Actually, Greater New York's listeners devote more listening hours to WOR's news programs each day than to all news programs on the 3 other major stations combined.
"ALL! DID WAS ASK FOR OUR WLS MAIL!"

More than one WLS advertiser has been floored by the avalanche of letters received from WLS listeners. One, for instance, received 79,048 proof-of-purchase contest entries in a 15-week period. His campaign was one-minute announcements seven days a week on a staggered schedule. The results—see figures above.

This is only one of many "case histories" that bears out our slogan: WLS Gets Results. We can show lots of further evidence.

Just ask us... or ask any John Blair man.
THE YANKEE NETWORK'S New England Audience

-- in the Palm of Your Hand

THE YANKEE NETWORK'S 20 hometown stations, in all key buying centers, deliver to advertisers a potential audience of 7,321,786 people in one of America's most populous, prosperous and responsive markets.

In numbers and buying power, this six-state market contains every element for any type of radio promotion . . . from spot announcements to live talent shows . . . from test campaigns to consistent, long-term schedules.

From the standpoint of coverage, check a map of New England. It will be convincingly obvious that no other combination of stations can give such complete impact where so many selling possibilities exist.

The Yankee Network, by years of service to and by these communities, has built the type of friendship and goodwill that makes a substantial foundation of acceptance on which to build radio sales in New England.

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON, MASS.
One of the first fruits known to mankind (see story of Adam and Eve). Nebraska apples far surpass Eden variety in size, taste, and market value. In this state, apple raising is Big Business!

Vegetable, from which is refined a certain scarce commodity. Grows on tens of thousand Nebraska acres. Sold at a "sweet" profit.

Fodder, cut and cured on farm at little or no expense. Livestock loves it, and fattens thereon — after which stockyard pays equally fat prices for same. More profit for farmer to enter in his CASH BOOK:

Ledger in which farmers keep track of all money they take in or put out. Nebraska farm families are taking in much more money for orchard products, sugar beets and livestock than they are putting out for overhead and maintenance. They've a banker's vault full of cash on hand. And they'll spend this cash with you, if you tell them what you want to sell.

Tell them over their station, KFAB. You need KFAB to do a complete job of selling the farm markets throughout Nebraska and her neighboring states.
A New Clear Channel
TO NEW YORK'S BUYING MILLIONS!

Announcing....

WL\(\text{LIB}\)
1190 Kilocycles

The Coverage: WLIB transmits on a clear channel, with 1000 watts, in all directions... from the geographical center of the New York-Metropolitan area. The new RCA transmitter... its antenna embedded in salt water marshes, assures the maximum power output to reach 12,000,000 people in the richest and most responsive market in the world.

The Policy: "The Voice of Liberty" epitomizes a soundly progressive policy. WLIB is a sincere, democratically purposed enterprise, which will devote itself wholeheartedly in promoting the nation's war effort. Fresh, crisp, vital, WLIB programs are attuned to the needs of a people at war. Personalized newscasts on a regular schedule... discussions of dynamic current interest... well-balanced musical programs, accentuating the classics with a blend of the modern... styled to the Metropolitan taste and built to inform and entertain. All WLIB profits for the "duration" will be donated to the United States Army and Navy Relief Funds.

The Rate: WLIB has ONE rate—the lowest in New York City.

The Opportunity: To national and local advertisers. WLIB offers a unique opportunity for intensive, economical, profitable coverage of Greater New York and suburbs...

For full information, communicate with

**WL\(\text{IB}\)**
846 Flatbush Avenue
Brooklyn, New York

Phone: Ingersoll 2-1300

THE VOICE OF LIBERTY
Introducing SALLY FRANKLIN, Sonovox Articulator

Whenever you hear Sonovox on any network show or spot-announcement recording that originated in New York, you’re hearing the work either of Sally Franklin, or of another articulator whom Sally trained. Because Sally Franklin was (and still is) our own First Lady in “Bagdad on the Subway”, and we think as much of her work as she does of Sonovox! Quoting her own words, “I like to articulate because I am strictly a bathroom soprano, and Sonovox lets me borrow dozens of voices. Also because, after a long time in radio, I am convinced that Sonovox is one of the most significant things that ever happened in the field of sound.”

Well spoken, lass—and some of the smartest men in radio agree with you. Hardly a day goes by but what some Sonovox user writes us a new letter of surprise and amazement at the results being achieved. Fan mail—even from one-minute spots—keeps pouring in. Kids and adults all over America are gleefully trying to imitate the Sonovox effects they hear on the radio. Sales of Sonovox-advertised products are jumping phenomenally!

Yes, Sonovox is certainly “one of the most significant things that ever happened in the field of sound”. If any of you agencies or advertisers don’t already have all the facts, drop us a line—today!
War Convention Maps Plans for Future

Networks Are Voted Active Membership; Discord Laid Aside for Victory Task

RECOGNIZING radio's war mandate over all other problems, most of the nation's broadcasters who met in Cleveland last week at the 20th annual convention of the NAB unceremoniously tossed intra-industry discord out the window and settled down for the victory job ahead.

Long-simmering moves to reorganize the NAB from top to bottom disappeared even before the convention got underway Monday, May 11. The task of keeping the broadcast structure primed for maximum service during the war, involving technical as well as economic factors, was the impelling force in relegating personality and internal controversy to the background.

Neville Miller's stewardship as NAB president, under fire in certain quarters since the last convention, never was openly questioned during the proceedings. The convention by resolution approved his work and that of his staff.

FCC Chairman Absent

Nor did there arise on the floor any discussion of the attitude of FCC Chairman James Lawrence Fly toward the NAB or its chief executive. The St. Louis episode of a year ago, when Mr. Fly stormed out of the convention after an argument with President Miller which set off most of the internal discord, likewise did not reach the discussion stage. Mr. Fly, although invited by President Miller, did not attend the convention or send any message to it.

From the start, the convention was pitched on an extraordinarily high plane. Leading figures in the nation's wartime activity, as well as captains of industry and commerce, addressed the some 1,000 broadcasters and their associates and bespoke their tribute to radio's swift, clear-headed, morale-building job since Pearl Harbor. These addresses set the tempo for the entire convention.

Following sine die adjournment of the convention Wednesday, the new board of directors met all day Thursday, giving primary consideration to "streamlining" the association. The status of President Miller, however, was not the issue. Pre-convention rumblings had been that moves might be made for a sweeping reorganization, consistent with the recommendations of broadcasters at loggerheads with the present executive direction. This did not crystallize.

The board heard the report of its reorganization committee, headed by Don S. Elias, WWNC, Asheville, which was appointed last March to inquire into the whole matter of NAB reorganization. This stemmed from the resolution adopted by the NAB Fourth District at Roanoke last March, which requested such a study.

The committee reiterated its previous recommendation that a strong public relations man be added to the staff, as second in command, and that a committee be named to continue the effort to secure "the important addition to the organization personnel". The board subsequently appointed Mr. Elias' committee to pursue this task.

Bad Feeling Abates

Much of the ill-feeling engendered over the reorganization issue appeared to have abated during the convention. Nevertheless, absence from NAB membership of a sizable group of important stations was regarded by the board as both undesirable and unnecessary.

The board at its Thursday meeting invited several leading nonmembers for a "detailed review and discussion of association activities". Included in the group, four of whom are on Broadcasters Victory Council, were John Shepard 3d, president, Yankee Network, and chairman of BVC; George B. Storer, president of Fort Industry Co. and of National Independent Broadcasters, BVC vice-chairman; Walter J. Damm, WTMJ, Milwau-
kee, president of FM Broadcasters Inc.; Eugene C. Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc.; C. H. K. Carpenter, vice-president of WHK-WCLE, Cleveland, and an MBS board member. All but Mr. Carpenter are on the six-man BVC board.

BVC, set up last December as a coalition of industry trade groups to function in Washington largely because of the strained relations existing between the NAB and Chairman Fly, had announced through Mr. Shepard it would serve only as an interim organization, or until the NAB was reorganized to its satisfaction.

BVC Will Remain

Chairman Shepard, after the conferences with the NAB board, called a meeting of BVC in Cleveland Thursday afternoon and it was evident the group was dissatisfied with the NAB action. Mr. Shepard's only comment was that the Council "will be continued on the same basis". There was the clear inference that it would not be dissolved, which might have been the case had the NAB been reorganized. Mr. Shepard will continue to spend a portion of his time in Washington directing BVC activities, with O. L. (Ted) Taylor, KGNC, Amarillo, executive secretary of BVC, to serve when Mr. Shepard is away.

Equipment Pool Stand

Most important action of the new board at its Thursday meeting was adoption of a resolution proposing that the industry collaborate in the development of an equipment-pooling arrangement for the industry along broad lines already recommended by the Domestic Broadcasting Committee of the Defense Communications Board and by the War Production Board.

Implicit in the resolution, however, was the suggestion that the industry rather than the FCC administer the pooling of equipment looking toward maximum life of existing broadcast equipment and assignment of any equipment available in the industry to stations in need, with provisions for replenishing inventories made through the WPB.

Nets Voted Membership

Active membership for the major networks in the NAB, in lieu of associate status, was overwhelmingly voted 4 to 1 by the convention, settling on the floor the only controversial issue which developed. CBS immediately accepted active membership and Paul W. Kesten, vice-president and general manager, was designated the CBS director, pursuant to the revised bylaws.

This left NBC in a somewhat anomalous position, since Niles Trammell, its president, had urged amendments to the by-laws which would give the networks only associate status. He had proposed this move to set at rest charges of purported network domination of the trade association. NBC and its sister RCA subsidiary, the BLUE, are not NAB members by virtue of the action. They are eligible for active membership, however.

F. M. Russell, the NBC member on the board, retired from that post. Whether NBC or the BLUE will enter the NAB fold as active network members remains to be de-
“WHEN THE LAST piece of copy is set in type for the page in history describing radio’s contribution to our war effort, it may justly be captioned ‘well done.’”

That tribute from Charles R. Hook, president of the American Rolling Mill Co., delivered in his address to the NAB convention last week, governed the thinking and planning of the majority of the nation’s broadcasters. It epitomized the comments of the big parade of big names in the nation’s war leadership, both Government and private, who left loaded deskis and important missions to come to Cleveland and counsel with the men whose task is it to sell the people—dispassionately, calmly and accurately—on this war.

Radio men could ask no better treatment. It was recognition of a job well done. But broadcasters know they can’t rest on their laurels; that the going will be tougher as the war grows older—tougher to keep operating because of equipment shortages; tougher to man their operations; tougher to realize a return with soaring costs, heavier taxes and an impending dislocated economy.

What a far cry a year ago? Then, in St. Louis, the nation was planning for defense. There came the open breach between FCC Chairman James Lawrence Fly and NAB President Neville Miller, who hasn’t yet been healed and which has kept alive a schism in the industry where none should exist.

A year ago the industry’s concern was Government ownership or operation because of manifestations of the FCC and its majority. Today that is no longer the No. 1 worry. For however minded the FCC majority may be, there are indefinitely more important segments of this wartime Government that would not be disposed to permit any civil, non-war Government agency to impede the work of a broadcasting industry at war. That was evident to all those who attended the NAB convention.

There still are dissidents, dissatisfied with the NAB or with the proposed plan for streamlining recommended to the board by its special reorganization committee. There are those active member groups for the networks, which CBS alone thus far has accepted, and which cause it championed. Chairman Fly is unquestionably unhappy about the whole affair because he has openly fostered a reorganization and has publicly deprecated purported network domination of the NAB.

It is the right of any broadcaster or network to do what he likes about industry association activities. It was demonstrated in Cleveland that there is unity in one respect—the paramount thing—that the industry must deliver everything it can to the war effort. There was no controversy, no bitterness, during the business sessions over the purely internal organization questions. What developed came after the convention, and in the closed sessions of the NAB board, save for the network membership issue.

There were many revelations at the convention. The 4-to-1 vote in favor of network active membership, with representation on the board, should be proof sufficient that the rank and file of the industry does not feel that the NAB has been unduly “dominated” by the networks. Being an industry in a great democracy, broadcasters want a democratic basis. That is the way of majority rule. Whether or not one agrees with all of the actions of the trade association, we think that, in these times particularly, the disposition should be to play ball for the sake of the broader issue. Whenever the majority feels changes are desirable, the way is open to make them.

No industry ever had any bigger job than radio. It has conducted itself with dignity and decorum because it is conscious of the magnitude of its task.

We are confident that the purely internal discord will be dispelled without disrupting the established order. The job is bigger than one man or group of men because radio is a combatant in this war of destiny.
board that it had held several meetings and lengthy discussions of the 4th district resolution requesting a study of the activities of the NAB. “Our study impresses us that in the main the work and accomplishments of the NAB have been well-directed, constructive and of the greatest value to the membership,” it said. The committee added:

“We are cognizant, however, that a number of the substantial members of the association have had criticisms to offer. We realize that it is difficult for them to present their views before a convention of more than 1,000; therefore the committee urgently recommends that the board of directors invite such members to the meeting of the board of directors to be held on Thursday, May 14, for a detailed review of association activities.

Constructive Meeting

“This committee sincerely feels that such a meeting, conducted with the real honesty of purpose which we know would obtain, would help in immeasurably in clearing up the differences of opinion which must not exist if the industry is to do its full part in the war effort.

In this regard we urge a previous recommendation that a strong public relations man be added to the personnel of the organization to carry on the work left unattended by the larger number of men dedicated to release to the Army of Ed Kirby. To that end, we earnestly recommend that the board promptly appoint a committee to continue the effort to secure this important addition to the organization personnel.”

The convention itself was hailed as the most colorful in NAB annals. Speaker after speaker lauded radio for the job it had done. All sessions were well-attended and breakfast sessions for small group consideration of all individual problems resulted in actions in several cases almost as important as the general convention action itself.

New Code to Come

Plans for conservation and pooling of broadcast equipment, under Government supervision, proposed by the Domestic Broadcasting Committee of the Defense Communications Board, were covered.

The composite brain of leading station representatives was scanned by sales managers, who learned that while spot billings have been approximately 20% ahead for the first four months of this year as compared to last, this upswing of increase cannot be expected to continue. But they thought spot billings would hold up quite well during the balance of the year.

Broadcasters learned that a new wartime censorship code, amplyfying that released last January, will be issued within a month by the Office of Censorship. They also received their instructions during the convention, by remote control from Byron Price, on what to do in an air raid.

At its afternoon session, the new

Cynosure of Convention Eyes

The convention was held in the Station Promotion Competition, this year centered largely around station war activity. Here the jury of awards is shown considering the displays. Considering are (1 to 7): Frederic R. Gamble, managing director, AAA; Paul B. West, president, ANA; Douglas Smeby, associate radio director of the Office of Facts & Figures.

Conventioneers Throng Exhibits Room

As War Achievements Dominate Display

WITH COMPETITION open to every commercial station in the United States and with dozens of entries, the first annual NAB station promotion competition, conducted under the direction of M. F. (Chick) Allison, of WLW, Cincinnati, drew nearly every conventionote to the vast exhibit and proved to be a pre-convention highlight.

The William B. Lewis Awards, named for the former CBS program vice-president who is now associate director and radio chief of the Office of Facts & Figures in Washington, were made as follows in recognition of "the most effective education of the audience concerning war effort":

Superpower Class—WGY, Schenectady, with special mention to WOV, New York, for foreign-language programs, and to WLW, Cincinnati, for excellence of news service.

Regional Class—WAA, Atlanta. Supporting War Effort

Two more William B. Lewis Awards for "most effective inspiration of the radio audience to continued support of the war effort" were made as follows:

Superpower Class—KMOX, St. Louis.

Regional Class—KGO, San Francisco.

There was no award in the local class. In this division the awards jury stated it wished to give special commendation to all stations for the outstanding cooperation given to bond sales, as reflected in the displays. The awards were framed scrolls.

Civilian Defense

Certificates of awards for "distinguished conduct of civilian defense activity" were granted as follows:

Superpower Class—WWB, Chicago.

Regional Class—KMB, Kansas City, with special mention to WEEI, Boston.

Local Class—WFPG, Atlantic City.

Certificates of award for "important contributions to progress in the art of broadcasting advertising" were granted as follows:

Superpower Class—WCCO, Minneapolis, with special mention to WOR, New York, for pictorial excellence in publication advertising, WLW, Cincinnati, for current trade paper campaign carrying the theme, "Why advertise in a total war?"

Regional Class—WEEI, Boston. Local Class—No award.

The awards jury consisted of Douglas Smeby, Office of Facts & Figures, Washington; Frederic R. Gamble, managing director, American Assn. of Advertising Agencies; Paul B. West, president, Association of National Advertisers. The Jury made special mention of the excellent manner in general in which broadcasters presented their entries, and Mr. West asserted that it was the best organized competition he had ever been called upon to judge.

Vacancies are regarded as imminent. This action represented a reversal of its previous recommendation that the Association's officers be reduced and that war vacancies in no instance be filled. At its pre-convention meeting Sunday night, the NAB board reaffirmed its action of last March supporting active membership of the major networks in the association. There were three recorded discussions, the latter evidently exposing the amendments proposed by Chairman John Shephard, 3d, of Broadcasters Victory Committee to networks of active membership and also of eligibility for election to directorships other than for the NAB geographical districts. This proposal would exclude designation of network officers or executives for directorships at large.

Board Reaffirms

Stand on Networks

After considerable discussion, the board adopted the following resolution:

"Whereas there are six amendments suggested to the convention by the board, the board at its meeting Sunday, May 10, urges their adoption by the convention."

The board also adopted, upon recommendation of its sales managers committee, the new standard contract form governing spot broadcasting, recommended by the American Assn. of Advertising Agencies. Adopted by the AAA at its last meeting, the form, by virtue of the NAB board's action, now is recommended as standard for placement of all spot business [see text on page 32].

With the meeting room jammed to the doors, President Miller called an annual convention to order, sounding the keynote of "Radio and the War" and clearing the decks for the symposium after dispensing with the reading of all annual staff reports.

In introducing Director of Censorship Price, Mr. Miller pointed out he was selected by President Roosevelt for this important and unique position only a few days after Pearl Harbor. A World War I veteran, and a 30-year man with the Associated Press, where he was executive news editor, Mr. Price was introduced rather than Government-imposed censorship codes largely as an experiment. Thus far, Mr. Miller said, it has worked admirably for radio because of Mr. Price's understanding, perseverance and cooperation.

Preparatory to delivery of his address [see full text on page 19], Mr. Price said that one of the first things he had done was to have when he came to Washington for the censorship post was Mr. Miller. He paid tribute to him for his "cooperation and support", pointing out that the life of a censor is not just so much "sunshine and kind words".

Calls for Exercise

Of Common Sense

Mr. Price told the nation's broadcasters that this was radio's first "major test". "Broadcasters, like the rest of you, are called upon to prove their capacity for (Continued on page 57)
L. Waters Milbourne and Don Stratton: Split Honors in NAB Golf Tournament

CARDING identical net scores of 66, L. Waters Milbourne, WCAO, and Don Stratton, WTAM, Cleveland, won the annual golf tournament held May 14 at the Mayfield Country Club, Cleveland.

For the second successive year, there were two winners. Last year the broadcasting trophies were won by Paul H. Raymer and Pierce Romaine.


Members of the NAB Golf Committee were Vernon Pribble, WTAM, chairman; Harry Camp, WGAN; Stanton (Pete) Kettler, WHIZ; K. K. Hackathorn, WHK-WCLE. The following broadcasters entered the NAB tournament:

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<tr>
<th>Player</th>
<th>Gross</th>
<th>Handicap</th>
<th>Net</th>
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<tr>
<td>Hugh Feltis, NBC, New York</td>
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<td>26</td>
<td>43</td>
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<td>Bud Stahl, KJR</td>
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<td>Horace Stovin, Stovin &amp; Wright</td>
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<td>Harry Ping, WCAO</td>
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<td>Mark Woods, Blue, New York</td>
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<td>Rodney Strode, NBC</td>
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<td>George Frey, NBC</td>
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<td>William Nigen, NBC</td>
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<td>Robert Elton, WLW</td>
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<td>Glen Bannerman, Canadian Assn. of Broadcasters</td>
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<td>Carl Smith, WHK-WCLE</td>
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<td>Stuart Sprague, New York</td>
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<td>Charles Caley, WMFD</td>
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<td>H. Preston Peters, Free &amp; Peters</td>
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<td>Russell Woodward, Free &amp; Peters</td>
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<td>Charles Phillips, WFBR</td>
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<td>C. M. Hunter, WHK-WCLE</td>
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<td>K. K. Hackathorn, WHK-WCLE</td>
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<td>John Hymes, Lord &amp; Thomas</td>
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<td>Fred Brokaw, Paul H. Raymer &amp; Co.</td>
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<td>Tom Manning, WTAM</td>
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<td>William Mailliefert, Compton Advertising</td>
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<td>F. E. Flanagan, KFYR</td>
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<td>Jack Whitney, KONE</td>
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<td>John Norton, BLUE</td>
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<td>Clark Luther, KFH</td>
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<td>Harold Moyers, KFY</td>
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<td>Jack de Russey, KDKA</td>
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<td>Ted Fisher, Ruthrauff &amp; Ryan</td>
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<td>Willk Rous, NBC Spot Sales</td>
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<td>V. E. Carmichael, KWK</td>
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<td>Sherman Gregory, WFAA</td>
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<td>Don Stratton, WTAM</td>
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**Woolworths Plan Nationwide Drive**

FIRST "full-fledged" national advertising campaign used by F. W. Woolworth Co., New York, for its retail stores, will start May 21 on 67 stations with a three-day May value festival and summer pre-view, theme of which is the "1942 Woolworths". All 11 districts in the United States where the company has outlets will take part, and a substantial portion of the chain's stores are affected.

On daily radio programs, in newspapers, window and inside store displays, seasonable merchandise sold in the Woolworth stores will be featured, May 21 being "Homemakers' Day". May 22 "Fashion Designers' Day", and the final day designated as "Family Festival Day". Stations in 50 cities will carry the programs, which will be built for local audiences. Details as to the time and type of show will be announced by Woolworths daily prior to the start of the campaign. Plans for the event were developed by the company's advertising manager.

Two $1,000 Air Awards

As Memorial to duPont ESTABLISHED by the annual $1,000 air award, one to be given to the radio reporter or commentator adjudged having done the outstanding job of any rating for a year, and the other to the station performing the outstanding public service of the year. The winners were announced shortly by the Alfred I. duPont Estate. The awards will be made in the name of the late Florida financier, who died in 1935, and whose trustees have authorized the gift under a perpetual trust.

To be known as "Alfred I. duPont Memorial Awards," they will be granted each year by a jury to be selected, details as to being worked out in cooperation with the Radio Correspondents Assn. of Washington, whose president, H. H. R. Harmon, commentator, has called a meeting May 18 to discuss the project.

Williams to Return

J. B. WILLIAMS Co., Glastonbury, Conn., on June 29 will discontinue True or False, its BLUE program for "Williams shaving cream, heard Mondays, 8:30-9 p.m., for the summer period, and has contracted with the BLUE to return to that period Sept. 14. Whether the same program will be used has not been decided. It is understood the account handled by J. Walter Thompson Co., New York, might place a 60-minute evening half-hour for the summer.

660 for 660

IT MAY have been only a coincidence, but Herman D. Gregory, newly appointed manager of WEAFL, New York, is still wondering how it happened. He was relocated at BG Studios, Room 660 at the Statler. That's the frequency on which the NBC key station operates.

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AMERICAN NETWORK CURTAILS FOR WAR

AMERICAN NETWORK Inc., FM network broadcasting project formed last year, at a meeting in Cleveland last Thursday decided to curtail its operations for the duration due to the inability to procure lines and chain service and because of temporary stoppage of new construction.

The spot sales division of the network will be maintained in New York at present headquarters, it was announced, but plans for network operation as such have been abandoned until after the war. John R. Latham, executive vice-president of the American Network, announced his resignation effective July 1. He has not divulged future plans.

A sales manager will be named prior to Mr. Latham's departure, to handle spot sales activities. Spot time will be sold to the seven stations in the group, which jointly will maintain the office. The network project will be suspended, it was stated, as soon as conditions permit.
What Government Asks of Broadcasters

Industry Urged to Take Lead in War Job
By ARCHIBALD MacLEISH
Director, Office of Facts & Figures*

I AM SPEAKING for the Government agency which coordinates Government radio requirements—the agency, in other words, which negotiates between the Government and the radio industry in the touchy and ticklish business of Government requests for radio time. It is not, I think you will agree, a very comfortable place to stand.

It resembles nothing, in my experience, more than a permanent position in the middle of a swinging door. We get them coming and we get them going, and the harder they come the faster they swing.

Grateful for Aid
If we aren’t dizzy yet, it is because Bill Lewis and Douglas Meservey who devised this revolving contraption have strong stomachs and limber necks, and also because you people in radio treated us with a consideration which we had no right to expect.

You have not only cooperated manfully and patriotically with your Government, but you have made it as easy as you could for those whom your Government employs, a rare quality, and we are grateful.

But, if our position in the swinging door is not exactly a spot you would pick for a quiet weekend, at least it is a superb point of observation. We see a lot, and we see it at close quarters, and we necessarily begin to think about the things we see.

What I want to talk about very briefly today is one of the things we think we have seen. I can sum it up by saying that in our opinion, for whatever our opinion is worth, the Government of the United States and the American radio industry still need to sit down together and talk things through—not to the point of mutual agreement, for the mutual agreement obviously exists, but to the point of an understanding of the basic principles underlying that agreement.

Who Carries the Ball?
It is our opinion, in other words, that the Government and the industry came to an understanding about the wartime situation a little too quickly. The industry reached strong conclusions, understanding a little too easily, and do not, in consequence, altogether understand some of the bases of their mutual agreement.

Government, by the way, the industry agree, that is to say, that the Government in wartime has certain things to say to the people. We agree that radio is an excellent way of getting those things said. We conclude therefore that we will cooperate with the Government and do what needs to be done, and we proceed to work out the details of the cooperation—to work them out, thanks to you and thanks to the people who have come from your ranks into the Government’s service—with very great technical skill and in a most manful manner.

But the precise nature of the cooperation we do not examine, with the result that we are presented at the very outset with certain questions which no time allocation plan can possibly solve, basic questions, human questions, questions of responsibility.

Who is really carrying the ball? Is it up to Government to call signs? Is the Government responsible for the lessee of the ballpark? Who is supposed to blow the whistle? Who is supposed to think up new plays? Who is on the field, and what is the batting average?

To be specific: What do we mean when we agree that we are going to cooperate, to carry to the country the information it must have if the citizens of this republic are to exercise the rights and perform the duties of the citizens of a democracy? Does cooperation mean men and brains and equipment and time? Or does it mean facilities? Are you giving the Government hours on the air or hours of your lives? Is the Government giving you a basket to carry or a job to do?

We haven’t talked much about that question and its a question we have to talk about. Even though we may believe we know the answers, we still must talk about the question, because we must agree explicitly and precisely as to what the answers are. If we don’t, some of our objections may object, properly, that we in Government are expecting things we haven’t asked for, and we in Government will complain that some of you are waiting for directions we have no intention of attempting to give.

A Job for Radio
What I would like to do, therefore, is to tell you as briefly as I can what I personally think we mean when we talk about cooperation between Government and radio. I don’t think anything I say will be new to any of you, but I believe, notwithstanding, that we have to say needs to be said, if only to get the whole problem into the open at the beginning and let you shoot at it and at me.

To begin with, I think that when we talk about cooperation, we mean cooperation not in terms of facilities, but in terms of men. We do not mean that the industry is going to make certain facilities available to the Government to enable the Government to do the job. We mean that radio is going to do the job itself, that radio is going to apply to the doing of the job all of its skill, all of its experience, all of its tremendous resources of ingenuity and imagination, all the force and verve and vitality of a young and dynamic industry.

We mean this because there is nothing else we can possibly mean. If it was simply a question of facilities, simply a question of hours on the air, the Government would do far better to provide its own facilities, its own hours, and you as citizens of the Republic would be the first to advise us to do just that.

Our decision to try it the other way around therefore involves necessarily the assumption that the industry can give the Government and will give the Government something more than time, something more than facilities; that the industry, briefly, will give the Government what the Government cannot otherwise secure, or can secure only with long delays and at tremendous expense.

And what is it that the industry can give? Established audiences! Yes, established audiences! The Government of the United States does not need to bid for audiences, and it is not only loyal audiences. It is not even radio audiences that industry can supply.

What the industry can really give, that Government cannot readily and immediately supply, is the brains and the hearts and the energy of the men who run it. They have brought together and trained and taught over more than 20 years of its hard-working history.

Emotional Side
That is one reason for defining our cooperation in human rather than mechanical terms. But there are others. There are reasons which spring not from the logic of the situation, but from its emotions, from its feelings.

Of all people on earth, you who have devoted your lives to radio would be most satisfied with an arrangement which gave you and your industry a mere mechanical job to do in the fighting of this war.

Of all groups I can recall to mind, yours is the most immediately, the most inevitably involved in the emotions of this struggle.

News of the fighting punctuates the lives of your studios; reactions of the Casey Jones; your radio and your telephone switchboards; suffering in the war, hope in the war, determination in the war, color the programs which go out over your transmitter. You are forever, for one moment, free of the presence of the war, and you could no more conceive of yourselves as mere mechanical contrivances to be employed by your Government than you could conceive of yourselves as living in the world before radio was invented.

Duty to the People
There is no need to labor the point. If you disagree with my analysis of your attitudes and emotions you will tell me so, but if I am right, then certain consequences inevitably follow. Specifically, a responsibility is established and accepted. More specifically still, an affirmative responsibility is accepted by the radio industry for the effective communication to the people of this country, by every means of which radio is master, of the information the people must have.

I do not wish to be misunderstood. The basic responsibility is

* Full text of address delivered before May 11 luncheon session of NAB convention.

ARCHIBALD MacLEISH

BROADCASTING • Broadcast Advertising
May 18, 1942 • Page 11
Revision of Censorship Code Will Not Be More Restrictive

Ryan Tells Convention Group Provisions Are Being Amplified on Basis of Experience Thus Far

A NEW WARTIME radio censorship code, amplying the release of last January and based on experience since then, will be issued within a month by the Office of Censorship.

This was disclosed by J. Harold Ryan, assistant director of censorship and charge of radio, last Monday at the NAB convention in Cleveland during a breakfast roundtable on the whole subject of censorship, presided over by Mr. Ryan and participated in by Capt. L. P. Lovette, assistant public relations director of the Navy; Lt. Col. Edward M. Kirby, chief of the Army Radio Branch; and Maj. Gen. F. C. Beaumont-Nesbitt, of the British Army staff.

Not 'More Restrictive'

Answering questions of broadcasters and stations' news editors at the session, Mr. Ryan said that the matter of issuance of a new code had been under discussion for some time. He emphasized, however, that the revised document would not be "more restrictive" but would simply amplify and explain provisions over which questions have been raised and spell out in more concrete fashion procedures suggested to stations in continuing their voluntary censorship.

He echoed comments of his chief, Byron Price, in the keynote address before the convention, that broadcasters have cooperated admirably.

Because the existing code, promulgated on Jan. 16, as a "statement of policy" has worked so well, he said it was generally felt there was no need to make it more restrictive.

The war production clause of the code, for example, has brought complaints because it is too restrictive. He said this will be clarified and he thought that interpretations of other portions of the code will be helpfully amplified.

Behavior of stations during air raids was the subject of a "closed circuit" statement to all networks and stations last Wednesday by Mr. Price. Because of the imminence of "token air raids" and because of lessons learned since the war began, it was decided to give stations overall views of the Censorship Office as to their performance during raids or in reporting raids on home soil. Because of the confidential policy nature of these instructions, they have not been released for publication.

Numerous questions were asked at the breakfast roundtable regarding behavior of stations during air raids. Conflicting instructions received in the past in connection with blackout advice gave rise to these questions, with the Interceptor Commands in certain instances ordering stations off the air, while the civilian defense authorities have asked that they remain on to instruct the public.

It was pointed out that final instructions are issued by the Interceptor Command after consultation with other authorities.

Censors at Stations?

Asked whether there was any plan to place censors in broadcast stations Mr. Ryan said that there was no immediate prospect of this "unless the voluntary system doesn't work". That, he declared, is "the big stick in the closet", but he again lauded radio for its fine work. He pointed out that censors are located in the international shortwave stations.

More frequent issuance of "di-catives" by the Censorship Office, to supply background and at the same time to instruct news editors on the more confidential developments, was advocated by several broadcasters. Press association stories, slugged "not for broadcast" but released in the press, also were discussed, and stations which have caused some infractions of the code were analyzed.

Mr. Ryan said that Gene Carr, assistant manager of WGAN, who has joined his office, will occupy the "radio desk" in the Office of Censorship for appraisal of stories earmarked for broadcast. He will be in a position to speed up clearance of such doubtful stories, Mr. Ryan said.

West Coast Problem

The West Coast problem of news clearance was raised by Arthur Westlund, KRE, Berkeley. Advo- rating a branch office on the Coast, he said that much time now is lost by checking with corps area or naval district offices, who in turn must get clearance through Washington. Mr. Ryan said the whole question of establishing a branch office on the coast is under consideration, but that one of the dangers stems from possible conflicting interpretations. No two men will judge the same item alike, he said.

Capt. Lovette said that the Navy is designating men in each district for news clearance.

In the handling of directives to stations, Col. Kirby pointed out that difficulties are encountered. Obviously, such directives are of a quasi-confidential nature since they are for the information of news editors. Because they go out over press association wires, they are seen generally. For example, he pointed out that one large New York newspaper has a printer on display in the lobby, with the full report hared to the public.

'Scoop' Is Secondary

Harold Safford, WLS, Chicago, observed that one thing all news editors must remember is that the "scoop" is secondary and that it is better to check whenever in doubt. He advised "when in doubt, don't!".

Col. Kirby quoted Maj. Gen. A. D. Susly, chief of the Army Public Relations Branch, on the war news problem. He said "we must have a well-informed public and an uninformed enemy."

J. E. Lounsberry, WGR-WKBW, Buffalo, raised the question of air raid instructions. He called it a real problem because of the apparent conflict between Interceptor Commands and civilian defense authorities.

Marines Accept Marches

THREE NEW MARCHES released by the Associated Music Publishers, New York, commemorating the heroes of Wake Island, have been selected as official tunes by the U. S. Marine Corps. The marches are titled by the Marine Corps: "The Devil's Dog Marines", "Leathernecks on Parade", and "March on Marines". Recordings have been distributed nationally to some 150 stations through Associated Recorded Program Service, radio division of AMP.
Radio’s Role in the Defense of Freedom

Censor Has Praise, But Wars of Dangers

By BYRON PRICE
Director of Censorship

FOR A century-and-a-half the American press has been a militant and successful guardian of constitutional freedom of speech. This defense has not been accomplished without sacrifice. Our history books record the stubborn determination of editors and publishers to maintain free speech, often at the expense of their own security, even at the expense of their lives.

Now, in this critical hour of our history, the American press has a new partner—radio, going into world battle for the first time. It is radio’s first major test. The nation’s broadcasters, including the nation’s editors, are called upon to prove their capacity for defending freedom by appraising it properly and observing clearly its legitimate boundaries.

Radio Can Take It

The experience involves sacrifice, but you are a young and virile industry, and you have shown that you can take it. Day in and day out, your cooperation with the Office of Censorship has given us many reassuring instances; and as the war goes on I know you will perform more and more effectively your allotted share of the common effort.

It is a very large share indeed. Some of us go back far enough to remember our first contact with radio through the medium of head-phones and a crystal set. In those dim days, by patience and determination and a little imagination, we could sort out of the spitting and crackling a foggy barber shop quartet, or a mezzo piano solo.

From such a beginning broadcasting has become the greatest form of mass communication known to man. Its responsibilities have increased accordingly.

To those who are trying to keep information from the enemy, the magnitude of radio as a facility of communication is appalling. Its scope can be measured only in terms of oceans and continents. We cannot forget that our stations number among their listeners the trained agents of our enemies. They sit attentively at loudspeakers both inside and outside the United States. Within a matter of hours, statements broadcast by American stations come rolling back, with characteristic distortion, over the shortwave facilities of the Axis propagandists.

These facts are not new. They are known to all of us. But they are repeated here because none of us can afford to forget for one moment the dangerous power of the instrumentalities known as radio. They explain why the Office of Censorship is requesting constantly and repetitively that the interview type program be rigidly supervised against last-minute insertions and thoughtless questions, and that every item of broadcast news be weighed with care before it is put into the lap of the enemy. They explain why we ask stations to process news before they broadcast it, and to recognize that responsibility for disclosing dangerous information cannot be passed on to the man on a news service desk, perhaps hundreds of miles away.

Heavy Responsibility

A great responsibility rests also upon commentators and news analysts, and that responsibility also extends—as in the case of news dispatches—to you who make available to commentators vast audiences here and abroad. There is no circumstance growing out of the war which cannot be so interpreted and appraised that its true significance is lost. Honest, constructive analysis of the war effort is one thing, but speculation and prediction which makes itself the vehicle for smugging of dangerous information is another thing entirely. If you operate a station, I think it is only reasonable that you should bear the responsibility for the use to which that property is put. It will be our purpose in the Office of Censorship to deal with responsible management, not with individuals.

In fact, it is not too much to say that the success or failure of voluntary cooperation in broadcasting will depend upon the degree of control which patriotic broadcasters exercise over the operation of their stations. There will be errors of perspective, misjudgment; but such confusions are inevitable under any voluntary system. What we should be more deeply concerned about, however, is the error which results, not from faulty judgment, but from thoughtlessness or carelessness. We have now been at war for five months. Surely no broadcaster can any longer plead unpreparedness.

By the very nature of radio you are in the front line of combat, literally as well as figuratively. You are in actual contact with the enemy, whose submarines are listening near our shores. If you have careless employees, or employees who find clever means of evading the Broadcasters’ Code, then your own investment is being used against you. It is like cheating at solitaire.

National security is not an abstract term, used to signify something intangible and remote. National security means your security, and the national interest is your own interest.

Now you will begin to suspect that Censorship sees only the potential evil in radio. Far from it. This is not a cry of calumny, but rather a call for vigilance—vigilance as deliberate and studied and determined as that of American sailors scanning the waters for the periscope of a submarine. That is the price of victory.

Some of Each

If radio has a tremendous potentiality on the side of evil, it has an equal potentiality on the side of good. The affirmative aspects of your war contribution—and it has been a very great contribution—may not be the direct responsibility of censorship, but nevertheless censorship has a strong interest even in that. For one thing, the more militantly you take up the torch, the sooner the war will be over, and the job of censorship ended.

Of more immediate import, however, is your ability to both entertain and inform the American people. It would be a tragedy for all of us if, under the pressure of war requirements, radio resigned that facility for public entertainment which gave it birth. It would be a still greater tragedy if, in an overzealousness of self-censorship, radio ceased to be the active instrument of public information.

The American people must be given comprehensive news about the war. Not only are they entitled to this news in their own right, but also the more they see the less likely it would be for them to select from the stand-point of censorship it must be recognized that if the curtain is drawn too tightly, in the name of national security, all efforts to maintain voluntary cooperation by press or radio would be put to serious hazard. If the press and radio themselves carried their voluntary enterprise to the point of strangulation, the public would intervene.

Then it all becomes a question of where the line is to be drawn. On the one hand there are agencies of the Government which, because of the particular responsibilities assigned to them, are naturally skeptical of every disclosure. On the other hand are the press, the radio and the public, anxious for a maximum of news.

Each of these groups is eager to help the other; in fact the consoling and encouraging element is that no one worthy of the name of American, be he broadcaster, reporter, Navy officer, buck private, or plain citizen, wants to endanger a single life by disclosing something which should be kept secret.

Rule of Reason

You can only resolve such situations by the rule of reason. Narrow thinking that seeks only the ridiculous results and national harm. The fact is, for instance, that knowledge of almost everything which happens in the United States will only be of some value to the enemy. Anyone who desires to do so can find justification to withhold almost any piece of news whatever. It could even be argued with force that the broadcasting of time signals might give information to the enemy. All his clocks and watches might have stopped.

Such a conclusion would go very far afield. Yet in other instances it can be shown convincingly that real danger arises from disclosures which on their face appear perfectly harmless. For example, there is the subject of casualties.

Those who have expert knowledge tell us that casualties among officers in a naval engagement provide an excellent index, not only to information as to which ships were engaged and damaged, but in what part of these ships the damage occurred, and how serious it was. The battle stations of officers aboard

BYRON PRICE, Director of Censorship, delivers momentous address at opening of 20th annual NAB convention as Maj. Gen. F. G. Beaumont-Nebitt, of the British Army Staff (who once held a similar position with the British armed forces) and NAB President Neville Miller listen with rapt attention.

*Full text of address before the May 11 session of the NAB convention.

BROADCASTING • Broadcast Advertising

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CBS Income Rises for First Quarter But Net Drops Due to Heavy Expenses

CBS had a gross income during the first 13 weeks of 1942 of $111,449,645, an increase of 10.3% in comparison to the gross of $108,380,336 for the same period of 1941, according to a consolidated income statement released by Frank K. White, CBS treasurer, following the network’s annual meeting of stockholders last Wednesday.

Expenses also increased by more than a million dollars during the quarter, however, so the net profit before provision for Federal taxes was $2,061,062, down 12.2% from last year’s $2,346,848. After taxes, net for the first quarter of 1942 was $1,155,062, a loss of 8.8% when compared to the net of $1,261,248 for the like period of 1941. Earnings per share this year are $.67, compared with last year’s $.73.

Board Re-elected

The network’s complete board of seven directors representing Class A stock and seven representing Class B stock was re-elected. Lybrand, Ross Bros. & Montgomery were appointed as auditors, replacing Price, Waterhouse & Co.

Stockholders voted to amend the company’s by-laws to provide for indemnification of officers and directors for expenses incurred in legal actions in which they are involved because of their positions with CBS.

William S. Paley, president of CBS, who presided at the meeting, reviewed briefly the network’s relations with the FCC during the past year, from the Commission’s issuance of its network regulatory orders on May 2, 1941, through the ensuing negotiations and eventual legal action which has thus far prevented the FCC from putting the rules into effect.

A total of 279 CBS employees are now engaged in war duties. Mr. Paley reported, 243 in the armed services and 46 serving with other Government agencies. The technical departments have been hardest hit, he said, but through an arrangement with the union replacements have been secured, including some women technicians.

Future of FM, Video

Queried about the development of FM broadcasting and its probable eventual effect on the CBS operations, Mr. Paley said that while it is difficult to foresee what will happen, he is confident that CBS will survive and will maintain as strong a position in FM—and in television when that develops—as it now has in longwave broadcasting.

Paul W. Kesten, vice-president and general manager, added that the development of FM may prove to be an advantage rather than the reverse, as by opening up additional channels for use by broadcasters it will upset the FCC’s argument of monopoly of facilities by CBS and NBC.

Meeting after the stockholders’ session had adjourned, the CBS board declared a cash dividend of 30c per share on present Class A and Class B stock of $2.50 par value, payable June 5 to stockholders of record May 22.

Summer Declines Due to Time Shift

Hooper Finds May Listening This Year Close to April

DAILYGHT war saving time and listener confusion that resulted have caused substantial drops in summer listening, according to conclusions drawn by C. E. Hooper Inc., New York, on the basis of its May 1942 listening data.

For the first time in the eight years during which Hooper reports (Continuous Comparative Index to Radio Use) have been compiled the May figures do not record a substantial drop. This year the May index was 28.3, practically unchanged from April when it was 28.8. By contrast, May 1941 (25.5) showed a drop of 7.3 from the preceding April (32.8).

Marked Increase

The net result is a 2.8 increase in the Radio Use Index this year over last—an actual listening audience of over 11% compared with one year ago.

In the list of “First Fifteen” for the May Mc Gee's with a rating of 32.9, is out in front for the first time since June, 1941. Fibber McGee's 30.9 puts him second. Jack Benny moves up to third place with 26.5.

All these Hooper Ratings and “Sets-in-Use” percentages are based on the method which counts the audience during the broadcast (coincident). The next scheduled Evening Report will be dated May 30.

The following is a list of the “First Fifteen” evening program with their Mid-May Ratings:

Bob Hope 32.9
Fibber McGee 30.9
Jack Benny 26.5
Abbie Brinker 24.6
Radio Theater 23.3
Coffee Time 22.1
Waller Winchell 22.0
Mr. District Attorney 21.7
Time to Smile 20.9
Kate Smith 18.3
Bing Crosby 18.3
Red Skelton 17.9
Fred Allen 16.1
Bandwagon 16.2

Red Skelton still leads the list of programs measured by partial rather than full “national” inter-viewing coverage, with a mid-May rating of 28.3.

No Power Action

ALTHOUGH there was some concern expressed in broadcasting circles following the War Production Board Power Order last week [BROADCASTING, May 11] no positive action has resulted. The Defense Communications Board has taken the matter under advisement and no decisions have been held in connection with this proposed restriction on use of power in shortage emergencies. Official spokesmen have emphasized, however, that the measure is intended only for use in an emergency and that if DCPB would consult the DCEB before taking any action. DCPB conferences on the matter will continue.
Radio and Retailers Air Their Troubles

Sales Managers Get Lively Jibes From Stores But Return Them in Kind

RADIO as an advertising medium took a lambasting from department stores, and sales executives answered in kind, at a hot and heavy all-afternoon seminar put on by the NAB Sales Managers Committee, in collaboration with the National Retail Dry Goods Assn., last Monday afternoon at the NAB convention in Cleveland.

After the 24-hour session, it was generally agreed that the meeting was the healthiest annual session in NAB annals. No punches were pulled in the stores' chiding of radio for its inability to sell an integrated radio merchandising plan, while radio spokesmen in turn cracked at retail promotion men for doing it the easy way and following the hidebound tradition of using newspaper space.

Some 600 conventioners attended the session, including advertising agency people and representatives of department stores in the Midwest. The fireworks started almost with the convening of the session by Gene Carr, assistant manager of WGR, Cleveland, and chairman of the Sales Managers Committee, who next week joins the Office of Censorship in Washington as an assistant to J. Harold Ryan, radio censor.

Wheeling Example

The panel was launched by Richard G. Meybohm, sales manager of NRDGA. Then, in succession, James W. Petty Jr., publicity director of H. & S. Pogue Co., Cincinnati; Edgar L. Rice, sales promotion manager of A. Polsky Co., Akron; and Barclay W. Newell, sales manager of William Taylor Sons & Co., Cleveland, let loose on radio. There followed a hot and heavy question-answer session.

Principal performers from the floor, in the order of their shooting, were Wess Shannon, WSPD, Toledo; who for 20 years was in the retail business and for the last nine years has been in radio; George W. Smith, WWVA, Wheeling, who disagreed with the contention that local talent can't compete with networks, as witness his own Wheeling Steel program; Red Cross, WMAZ, Macon, who didn't like the stance of the department store spokesmen at all and viewed the whole thing as hopeless; Bill Gillespie, KTUL and KOMA, Tulsa, and Oklahoma, whose admission that he held out and sold department stores in his town to the tune of $75,000 a year, won the plaudits of the department store men themselves; Walter Noff, partner of Neff-Rogov Inc. and former commercial manager of WOR, who recommended that department store people should listen with an attentive ear, but only after the radio people conduct sufficient research to know what they have to sell.

Best Friends, Severest Critics

Mr. Carr, in opening the panel, explained that use of radio by department stores constitutes one of the most difficult problems of radio and pointed out that it was one of the first jobs undertaken by Frank Pellegrin, NAB director of broadcast advertising, in the quest for new sources of revenue for radio.

He called the listed speakers the "best friends but most severe critics of radio".

Mr. Meybohm set the pace when he pointed out that the retailer is anxious to know how radio can help in his business but that he doesn't know about radio. The reverse is true, he declared, with the radio salesmen evidencing little knowledge of the department store operations. He urged that if "this powerful medium" is going to be used by department stores, the two groups had better get together.

Mr. Meybohm believed that, in collaboration with the NAB, questionnaire had been sent to about 1,200 retail stores asking whether they used radio and how they used it. While there hasn't been time enough to analyze the entire group, he said there were a few facts that "stand out like a sore thumb", based on returns from some 250 of the stores. And they aren't a particular credit to radio.

Of the total, about 40% said they had tried radio and given up. Most of the remaining 60% were classified as "very doubtful" about the medium and only a few were willing to say it had been a real success.

Uncertain of Audience

The most disconcerting aspect, from the radio standpoint, was that of the average retailer's dollar; 80 cents goes into newspapers, 10 cents to radio and 10 cents for direct mail. There must be some reason for radio having so many "dissatisfied customers", the NRDGA official asserted. The effort is to try to find the cause and do something about it. He said he thought it boiled down to the fact that radio has tried to sell time and not an integrated overall effort. Newspapers sell established readership, while radio has not demonstrated that it can guarantee the type of audience required by department stores in the various strata, ranging from the low-grade bargain counter operations to the very highest grade high-price outlets.

The real way to sell retail stores for keeps is to show them how to get audience to fit their individual needs, said Mr. Meybohm. Because a proper sales technique has not been developed, Mr. Meybohm declared that the station usually is licked before it starts. The station "contact man" does not enjoy the confidence of the stores in most cases, he said.

Turning to "the bright side," Mr. Meybohm said that a few stores responding to the survey praised radio. They have "either stumbled across the right formula" or have gotten the right slant, he declared. He added there is enough evidence to assume that radio can sell the right merchandise.

As the first panel speaker, Mr. Petty said the Pogue stores had dropped the use of radio and that as a result most of the Cincinnati radio people just nod when he passes, or some may even smile. It all boils down to the question whether radio can sell profitably for the department store. In the case of the manufacturer of a single line, he has only one product to sell, with a multiplicity of outlets ranging from the corner drugstore to the department store. The department store, however, he declared, has thousands of articles and therefore has a problem not comparable to the manufacturer.

Favors Newspaper

Favoring newspapers as opposed to radio all down the line, Mr. Petty said that space and production costs were overwhelmingly in favor of the national advertiser. He estimated that the department store spends from 10% to 20% of its budget for newspaper copy production, including type, cuts and copy. In radio, if the time costs $100, an expenditure of $10 or $20 for talent is ridiculous. He argued that a local program could not

SALES MANAGERS PANEL on department store advertising. Left to right: Frank Pellegrin, director, NAB bureau of advertising; Edgar L. Rice, sales promotion manager, A. Polsky Co., Akron; Richard G. Meybohm, manager, sales promotion division, NRDGA; Eugene Carr, WGR, Cleveland; James W. Petty Jr., publicity director, H. & S. Pogue Co., Cincinnati, Barclay W. Newell, sales manager, Wm. Taylor Sons & Co.

BROADCASTING • Broadcast Advertising

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Union Technicians Eyes Chicago Disc

BIEW Indicates AFL Board May Make Final Ruling

FIRST ROUND in a move by union engineers to supplant union musicians playing records in Chicago radio stations is in progress since the May 9 meeting of control opera-
tors at WALT, Chicago, in moving

Describing the action as a test case for settlement by the execu-
tive board, now meeting in Wash-
ington, Arthur J. Maus, president of Local 1220 of the International Brotherhood of Electric Workers, pointed out that the move at WALT was in conformity with an arrange-
ment with Local 1220.

May Go Over to July

While settlement of the dispute is hoped for during the current board meeting, Mr. Maus said a decision may not be reached until the July meeting of the board, which follows the national conven-
tion in Dallas of the American Fed-
eration of Musicians. The Chicago
AFM is headed by national president, James C. Petrillo.

Four staff members of WALT continued as usual on the station last week during the absence of Gene T. Dyer, president of WALT, attending the NAB convention, while five control operators merely
supplanted them in operation of
recordings.

According to New York AFM headquarters the fight is purely a local matter and the national
office is taking no part in it. According to AFM officials the AFM rules in an edict signed by William Green, AFL president, that AFM has jurisdiction over the operation of turntables, which WALT has jur-
isdiction over that installation, re-
pair and maintenance.

However, IBEW sources said that the Green edict allowed for turntable operations by that union's
members.

Radio Heroism Stories Feature of CBS Series

STORIES of courage and endur-
ance of war correspondents, reen-
acted on last week's broadcast of
This Line Forever, on CBS, in-
cluded dramatizations of CBS cor-
respondent Cecil Brown's rescue from the South China seas, follow-
ing the sinking of HMS Repulse, and the escape of Leigh White, CBS correspondent who was machine-
gunned by Nazi planes in the Bal-
kans.

The program dramatized the death in line of duty of Melville H. Jacoby, correspondent of NBC and of
Time and Life magazines, and presented re-enactments of the
tragic end meets led by Ralph Barnes, Herald-Tribune reporter, killed in
Yugoslavia, and Mrs. Lea Burdett,
PM correspondent, killed by a band

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Shuebruk Is Appointed Fly's Legal Assistant

APPOINTMENT of Peter Shue-
brook, of Hingham, Mass., as his legal assistant, was announced
last week by FCC Chairman James
Lawrence Fly. A graduate of Har-
vard in 1933, with highest honors,
Mr. Shuebruk studied at Oxford,
under a fellowship and received a
Harvard law degree magna cum laude in 1937. He was editor of the Harvard Law Review last year and since that time has been with the Boston law firm of Ropes, Gray, Braucher and Dick.

Mr. Shuebruk succeeds Lt. (j. g.) Robert G. Seaks, who was called to active duty in the Navy two
months ago. He will receive $5,600 per year.

Mr. Fly's term on the FCC expires June 30. No word about appointment yet has come from the White House, though it is generally expected that he will be renominated. Mr. Fly became chairman of the FCC in 1939, filling the unexpired term of Frank R. McNinch.

Corwin Plans to Direct War Series in Britain

NORMAN CORWIN, writer-pro-
ducer, who has just completed direction for network Government program This Is War, is planning to fly to England in the near future to arrange and pro-
duce a series of programs in cooperation with the BBC for short-wave broadcast to the United States. All arrangements are contingent, of course, on flight ac-
accommodations and passport per-
mission for Mr. Corwin from both England and America.

The series, plans for which are now being prepared by CBS and
BBC, will revolve around the work of the United Nations in the war effort, and will be non-partisan.

Further details will be revealed when Corwin starts on his trip.

Award to Ewald

FIRST AWARD in the field of ad-
vertising given by the U of Min-
sota Alumni Association was pre-
sented last Thursday to Henry T.
Ewald, president of Campbell-
Ewald Co., Detroit, for publicitar-
ted enterprises and services to the advancement of advertising. In his acceptance speech Mr. Ewald op-
posed Government-sponsored adver-
tising and suggested as an alter-
native publishing of the war efforts
by manufacturers, retailers, banks
and other organizations.

Rep. Cox presiding, the resolution
was not brought out, presumably
because of the demands by the House for action on bills pertaining to
military service pay. It was inti-
minated in Congressional circles,
however, that a vote on the resolu-
tion may have been withheld that year to prevent any opinion being raised that Rep. Cox "had to speak the measure through". It was also in-
ferred that the resolution would
be called before the Com-
mittee but that a vote would be taken which, if passed, would send the
measure to the floor of the House.

Press-Radio, Clear Channel Witnesses Next to Appear at House Radio Probe

SPOKESMEN of the Clear Chan-
nel Broadcasting Service repres-
ing independently-owned Class
I-A stations, are expected to fol-
dow witnesses of the Newspaper-
Radio Committee before the House
Interstate & Foreign Commerce Committee when hearings on the
Sanders Bill (HR-5497) resume
Tuesday, May 19.

It is expected that testimony of
the Clear Channel operators will
add to the measurably improved chances for enactment of new legis-
lation by Congress to limit func-
tions of the FCC and its predeces-
sor and to eliminate all doubts as
to its powers as advocated by the
Sanders Bill and included in the
weighty suggestions of the heavy
roster of industry witnesses who
have already appeared before the committee.

Witness Slated

It was reported by the Commit-
tee that a schedule of witnesses
will be on a day-to-day basis and
no definite word could be given on
who would appear for the newspa-
per or clear channel group.

However, for the newspaper com-
mittee it is expected that testi-
mony will be advanced by Harold
V. Hough, chairman; Judge
Thomas D. Thaefer, chief coun-
sel; Sidney Kaye, associate coun-
sel, and probably several repre-
sentative newspaper-station own-
ers.

The tentative witness lineup, fol-
lowing the newspaper and clear
channel groups, is:

Rear Admiral S. C. Hooper, communications expert of the Navy and pioneer figure in the develop-
ment of communications regula-
tions, at the Committee's request to
comment on wartime functioning of
the FCC in relation to military
requirements.

Louis Caldwell, general counsel of
MBS, who is expected to sup-
port the FCC position in favor of
the network monopoly regulations and to oppose certain of the pro-
posals in the Sanders Bill and in the
Federal Communications Bar
Asn. presentation.

Fly to Appear

FCC Chairman James Lawrence
Fly, who has opposed new legisla-
tion, is then expected to appear
followed by Commissioner T. A.
Craven, who has been in the
minority on virtually all policy de-
terminations of the FCC during
Chairman Fly's term.

If necessary the Committee will
also allot time for rebuttal testi-
ymony.

Meanwhile no action had been
taken on the Cox Resolution in the
past week. Still pending before the
House Rules Committee the Resolu-
tion, proposed by Rep. Cox (D-
Ga.), calls for a select commit-
tee inquiry into the FCC. No
action has been taken on the meas-
ure, it was said, due to the con-
tinued absence of Chairman Sabath
(D-Ill.) who has not called a com-
mittee hearing in the past month.

At an emergency meeting of the
Committee, held last Monday with

From Enquirer

"They say their names are all Philip Morris and they want to know who's calling them."
| **ALABAMA** | WHMA, WAMU, WAXL, WSLA, WSFA |
| **ARIZONA** | KELG, KSLG, KPHO, KSBG, KSAI, KSLG |
| **ARKANSAS** | KJARL, KLSN, KROC, KRBW, KSBG, KSLG |
| **CALIFORNIA** | KABC, KCBS, KDAY, KFMB, KJAY, KMTV, KNBC, KOC, KTBV, KNX, KRMG, KSBG, KSLG |
| **COLORADO** | KABC, KTBV, KNX, KRMG, KSBG, KSLG |
| **CONNECTICUT** | WABC, WAPL, WASH, WBS, WBUF, WSBE, WCT, WCTN |
| **DELAWARE** | WDEL, WILM, WILM, WILM, WILM, WILM |
| **DISTRICT OF COLUMBIA** | WAWX, WAWX, WAWX, WAWX, WAWX, WAWX |
| **FLORIDA** | WFLA, WFLA, WFLA, WFLA, WFLA, WFLA |
| **GEORGIA** | WSB, WSB, WSB, WSB, WSB, WSB |
| **IDAHO** | WBOI, WBOI, WBOI, WBOI, WBOI, WBOI |
| **ILLINOIS** | WBBM, WBBM, WBBM, WBBM, WBBM, WBBM |
| **INDIANA** | WTHH, WTHH, WTHH, WTHH, WTHH, WTHH |
| **IOWA** | KWW, KWW, KWW, KWW, KWW, KWW |
| **KANSAS** | KFSO, KFSO, KFSO, KFSO, KFSO, KFSO |
| **KENTUCKY** | WAKY, WAKY, WAKY, WAKY, WAKY, WAKY |
| **LOUISIANA** | WBOI, WBOI, WBOI, WBOI, WBOI, WBOI |
| **MAINE** | WLBK, WLBK, WLBK, WLBK, WLBK, WLBK |
| **MARYLAND** | WBAL, WBAL, WBAL, WBAL, WBAL, WBAL |
| **MASSACHUSETTS** | WABE, WABE, WABE, WABE, WABE, WABE |
| **MICHIGAN** | WXYZ, WXYZ, WXYZ, WXYZ, WXYZ, WXYZ |
| **MINNESOTA** | WCCO, WCCO, WCCO, WCCO, WCCO, WCCO |
| **MISSISSIPPI** | WCBI, WCBI, WCBI, WCBI, WCBI, WCBI |
| **MISSOURI** | KFV, KFV, KFV, KFV, KFV, KFV |
| **MISSOURI** | KCBS, KCBS, KCBS, KCBS, KCBS, KCBS |
| **MISSOURI** | WJW, WJW, WJW, WJW, WJW, WJW |
| **MONTANA** | KGHL, KGHL, KGHL, KGHL, KGHL, KGHL |
| **NEBRASKA** | KBB, KBB, KBB, KBB, KBB, KBB |
| **NEVADA** | KGNN, KGNN, KGNN, KGNN, KGNN, KGNN |
| **NEW HAMPSHIRE** | WNNE, WNNE, WNNE, WNNE, WNNE, WNNE |
| **NEW JERSEY** | WBBK, WBBK, WBBK, WBBK, WBBK, WBBK |
| **NEW MEXICO** | KGKM, KGKM, KGKM, KGKM, KGKM, KGKM |
| **NEW YORK** | WCV, WCV, WCV, WCV, WCV, WCV |
| **OHIO** | WADN, WADN, WADN, WADN, WADN, WADN |
| **OKLAHOMA** | KGSO, KGSO, KGSO, KGSO, KGSO, KGSO |
| **OREGON** | KZTV, KZTV, KZTV, KZTV, KZTV, KZTV |
| **PENNSYLVANIA** | WQPL, WQPL, WQPL, WQPL, WQPL, WQPL |
| **RHODE ISLAND** | WPOR, WPOR, WPOR, WPOR, WPOR, WPOR |
| **SOUTH CAROLINA** | WAFM, WAFM, WAFM, WAFM, WAFM, WAFM |
| **SOUTH DAKOTA** | KBOI, KBOI, KBOI, KBOI, KBOI, KBOI |
| **TEXAS** | KTXF, KTXF, KTXF, KTXF, KTXF, KTXF |
| **VERMONT** | WORR, WORR, WORR, WORR, WORR, WORR |
| **VIRGINIA** | WQTV, WQTV, WQTV, WQTV, WQTV, WQTV |
| **WASHINGTON** | KOMO, KOMO, KOMO, KOMO, KOMO, KOMO |
| **WEST VIRGINIA** | WAVE, WAVE, WAVE, WAVE, WAVE, WAVE |
| **WISCONSIN** | WMTV, WMTV, WMTV, WMTV, WMTV, WMTV |
| **WYOMING** | KMDN, KMDN, KMDN, KMDN, KMDN, KMDN |
| **PUERTO RICO** | WASK, WASK, WASK, WASK, WASK, WASK |
Secondary Market Termed Important
Franco, Nelson Discuss War And the Smaller Markets


Pointing out that the average American family income has increased from $1,443 in 1939 to $2,365 in 1941, Mr. Nelson said new buying habits are being created and that advertisers must integrate their advertising programs to get business in the smaller cities.

Mr. Franco stated that a survey by Dr. George Gallup, vice-president of Young & Rubicam, reported buying habits in the secondary markets were almost identical with those in the larger cities. The problem of the national advertiser has always been, he said, to reach these smaller markets on an economical basis.

Michael Sillerman, president of Keystone, reviewed the progress of the network and stated that although certain advertisers had been forced to discontinue advertising because of the war, new war-born prospects were being created. Keystone, he added, was geared to a war-time operation.

CELEBRATING TO APPEAR IN HOUSE HEARING
REVERSING a former decision, the Clear Channel Broadcasting Service, representing independently-owned Class I-A stations, decided at a meeting in New York last Tuesday to make an appearance before the House Interstate & Foreign Commerce Committee on the Sanders Bill to rewrite the Communications Act.

Committee hearings on the bill are scheduled to reopen next Tuesday. Representatives of the 16 stations in the group, organized nearly two years ago to protect clear channels against breakdowns, attended the session called by Edwin W. Craig, WSM, Nashville, chairman. Victor Sholis, director, reported on activities in Washington and steps taken by stations in the group to further the war effort. Plans for expanded service in connection with war programming were outlined.

The group was disposed to ridicule allegations attributed in the Cleveland local press to regional station representatives that a proposal had been advanced to the Government to silence all stations save those on clear channels as a means of perpetuating the larger stations and of more efficiently controlling operations.

WGN, Chicago, has added a half-hour to its morning program, "Pamela," from 7:30 to 8 a.m., in order to carry more market in the area. A new feature of the program is instruction in care of war gardens for both rural and urban areas.

KEYSTONE transcription network: executives (1 to r): Michael Sillerman, president; Sidney Wolf, William Wolf, Naylor Rogers.

TOKYO TEACHES A LESSON
Excited Jabbering of Nip Announcer Shows What
— Not to Do in Case of an Air Raid

THE “radio story” of the bombing of Tokyo, with a lesson to be learned from it by American broadcasters, was told to an enthralled Nab convention session Monday by Col. R. Ernest Dupuy, of the Army General Staff, appearing for Maj. Gen. A. D. Surles, director of the War Department, Bureau of Public Relations.

Gen. Dupuy held the rapt attention of the convention as, in the “on-the-record” portion of his address, he said:

"The story of the bombing of Tokyo and other Japanese cities, not so long ago, includes a very neat bit of shoe-fitting, on the other foot. The bombers who performed that task winged their way, in broad daylight, into battle, riding the radio beam of a Japanese station which at the time was broadcasting a little rhapsody on scenic beauties of Japan, nestling peacefully in the assurance that it could never be bombed. Think what the Nip was saying, in English."

They weren’t Prepared

"Suddenly he went off the air. The radio monitor in the bomber formation heard an excited voice, cut suddenly, talking Japanese. The monitor, who of course spoke Japanese, listened while the Jap announcer screamed, "Enemy bombers coming! Coming fast! Many bombers! They’re flying low, they go too fast to be caught!"

"As the bomb-sticks whirled down, this Nip announcer kept on the job. Screaming in high-pitched panic, he called our shots in a play-by-play description, noted the fires caused, shouted casually bulletins. Our bomber-monitor kept him on as our ships winged their way to —where was it they were bound? Shangri La., was it? And from the Nip station they received the fullest information that anyone would want, on their accomplishments.

"It was not until 24 hours later that the tone began to change, that casualties and damages were played down. But in the meantime, we knew, we had received from the enemy, precious confirmation of our successes. Why? Because it was complete surprise, because there apparently existed at that time in Japan no internal defense against psychological warfare, no linking of national effort to combat panic."

"This brings me to the final point, of vital interest to American radio. Some day we are going to get a token air raid. Its objective will be the production of fear, panic and uncertainty in the minds of our people. Are we going to play it like soldiers, or are we going to cackle and squawk on the air like barnyard hens when a hawk flies over? There would be no need to give any advice were I talking of the 21st raid; by that time you would know the answers. But this is the first raid I am talking about. There is always a first step, and as the French say, it is only the first step that counts."

Take It Easy!

"Let me urge you on to play the game, to play it in cooperation with our military and naval authorities, the Office of Censorship. Suppress all temptation to color the story, to lead the field with a dramatic bit. That’s what the Axis wants. Let the narrative be quiet, factual, conservative."

"On our part we will cooperate by giving you the authentic details.

"Remember that this is war, total war; it is ‘kill or be killed’. Every enemy shot you spot for him, every peak you permit him behind an otherwise impenetrable curtain, helps him kill you and yours.

"Remember our national mission—to win the war. Ask yourself, ‘Does my action assist the mission or does it help the enemy?’"

"With that yardstick in front of you you can’t go far wrong. American broadcasters have shown that they are the best in the world. On them today lies the obligation of being the best warriors in the ether. I know they will be.”

'Time' Moves to NBC

AT THE END of its 13-week period June 5, on the BLUE, Time Inc., New York, is understood to be moving the March of Time from the BLUE to NBC in the Thursday 10:30-11 p.m. spot left vacant April 26 by the Tums show. No confirmation of the shift was made as the March of Time was made by either Time or its agency, Young & Rubicam, New York. The show started on the BLUE Oct. 9, 1941, after nearly two years off the air and has been heard through the winter on Thursday evenings, later shifting to its current Friday 9-10 p.m. period.
We believed WOWO to be the most-heard station in its rich, tri-state area. But we checked... and checked again, six days running. An independent, impartial, coincidental telephone survey in Fort Wayne by quarter-hours, from 8 A.M. to 1 P.M., showed a preponderance of listeners in 2406 calls completed out of 3684 attempted. WOWO led in 17 out of 20 periods in the first check.

In but two periods was WOWO topped... topped once and tied once by Westinghouse Station WGL, and topped once by a network program from another station—by a narrow margin. It looked too good to be true, so we checked again on three morning quarter-hours, and, in general, duplicated the findings.

We'd like you to see the actual figures, station by station and period by period. It will convince you, we feel sure, that WOWO is a prime mover in this thriving section of 62 counties and more than 2,000,000 people... this Typical America, half urban and half rural. Schedule WOWO, Westinghouse Station for the Mid-West, and see what you've been missing.
**War, Fire, Theft—and Transmitters**

**Engineers Told What To Do at Plants During Crisis**

GRIMLY emphasizing that the world-wide struggle today has made it imperative for broadcasters to think of the consequences of war, fire and theft in relation to the physical operation of their stations, J. D'Agostino, of NBC, last Tuesday addressed more than three-score station operators and engineers at an engineering breakfast discussion at the NAB convention in Cleveland.

Mr. D'Agostino warned that the broadcasters' slogan of necessity should be to "make it last longer", as there are no longer any new equipment, parts or replacements.

The gravest problem now is the protection of the precious equipment on hand against possible sabotage, he said.

**Precautionary Measures**

Proper counter-sabotage measures should be practiced at all stations, he stated. Along this line, Mr. D'Agostino offered a list of suggestions that could be effectively used:

1. Installation of proper fences and gates at the transmitting site.
2. Erection of observation towers and floodlighting for protection.
3. Barring all doors — and these doors should be of some solid material rather than of glass or other fragile construction.
4. Distribution of passes for employees and a permanent register of all people connected with the plant.
5. Definite guards at instrument and as well as an emergency squad subject to immediate call.
6. Fireproofing and the instruction of the personnel in their proper use.
7. Visitor passes.
8. Careful search on all new employees, their background and relations.
9. "Being careful of beautiful females!"
10. Caution in connection with telephone instructions received at the transmitter since they could be from an enemy agent.
11. Guarding carefully all circuits as an enemy could superimpose a hidden signal on certain transmissions.
12. Regulations against parking of cars near the transmitter and the notation of all license tags of strange cars. Even an employee's car could have a bomb secretly hidden.

**In Case of Attack**

Referring to actual attacks, Mr. D'Agostino stated that larger cities are particularly vulnerable to gas attacks since the attackers form great canyons and pockets for the gas. Accordingly, he said, a station should see to it that its ventilating systems and other gas precautions are perfected.

In this phase as well as fire, first aid and other exigencies, the staff should be trained, Mr. D'Agostino continued, saying that countless information in addition to instruction classes are now available and the local authorities are only too willing to lend a hand in educating people on these subjects.

Mr. D'Agostino decried inadequate protection against the fire precautions now in effect at some stations. He said that the mere placing of fire extinguishers about was not sufficient, especially if the personnel is not instructed in proper fire fighting.

**Equipment Pool for Industry Is Discussed at NAB Meeting**

**Problems Created by Serious Shortage and What To Do About Them Are Considered in Detail**

A DETAILED plan for conservation of broadcast equipment to insure maximum wartime operation through a pooling distribution arrangement under Government supervision was discussed at a roundtable meeting of broadcasters and engineers last Wednesday at the NAB convention in Cleveland.

With President Miller, chairman of the DCB Broadcasting Committee; Andrew D. Ring, former FCC assistant chief engineer and consulting engineer, secretary; and O. L. (Ted) Taylor, executive secretary of the Broadcasters Victory Council, as spokesman, the plan was outlined to the group of some 40 engineers and broadcasters.

It embraces an industry-wide inventory of all spare equipment, with plans for its allocation on a pay-basis to stations in each of the 17 NAB districts which may require specified equipment. Three-man committees serving voluntarily would be set up in each district.

**An Acute Problem**

Mr. Miller pointed out that a year ago the industry was worried about the possibility of the Government taking over radio because of the war situation. Now everyone is convinced that the broadcasters are in no danger of such a development, but emergencies have cropped up in other phases of broadcast activity.

He described the equipment situation as radio's most acute problem because it involves the fundamental question whether stations are going to be able to remain on the air during the war. The military radio requirements are so heavy, he pointed out, that any hour of life must be procured from every tube. A single bomber carries a miniature station, he brought out, with some $20,000 in equipment involved.

The crux of the whole plan lies in procuring from the War Production Board an agreement whereby raw materials would be supplied for manufacture of tubes and parts whenever the nationwide inventory becomes law, he said. In that way, the whole complicated routine of priorities for a particular tube or a piece of equipment would be obviated.

It was made clear that WPB had not yet been approached on the plan in a formal way that DCB had not yet given it its endorsement. However, Chairman James Lawrence Fly, who is also chairman of DCB, was represented as endorsing the plan as a means of maintaining peak operation of stations during the war, with least possible drain on critical materials.

Mr. Taylor explained that the plan is to conserve equipment and make it go as far as possible in keeping all stations on the air. He pointed out that this represents only one of many problems covered by the Domestic Broadcast Committee, but that most of the projects are of a confidential nature.

Other problems include closer contact with the Army Interceptor (Continued on page 38)
KSD is the EXCLUSIVE OUTLET for NBC in the ST. LOUIS AREA

It Is 225 Miles From KSD to the Nearest NBC Station

KSD has carried the NBC programs leading in "Firsts" since 1935 in Nation-wide Star-program popularity polls.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK   CHICAGO   ATLANTA   SAN FRANCISCO   HOLLYWOOD
Blue Grants 2% Cash Discount; Aflilites Praise Net Progress

Officials Tell of New Accounts Signed Recently And Outline Plans for Future Development

OPENING GUN in the long-brewing controversy over a 2% cash discount to advertising agencies by networks was fired last Sunday (May 10) at a meeting of BLUE Network affiliates in Cleveland when announcement was made of the allowance of the discount effective June 15.

Approval of the discount, which will be on an "earmark" basis and which was said not to affect directly either network or station revenue, came coincident with the approval of a new network rate card, effective June 15. The American Assn. of Advertising Agencies and the Assn. of National Advertisers long have clamored for the discount.

How It Works

Action came, according to BLUE President Mark Woods, only after commitments were lost by NBC and CBS to the agency and advertiser groups that such a discount would be recognized. He pointed out that really will cost the affiliated stations nothing, since it is simply a mark-off from frequency discounts allowed advertisers. The present maximum discount is 25%. The 2% cash discount, if the agency or advertiser clears its account by the 12th of the month following rendition. The same "earmarked 2%" will be deductible on any other frequency discount earned, Mr. Woods pointed out.

Attending the BLUE meeting were representatives of approximately 100 of the BLUE's 127 affiliates. Highlights of the meeting for the manner in which the BLUE has functioned since its separation from NBC at the turn of the year was voiced by affiliates after reports had been made by Mr. Woods, Ed Kobak, executive vice-president; Keith Kiggins, vice-president in charge of station relations; Phillips Carlin, vice-president for programs; Fred Thrower, sales manager; E. P. H. James, promotion and publicity director, who had given their reports.

President Woods told the affiliates about proposals for acquisition of the BLUE. He said some 16 different groups, including banking houses, originally had made preliminary offers but that these had slided down to three. He said that if and when a sale is effected, it is expected a group of the affiliates will participate in the acquisition, but with the primary finances probably coming from outside investors. He said nothing was imminent, however, and the BLUE had not gone out to seek prospects.

Instead, he declared every effort is being made to have the network a well-organized and functioning operation before any final steps are taken toward consummation of a sale. He emphasized that it was more than likely that a substantial number of BLUE affiliates would figure in the ultimate sale.

Lane Kept Posted

Howard Lane, of the McClatchy stations of California, chairman of the BLUE Network Advisory Committee as well as a group of BLUE affiliates interested in participating in the acquisition, has been kept posted on all offers made or under consideration, Mr. Woods declared.

Appropos the 2% cash discount, it was explained that since the day had been cast by NBC and CBS in commitments to the AAAA and ANA, the BLUE simply took the opportune time to announce it, coincident with the issuance of its new rate card June 15.

Curtis Publishing Co. and McGraw-Hill, which some time ago disallowed the 2% discount at a cash discount pro rate, have reestablished their agencies of approximately $2,000,000, recently have reinstated it, affiliates were told. Consequently, from the competitive standpoint, it was thought desirable to follow through.

Affiliates were told it was just a question of time before all networks also would authorize this discount, probably on the same "earmarked" deductible basis. As a matter of fact, Mr. Woods said, the formula accepted by the BLUE was similar to that originally worked out by Paul W. Kesten, CBS vice-president and general manager, with the AAAA and ANA. If the account does not pay by the 12th of the month following billing, it was stated, the cash discount will not apply.

Mr. Woods, in opening the session, emphasized that the BLUE's primary efforts were geared toward "winning the war." Everything hinges on that goal, he said, whether it is getting business, changing programs, or adding affiliates.

Affiliates "Keep 'Em Remembering" slogan was emphasized with the suggestion that affiliates put it in their promotion to the same theme. Despite the war, Sales Manager Thrower reported that the BLUE had made substantial progress and that since the separation 12 new commercial accounts had been added—more than that of any other network.

Three-Fold Program

Vice-president Kiggins said the BLUE campaign was three-fold, aside from the overall object of helping to win the war. Better programs, more sales and all-out promotion constituted the credo. Program Director Carlin said the BLUE had started 40 new programs per week since last February—25 half-hours and 17 in the 15-minute bracket. Every type of program was involved, but with emphasis on war programming earmarked for sponsorship.

Harold Hough, KGKO, Fort Worth, declared that what had been a "white elephant" a year ago now has become a "blue elephant". He said he reflected the views of all affiliates with whom he had talked over the fine progress made by the network since its separation. Sam Rosenbaum, WFIL, Philadelphia, proposed that the BLUE affiliates send a "message of good-will to one of our keenest competitors" and some "tenderfoot" to the network.

New Rate Card Issued by Blue Network Covers 126 Affiliates, Has Cash Discount

FIRST network to issue a rate card incorporating a cash discount provision is the BLUE, which last week released Rate Card No. 39, June 15, 1942, its first rate card since it became an independent network in January of this year.

In the cash discount, which requires an entirely new discount structure for both weekly and annual discounts are contingent on prompt payment, involves no cost to the network or any of its affiliated stations," Mr. Gamble stated. "This is in line with the position of the 4 A's that its advocacy of cash discount is not intended to reduce any medium's net revenue. It also involves no cost to either advertiser or agency, which certainly seems advisable in the present war situation for the benefit of all concerned."

"It's not the regular method in use for many years by hundreds of media, but it is the only way to meet the complicated conditions involved in the relationship of affiliated stations, networks, agencies and advertisers."

"Sometime in the future, it may be possible to take another step and establish the cash discount in the regular way. In the meantime, all concerned will view this move by the BLUE as a constructive action (Continued on page 59)
The Texas counties in the KRLD Coverage area represent: 68% of Texas Population, 68% of the Radio Homes, 68% of Texas Retail Sales. PLUS coverage in Oklahoma, Louisiana and Arkansas!

CBS AFFILIATE
the BRANHAM Co.
Exclusive Representatives

DALLAS, TEXAS
Ed Codel Appointed as General Manager Of Atlantic Network; Jaspert to WPAT

APPOINTMENT of Edward Codel, formerly manager of WPAT, Pattern, N. J., as manager of the Atlantic Coast Network, newly-formed regional chain which will operate from Boston to Washington [BROADCASTING, May 11], was announced last week by Harold A. Lafount, president of the American Broadcasting Co., which will operate the network, due to start on June 15. Succeeding Mr. Codel at WPAT will be George Jaspert, formerly commercial manager of WTAG, Worcester.

Operational plans, according to Mr. Lafount, as well as the complete lineup of stations, will not be announced until Mr. Codel assumes his new duties within the next ten days. He revealed, however, that plans for an extensive schedule of public service programs as well as those which cooperate with various governmental departments in Washington are under way. These will undoubtedly be fed to the network by its Washington outlet, which is expected to be WWDC.

Stations on the chain thus far announced include WNEW, New York, which will act as the key outlet; WCOP, Boston; WNBC, New Britain; WELI, New Haven; and WPEC, Philadelphia. In addition to the Washington outlet, there will also be one in Baltimore, as yet unselected.

Headquarters of ACN will be at 501 Madison Ave., New York, where the entire 25th floor will be operation of WBC, Mr. Berkeley continued in his capacity as assistant manager. He has been manager of the station since 1927, and acted in a dual capacity as manager of both WRC and WMAL until the latter was acquired under operating lease several years later.

Penn Buying

Penn Tobacco Co., Wilkes-Barre, Pa., former user of network time, most recently Vox Pop on CBS, has been testing individual markets for Julep cigarettes and Willoughby Taylor Smoking tobacco for the last few months, and is now using 16 markets on a nationwide basis. Programs are limited to news and sportscasts and will be placed in a new market weekly throughout the year. On May 25 Penn starts in New York on WABC with 10-minute newscasts by Mark Hawley on a three-weekly schedule. Agency is H. M. Kiesewetter, New York.

Omar's List

OMAR Inc., Omaha (Wonder flour), has renewed its weekly ads in the following newspapers: Meditations for 13 weeks on the 12 stations originally scheduled Aug. 14, 1941 WLS WISN KMA Who WMT KRNT WNSX WAOY KQV KYKS MacFarland Agency, Barre, R. I., and CBS, Ch. 2, Boston; Edward Codel, newly-appointed general manager of the Bulova-owned network; Harold A. Lafount, president, American Broadcasting Co., operating the Bulova stations; George Lasker, WORL, Boston; Arthur Simon, WPMN, Philadelphia.

CARR COMMEDNED AT SALES SESSION

A RESOLUTION, signed by all members of the Sales Managers' Committee and executive committee, extending gratitude and thanks to Eugene Carr for his work during the last year as chairman of the NAB committee, was presented to the broadcaster last Wednesday in Cleveland during the NAB convention. Mr. Carr has resigned from WAGAR to join the Office of Censorship in Washington as an assistant to J. Harold Ryan, assistant director in charge of radio.

Signing the petition were Dietrick Diets, KTRI; E. Y. Flanigan, KULR; R. C. Cutler, KFNS; WSB; Arthur Hays, WABC; Linus Travers, WAAB; George Frey, WJZ, Atlantic Network; William Malo, WDCR; Charles Phillips, WFBF; John Surra, WJAG, WJBS, MacFarland Agency; WPTV; W. H. Orr, WBNS; Vibora, WFCO; Samm Bennett, KMBC; Tom Gavsin, WBBG; Paul McKelway, WKBK; Jack Reisler, WOA; W. E. Wagstaff, KFDY; Will Gunzendorfer, KRSH; Charles Byke, KTMS; J. A. Morton, KIRO.

The resolution follows in full:

Whereas, the Sales Managers Committee of the NAB has functioned during the past year in a manner reflecting credit on radio advertising as an accepted advertising medium, and

Whereas, the group of associates, members and contributors have contributed materially to the running of the sales department for radio, and

Whereas, the affairs of the NAB committee have been handled by Mr. Carr with the utmost ability and dedication, it therefore

Resolved, that the expressed thanks of this committee be extended to Mr. Eugene Carr of Cleveland, O., for his work as chairman and the belief that such is also an expression of appreciation from the owners and managers who comprise the association's membership.

Sarah's List

SARAH'S List, the拾on which regular home address of radio stations in any of the 41 states, is now published bi-weekly in the "Broadcasting"...
Frau Holtz receives an American guest
[ in spite of the headsman's axe!]

UNTIL Hans died for the glory of the Fuehrer, somewhere on the Russian front two months ago, Frau Holtz knew very little of America... and what little she knew was wrong. Herr Goebbels saw to that.

But when her last son went the way of his two brothers, there were some things she had to know. One night she turned a knob, and did a terrible thing. She brought an American visitor into her home, and listened. She turned down his voice to the barest whisper, but she listened all the same. And there came to light within her a dawning realization—a bitter sense of betrayal.

Tonight in Germany, in France, in Czechoslovakia, a thousand Frau Holtzes will listen to the verboten voice of RCA-NBC International Shortwave Stations WNBI and WRCA... even though whip and bludgeon and axe await them in the dungeons of the Gestapo, if they are discovered.

Even today, perhaps, they are not quite sure what to believe. The ways of truth are strange; but in the end truth always prevails. And truth hurled from RCA transmitters across the sea—the truth about America, the truth about the world—that truth is a flood no tyranny can dam.

Of all the uses to which RCA Radio Equipment has been put—in this, the greatest battle between freedom and tyranny that the world has ever seen—we are not least proud of this use. For RCA Equipment today is not only helping to overwhelm the physical might of our enemies in war, but is helping, too, to prepare the minds of the world for a just and lasting peace—telling Frau Holtz that her enemies are not here, but at home.

BUY U.S. WAR BONDS

RCA Broadcast Equipment
RCA MANUFACTURING CO., INC. CAMDEN, N. J.
Present Mass Market Biggest In History, Salesmen Are Told

Flack Advises Them to Take Advantage of It; Wolfe Tells How to Use Radio Surveys

STATION sales managers were administered a mental transfusion by Gene Flack, sales promotion director of Loose-Wiles Biscuit Co., Long Island City, at a stimulating session of the War-time Radio Advertising last Tuesday afternoon at the NAB convention. Dr. Harry D. Wolfe, economist of Kent State U also addressed the group on “Selling Through Surveys”.

Colorful Mr. Flack, pungently punctuating his remarks with sound effects of hand-in-mouth whistles, c- words and they could voice, exhorted the sales group “to get in there and pitch instead of scaring hell out of prospects”.

“You can’t make footprints in the sand of time by doing nothing,” he said. “Private payrolls will reach about 10 billion dollars this year, farm income 2 1/2 billion. Now is the time to take advantage of the greatest mass market in the history.

Let’s Go To Work

“The companies that are on their toes are making readjustments to take care of this market,” Mr. Flack added as he interjected pointed humorous anecdotes warmly appreciated by 200-odd present.

“Some companies have stopped singing the blues, and gone to work. Look at Van Camp’s. Overnight, they cleaned out their gold, sold pork and beans in tin cans, the company’s largest seller. What did they do? They went out and bought a macaroni factory in Detroit, Ill., and started marketing Tenderoni. After six months, the sales of Tenderoni exceed $1,000,000 the semi-annual sales of pork and beans in the greatest year.

“Lipton’s is another example. When the supply lines to the Far East presented transportation problems, Lipton’s bought the Continental Soup Co., which made a dehydrated soup mix. Today, the company is 180,000 cases behind in deliveries.

“Hormel was forced to stop packing a number of its products. However, this year they will pack one billion cases of Spam. The company has never had an export market but, through lend-lease, Spam is being sampled in China, England, Russia, Ireland and other countries all over the world.

Loose-Wiles Promotes

“Loose-Wiles has had to change formulas, change merchandising, change packaging. But I am happy to say that we are enjoying the greatest sales this year, and that we are backing it up with the largest advertising appropriation in the history of the company.

“A salesman can take any point of view he wants to,” Mr. Flack continued. “He can go around solving all kinds of weighty world problems about which he knows nothing, or he can go out and stick to his guns. He can become pessimistic and paralyze himself with fear or he can meet the challenge of unprecedented difficulties with unprecedented courage.

Dr. Wolfe’s Observations

“According to the American Institute of Food Distributors, 100 million persons are today enjoying 40% more income than a year ago. America’s food bill alone this year will be about 20 billion dollars. And sales managers should be habitually, eternally, consistently optimistic, on their toes to take every advantage of sales opportunities.”

Dr. Wolfe told the group that problems were introduced at the convention were (left) Mrs. Sidney N. Stronk, wife of the NAB Pacific v. p.; Mrs. Frank M. Russell, wife of NBC Washington v. p. Standing (1 to r): Mr. Russell; William S. Hedges, NBC stations v. p.; Mr. Strotz.

Vice-Presidential wives at the convention were (left) Mrs. S. N. Stronk, Notre Dame v. p.; Mrs. Frank M. Russell, wife of NBC Washington v. p. Standing (1 to r): Mr. Russell; William S. Hedges, NBC stations v. p.; Mr. Strotz.

radio understates its circulation through coincidental surveys that do not sample a representative cross section of the audience. The time will undoubtedly come when radio, he said, will have an organization similar to the Audit Bureau of Circulations.

“It is an established fact that listeners buy more advertised products than non-listeners,” Dr. Wolfe stated. “Therefore, the station has to prove listenership, and this cannot be done by telephone surveys. There is an ever-increasing radio audience, and radio has proven itself to be a point of sales medium. It has an immediate sales appeal—it calls for action, and gets action. Retailers demand a point of sale medium, and retailers can make surveys for your station on the sale of merchandise advertised on your station.”

Dr. Wolfe pointed out that a survey made by him a year ago showed that of the persons who were influenced in their buying by advertising, 64.6% said they were influenced by radio, 24.9% by magazines, and 10.5% by newspapers.

“However,” he added, “there is no adequate quantitative measurement of the sales impact of radio advertising. People buy, but they don’t know why they buy, and it is impossible to isolate the one factor that causes a woman to buy one product instead of another. On the other hand, the qualitative factor—purchases—can be accurately measured.”

Dr. Wolfe, urging caution in the use of surveys, said that when properly interpreted, they are an essential part of every sales organization. But misinterpreted, surveys can damage by claiming more than indicated, he said.

War Has Little Effect on Spot Activity

Billings Up Yet Future Is Uncertain, NAB Clinic Reveals

ANSWERS to pertinent radio sales problems and personal business forecasts highlighted the national representatives’ panel of the NAB Department of Broadcast Advertising May 13, with Joseph Weed, president of Weed & Co.; John Blair, president John Blair & Co.; H. Preston Peters, president of Free & Peters, and Edward Petry, president of Edward Petry & Co., performing in an informal question and answer series titled “Information Please on Spot Radio”. The war’s influence on spot radio, new lines of potential revenue, the trend of types of spot business, package prices and other allied spot

NEW ORLEANS GOES ALL OUT in its bid for the 1943 convention, standing one of the most colorful parties at the convention. Standing (1 to r): James Fowle; John Blair & Co., WNOE; Mrs. P. K. Ewing, WDSU; Harold Wheelahan, WSMB; Mrs. Wheelahan; P. K. Ewing; Larry Baird WWL. Girls in erincline are (1 to r): Jane Taliman, Dorothy Hart, Daina Duray, Marilyn Lidd. Weed was given a nylon bristle brush to enable him to give the brush-off to station managers who want to know what is being done for them.

The following is a line-up of the questions submitted by stations managers and the answers given by the station representatives:

Q.—What effect has war had on national spot business?
A.—To date there has been practically no effect, with spot billings as approximated by the National Institute of Broadcast Information for the similar period of four months last year. As far as the fall is concerned, the percentage of increase is conjectural.

Q.—What are the representatives doing to solicit new business to replace war casualties in national spot?
A.—The national field is being explored and solicited, particularly that segment of advertiser who is not radio-minded but who has products that have been dormant as the field is concerned. One example is Sen-Sen, of the American Chicle Co. It is hoped that those national advertisers will start promoting those products, and will be aided in their endeavors with reference to promotion these last few years.

Freezing of Prices
Q.—What effect will the freezing of commodity prices have on spot business?
A.—It is generally thought that spot business will not be curtailed (Continued on page 44)

BROADCASTING • Broadcast Advertising Page 28 • May 18, 1942
Many major wired network stations are beyond the reach of numerous areas in the United States. (See FCC report on chain broadcasting in Keystone's Brochure.)

170 affiliated stations on the Keystone transcribed network reach these areas at lowest per capita cost in radio history.

KBS reaches small-town and rural consumers who now buy-at-home because of war-time driving and delivery restrictions.

Programs now-on-the-air may be put on Keystone network, as is. (Large advertisers are now doing that.)

In nearly all instances the KBS station is the only station in town.

For the first time, a network operation has intensively penetrated the secondary markets of America.


Cost of reaching potential Keystone market, 7 cents per thousand radio homes—the lowest cost in radio history.

One contact, one package, one contract—enables the agency to service and handle this broadcasting, in the place of 170 separate negotiations and 170 daily or weekly dealings and shipments.

Above is but a quick digest for executives. (Ask Keystone for outline of history, purpose, methods, statistics and 84 sustaining programs furnished per week without charge to KBS affiliates).

Ask more questions, if you have any. Address Keystone Broadcasting System, 580 Fifth Avenue, New York City, LOngacre 3-2221 • 134 North LaSalle Street, Chicago, STAte 4590 • 6331 Hollywood Boulevard, Hollywood, HEmpstead 0460.

WRITE TO KEYSTONE FOR NEW ALL-COUNTY COVERAGE MAP
CBS JOINED WITH IT&T in expanding this plant at Brentwood, Long Island, for joint operation of Mackay Radio & Telegraph's point-to-point transmitter and the new international shortwave stations of CBS (WCRC, WCBX and WCDA) which feed the "Network of the Americas." Federal Telegraph Co., an IT&T subsidiary, built the two 50 kw. and the one 10 kw. shortwave broadcast transmitters for CBS, and Mackay designed and installed the antennas and extension of the building. Nearby are two 220-foot steel towers with auxiliary wooden poles which support the CBS 6 mc. antennas which use 50 kw. and which are used simultaneously for Mackay circuits. The plant is one of the most complete and modern known.

CBS to Dedicate New Latin Network

Welles, Other Notables
Will Be Heard on
First Program

WITH a full hour dedicatory program featuring Undersecretary of State Sumner Welles, President Anastasio Somoza of Nicaragua and other Latin American statesmen, as well as stars of opera, stage, screen and radio, CBS on May 19 will dedicate its new Latin American network, Cadena de las Americas.

Program, broadcast on the full domestic CBS network and on the 76 stations in the Latin American chain, will inaugurate a full program service to these stations and their listeners south of the Rio Grande.

The service of seven hours a day of news and entertainment, is to be short-waved from three CBS international transmitters in New York to the affiliate stations in 20 republics of Central and South America for rebroadcasting locally.

"Two-Way" Street

Conceived by William S. Paley, CBS president, as a "two-way street" of radio for interchange of information between American nations, the new network "was created on the very simple philosophy that strangers become friends only through the exchange of intelligence," Mr. Paley stated. "Continental solidarity," he said, "must be built on a foundation of understanding and genuine friendship. It is impossible for strangers to be friends; to be good neighbors means to be friendly neighbors."

With this idea taking shape in his mind, Mr. Paley in the fall of 1940 made a seven-week air tour of Latin American countries, talking to broadcasters and Government officials whom he found willing to cooperate. On his return to New York, he announced his trip had demonstrated that the shortwave broadcasting alone to take North American programs to Latin-American audiences, since people there, as here, prefer to listen to their local stations.

Work was immediately begun on the erection of three new shortwave transmitters near Brentwood, Long Island; WCBX and WCRC, each operating with 50 kw. power, and WCDA, with 10 kw., which were completed early this year at a cost of more than $500,000.

While this work was in progress, Guy C. Hutcheson, CBS engineer, traveled for five months, nearly 25,000 miles, to visit each of the 76 CBS Latin-American affiliates, to consult with their technicians.

Meanwhile, Edmund Chester, who had resigned as head of the Latin-American division of AP to become CBS director of shortwave broadcasts and Latin-American affairs, was building up a staff of announcers, newsmen and artists with experience in reaching the Latin-American public.

Dr. Antonio C. Gonzalez, former United States Minister to Panama, Ecuador and Venezuela, was appointed assistant director of Latin-American relations. Robert An- nan, formerly an editor of La Nacion, Argentine newspaper, became CBS Latin-American news editor.

Talent Roundup

Program chief of the "network of the Americas" is William H. Fineshriber Jr., former music director for CBS' domestic network, who is attempting to provide a varied program schedule slanted to the Latin-American taste. With Terig Tucci, Argentine composer and conductor, now music chief of the new network, Mr. Fineshriber has assembled a staff of entertainers including Jose Crespo, former dramatic star of Spanish language movies; Juan Arvizu, Mexican tenor, whose recordings top the best selling record list in Latin-America; Olga Coelho, Brazilian folk singer and one of the most successful artists in Latin-America, and other headliners of Central and South America.

True to Mr. Paley's ideal, a half-hour program, Calling Pan America, is broadcast each Saturday on the CBS domestic network, bringing to United States listeners programs of Latin-American music and culture, originating in a different city each week and produced and broadcast from one of the CBS Latin-American stations. In addition to this regular series, many special programs from the Central and South American outlets are picked up on the network for re-broadcast.

Only requirement set by CBS for its Latin-American stations is that they carry a minimum of 20 hours a week of the programs shortwave to them. For the present, programs on the new network are sustaining only. When conditions permit, however, it is anticipated that United States advertisers will use the network for export advertising.

To Continental Solidarity

"The prime purpose of our Network of the Americas is to contribute to continental solidarity," Mr. Chester stated, "and we believe that commercial programs have definite value toward this end, even without considering their financial phase. The system of commercial stations sustaining program service was the way network broadcasting was built up in the United States and we think it will work just as well in Latin America."

"There are no commercial programs on the Axis shortwave radio," he continued, "and Latin-American listeners have long realized that this activity must be financed by the Axis governments and is therefore primarily a propaganda operation."

"We are proceeding mindful of the fact that lack of shipping facilities and other obstacles created by the war have curtailed both means and markets. Therefore, this operation does not open on the ground that it must have a commercial angle, but we expect that it will have a natural development later on."

Program Arranged
For AFA Meeting

Beck, Barton, Mc Clintock Are
Among Speakers Scheduled

PLANS are advancing for the 38th annual convention and advertising exposition of the Advertising Federation of America, to be held June 21-24 at the Hotel Commodore, New York, with the announcement of several speakers to be heard at the general sessions.

Thomas H. Beck, president of Crowell-Collier Publishing Co., New York, will speak at the opening general session, Monday, June 22, following Bruce Barton, president, George Banta Co., who will deliver the convention keynote speech. Mr. Barton is chairman of the program committee.

Retailer Problems

Speaking at a quiz panel on "How We Are Solving Our Own Advertising and Selling Problems in Wartime" at the general session will be Dr. Miller Mc Clintock, director of the Advertising Council. Also participating in this discussion will be a well-known retailer, manufacturer, Advertiser, and a representative of advertising media.

Carroll B. Larrabee, president, Printer's Ink, will serve as chairman of a clinic on packaging problems.

Sessions will be held on direct advertising, outdoor advertising, radio, house organs, premium advertising, marketing and merchandising, packaging, public utilities advertising and activities of the Advertising Club.

An innovation at this year's convention will be a Club President's Dinner, Tuesday, June 23, with presidents of advertising clubs and of national groups affiliated with the Federation as guests of the Federation. Others are invited.

Yeast Fall Spots

NORTHEASTERN YEAST Co., Brooklyn, will announce the schedule of stations carrying Songs of a Dreamer, transcribed quarter-hour [Broadcasting, Oct. 13]. Program has been renewed for 35 weeks on the following stations and will be broadcast twice-weekly for 20 weeks and three-weekly beginning Sept. 14 for 16 weeks: WJR WBA WMWD WCCO WMT Wmutations WPTO Wnuq WQNY WIBQ WQOM WFAA WYK WQIN. Agency is MacFarland-Aveyard & Co., Chicago.

Express Series

AMERICAN EXPRESS Co., New York, is conducting an announcement campaign on WBNX, Brooklyn, WWRL and WEVD, New York, urging American listeners who are sending mail to British or Eire to send money orders by American Express drafts rather than cash. Posters, which are placed on Irish programs on those stations at varying times per week. Agency is Caples Co., New York.
In Time of war prepare for peace...

Mr. Sol Trischoff, Editor
BROADCASTING MAGAZINE
674 National Press Building
Washington, D. C.

Dear Sol:

Remember the old slogan, "In time of peace prepare for war"? We believe that the reverse ought to be good.

Accordingly, we are now working on a series of six or more half-page or larger ads to start sometime in June, which will feature the Charleston market at war and at peace. For example, maybe in one ad we will plug the Navy Yard and the American Tobacco Company, and in another we might plug the West Virginia Paper Mill and the Stark General Hospital, to bring out that in war or peace we can offer purchasing power for an advertiser.

We have therefore concluded to use BROADCASTING exclusively on this series, and inasmuch as we have definite plans in mind for a sustained effort, I am discontinuing all other promotion for the time being.

Yours very truly,

John M. Rivers
President

RADIO STATION WCSS
THE SOUTH CAROLINA BROADCASTING CO., INC.
CHARLESTON, S.C.
April 27, 1942

1580 Kilocycles
C & S Network
1. Payment

(a) The agency agrees to pay, and the agency shall hold the sole agency liable for payment, for the broadcasting covered by this contract, whether such broadcasting takes place as specified herein, for all services previously rendered by the agency.

(b) Any account rendered by the agency for services rendered in any broadcast will be net 30 days from the delivery of the broadcast unless otherwise stipulated on the face of this contract; or, if delivery is deferred but payment date not specified on the face of the contract, on the fifteenth of the month following.

(c) In all cases where payment is due in full or unless otherwise stipulated on the face of this contract, the agency may, at its option, to cover the cost of any delayed transmission unless otherwise specified on the face of this contract.

(d) Station’s invoices for broadcasting covered by this contract shall be based on the net broadcast schedule log and shall be on such form as the agency may require.

(e) Invoices should be rendered not less than monthly.

(f) Advertisements shall be paid for at the time they are run.

(g) The agency reserves the right to cancel the contract at any time upon default by the agency in the payment of balances due the station; or in the event of any material violation on the part of the agency of any of the provisions contained herein; and upon such cancellation all broadcasting does hereby and for all time thereof cease, unless it is done directly and immediately due and payable. In case of delinquency in payments or impropriety on the part of the agency, the station shall have the right to change the requirements as to terms of payment for further proceeds under this contract as it may seem fit.

2. Termination and Renewal

(a) This contract may be terminated by either party by giving the other party a fourteen (14) days written notice; provided that no such notice shall operate to relieve the agency of the performance of any obligations thereunder after such notice shall have been given.

(b) The station may terminate this contract and pay the agency at the rate of one dollar per word for the week preceding notice of the terminal date.

(c) The station shall be entitled to terminate this contract and pay the agency the agreed upon rate for all services on such broadcast, using the agreed talent, for all time prior to the expiration of the contract or any extension thereof.

3. Liability To Broadcast

(a) Should the station, due to public emergency or necessity, legal restriction, Act of God, or for any other reason beyond the control of the station, be unable to broadcast one or more programs, the station shall be entitled to substitute one or more programs, at its option, for the original program, at the agreed upon rate.

(b) If, due to the nature of the programs broadcast, the station is unable to use the program material prepared by the agency, the agency shall be entitled to receive at the rate specified hereof, a credit equal to the agreed upon rate for the week in which such broadcast occurs.

(c) The station shall be entitled to broadcast, in lieu of the agreed upon program, any other program, including a program of the station’s own choice, at the agreed upon or reasonable rate for such broadcast.

4. Substitution of Programs of Public Importance

(a) The station shall have the right to cancel any broadcast covered by this contract, without notice, to substitute a public announcement or notice which it deems to be of public importance, and if at any time during the life of this contract the station makes such a decision the contract shall be completed at such lower rate from that date.

(b) All rates shall be published. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished agencies if requested.

(c) If this contract is continued beyond the time specified herein, the agency may, at its option, to set off any obligation thereunder against the original contract and substitute a commercial broadcast of public importance.

(d) In the case of a cancelled program, whether for the substitution of a sustaining program or a commercial program, the station, at its option, will agree on a substitute substitute the program for the original program, whether or not such agreement can be reached, the program will be considered cancelled. Any broadcast received in the form of station produced announcement or note shall be deemed a completes broadcast.

(e) The station shall be entitled to broadcast any announcement or note which it deems public interest, at the agreed upon rate.

5. Rates

(a) It is agreed that the rates named in this contract are the lowest rate to be charged by the agency for like services and that if at any time during the life of this contract the station makes any new rate or for the purpose of advertising or any other purpose, the station shall have the right to sell or advertise the same for a period of thirty days after the effective date of such revision.

(b) If the agency gives written notice of any revision of rates or discounts, the station shall have the right to make an announcement of such revision, including a statement of the reason for such change, and such announcement shall be made in a reasonable manner, as determined by the agency.

(c) If the agency gives written notice of any revision of rates or discounts, the station shall have the right to make an announcement of such revision, including a statement of the reason for such change, and such announcement shall be made in a reasonable manner, as determined by the agency.

(d) Notwithstanding the indemnity provisions of this contract, the station shall be entitled to use the agency’s name and likeness in its advertising material, subject to the approval of the agency. The agency shall have the right to review any material used by the station and to request changes or corrections, as it deems necessary.
may be handled in some other way. The indemnity upon request shall
keep the indemnitee fully advised
with respect thereto and confer with the
indemnitee in its counsel.
(e) Programs prepared by
the agency are subject to the approval
of the station management both as to
artists and to program content.
(f) The provisions of this para-
graph shall survive any cancellation or
termination of this contract.

7. General
(a) This contract is subject to the
terms of licenses held by the parties
hereunto and is also subject to all Fed-
eral, State and Municipal laws and
regulations now in force, or which
may be enacted in the future.
(b) The rights under this contract
shall not be transferable to another
advertiser not specifically named
described in this contract unless the
consent of the station has been
obtained.
(c) In dealing with agencies, the
station shall follow a uniform policy
to avoid discrimination.
(d) The agency agrees that it will
not rebate to its client any part of the
commission allowed by the station.
(e) All requests by agency for sta-
tion to handle audience mail must be
submitted to station in advance and
approved by station.
(f) The failure of the station or of
the agency to enforce any of the pro-
visions herein listed with respect to
a breach thereof in any one instance
shall not be construed as a general
relinquishment or waiver under this
agreement and the same shall never-
theless be and remain in full force
and effect.

NAM-Blue Series
HOW the American people work
for victory will be told in a weekly
series This Nation at War, start-
ing on the BLUE May 26 in co-
operation with the National Assn.
Manufurers. From the lumber
barns of Oregon to the oil fields
of Southern California, from ship-
building yards on the Atlantic sea-
board to the wheat country of Kan-
sas, the programs will present “on
the scene” factual reports on what
the nation is doing to win the war,
with first-hand descriptions by
BLUE correspondents and by war
workers themselves.

Named to School Group
NEW MEMBERS of the advisory
committee for the sixth annual
School Broadcast Conference to be
held at the Morrison Hotel, Chi-
cago, Nov. 11-13, have been an-
nounced by George Jennings, di-
rector, as follows: H. B. Summers,
public service program director of
the BLUE; Luke Roberts, KOIN,
Portland, Ore.; Kathleen Lardie,
Detroit public schools; Lillian Hop-
kins, New York U; John Gun-
stream, state department of edu-
cation, Austin, Texas; Phil Cohen,
OFF; Lyman Bryson, CBS.

Pa. Hookup for Wine
BISCEGLIA BROS. Corp., Phila-
delphia, will start May 25 a new
radio campaign in Pennsylvania
on three stations for its Greystone
Wines. John B. Kennedy, news com-
mentator, will do his broadcasts for
the sponsor in New York, and they
will be carried by direct line to
WCAU, Philadelphia, and broad-
cast as well by WGBI, Scranton,
and KQV, Pittsburgh. Program will
broadcast Monday, Wednesday and
Fridays, 6-6:10 p.m. Contract is for
92 weeks. Agency is J. M. Korn

ACR War Session
CANADIAN advertising on active
service will provide the theme of
the semi-annual meeting of the
Assn. of Canadian Advertisers at
Toronto June 5. The meeting is to
help advertisers clarify their views
and adjust themselves to the new
objectives for wartime advertising.
Byrne Hope Sanders, director of
the Consumer Branch, Wartime
Prices & Trade Board, will speak
on “What the Women of Canada
Expect of Advertisers Today” and
Joe Clark, director of public re-
lations for the Canadian Army and
the Royal Canadian Air Force will
speak on the contribution made by
advertising and publicity to the
building of the armed forces.

JEAN HARGRAVES SIMPSON,
script writer of the Chicago Radio
Council, has received an award from
the National Federation of Press
Women for her adaptation of Treasure
Island, heard on a recent school broad-
cast series.

Satisfied Septet, but beaming faced executives in close harmony
scrutinizing a signed 82-week contract which made Seaside Oil Co., Santa
Barbara, Cal., sponsor of a three-week quarter-hour newscast on 12
BLUE western stations, starting May 18. Bearers are (l to r), Kevin
Sweeney, BLUE Western division sales promotion manager; Myron
Eiges, Hollywood account executive of that network; F. E. McLaren, vice-
president and general manager of Seaside; Tracy Moore, BLUE West
Coast sales manager; G. B. Tucker and William Frogge, advertising
manager and Los Angeles sales manager, respectively of the petroleum
firm.

Another by Cooper
KENT COOPER, general manager
of AP, and song writer, composed
both music and lyrics of “Love Is!”
which has its premiere on the NBC
Cities Service Concert May 15. Cooper
never thought of offering his songs
to the public until Niles Trammell,
NBC president, heard him play “Dixie
Girl” and suggested it for broadcast.
The song—his first published work—
was heard exactly a year ago on the
same NBC program. Seven Cooper
songs have been heard on the air to
date.

KEEPING THE HOME FIRES BURNING
WHIZ serves one of America’s richest coal
mining areas—Southeastern Ohio. Thou-
sands of WHIZ listeners mine the fuel that
feeds America’s production plants. Reach
them through the medium they depend
upon for news and top entertainment.

Pa. Hookup for Wine
BISCEGLIA BROS. Corp., Phila-
delphia, will start May 25 a new
radio campaign in Pennsylvania
on three stations for its Greystone
Wines. John B. Kennedy, news commen-
tator, will do his broadcasts for
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WCAU, Philadelphia, and broad-
cast as well by WGBI, Scranton,
and KQV, Pittsburgh. Program will
broadcast Monday, Wednesday and
Fridays, 6-6:10 p.m. Contract is for
92 weeks. Agency is J. M. Korn

We’re here in
Zanesville, Ohio

"OHIO'S BIGGEST LITTLE RADIO STATION"
Pure Oil Expands Kaltenborn’s Time; Marling Tells Why

To Maintain Dealer Morale In Gas Rationing and Tire Bans

STARTING May 11, news analyst H. V. Kaltenborn began a new wave of scheduled broadcasts, five times a week on 38 NBC stations for Pure Oil Co., Chicago.

“By expanding our radio time from three to five quarter-hours a week,” F. H. Marling, Pure Oil’s advertising manager, stated in an interview, “we feel the necessity of maintaining dealer morale. We want to bring new customers into the stations of our dealers, educate the dealers in performance and helpful services for car owners, and give them all the support we can in the difficult times ahead.”

Pure Oil, with distribution in 22 states in Central and Southeastern States, began the Kaltenborn broadcasts on a twice-a-week basis in May, 1939, expanding the program to three-a-week in September, 1939. The account is placed through Leo Burnett Co., Chicago. The Company’s aims “The program fits our advertising requirement,” Mr. Marling said. “We want a consistent and uniform advertising schedule to build prestige for our company—as well as to do a straight selling job for the dealers. The institutional and goodwill accomplishments of the radio program can be gauged by the thousands of commendatory letters we receive directly from listeners. Mr. Kaltenborn himself has recently been receiving 3,000 letters and telegrams a week.”

The tangible evidence of the sales impact of the program is indicated by the public response to offers made and promoted on the broadcasts. In three years, more than 3,000,000 letters and telegrams before. More than that, a large percentage of these motorists were introduced to Pure Oil products at the same time, according to dealers.

Considerable planning and inten-

Movies Contract For Radio Talent

GAIL LAUGHTON, swing-harpy, on the weekly NBC Al Jolson Show, sponsored by J. Reynolds Tobacco Co., has been signed for a part in the Paramount picture “Happy-Go-Lucky.” She will also be featured with other stars in a radio program in a film tentatively titled “Here Comes Elmer,” to be produced by Republic Studios. Ray (Pappy) Cheshire, entertainer for KMOX, St. Louis, has been contracted for a major role in the Republic picture, “Hi, Neighbor.”

Joan Davis, comedienne on the weekly NBC Rudy Vallee Show, sponsored by National Hardware Products Corp. (Sealtest), has been signed for a two-picture deal by Columbia Pictures, which goes on sale June 1, is being considered for her second vehicle.

Columbia Pictures is negotiating purchase of “New York Night Time,” radio play, “My Client Curley.” Presented over CBS two years ago, the radio play is built around a dancing caterpillar which becomes a theatrical sensation.

Second Program Report Is Conducted by Hooper

C. E. HOOPER Inc. has announced addition of a second monthly evening national program ratings report, “The Hooper Show Sheet.” The new report will be based on telephone interviews with approximately 9,000 listeners during the seven evenings starting the 15th of each month, as the former report which is being continued, is based on calls made during the first through the seventh evenings of each month.

With the addition of this new evening report, the Hooper daytime report will be moved up a week and hereafter will be made on interviews made from the 8th to the 14th days of each month inclusive. A simplified reporting form has been developed through which the organization expects to cut hours from the time required for tabulation.

Campbell Drops Burns

CAMPBELL SOUP Co., Camden, N. J., followed this week by announcing that June 9 will discontinue the weekly half-hour Bob Burns Show on 65 CBS stations for 13 weeks, with another announcement due in August. The program resumes Sept. 15, Tuesday, 8:30-8:55 p.m. (EWT), with West Coast call July 14, 8-8:30 p.m. (PWT). Besides Burns, cast currently includes Bill Artz’s orchestra, with guest artists. Del Sharpe, 32-year-old featured and Fred Frennec, 28, who is Hollywood producer of Ruthrauff & Ryan.

A SERIES titled Scottish Clues, now heard on 51 B / R / I / I, is being offered in a group of 12 transcriptions to all stations in the United States. The first of the transcribed programs will be available for general distribution shortly.
NOTHER espionage series to be heard on BLUE, since the network abandoned its policy of barring espionage and sabotage themes [BROADCASTING, May 11, 1942], features a character who works against professional paid enemy spies in this country. Titled Counter-Spy, the series consists of weekly half-hour dramatic programs, starting this week [May 18].

Ma's Tales MEMORIES of 30 years derived from a collection of clippings of human interest stories and poetry provide the basis of Ma Bigham's Scrap Book, aired each Saturday morning over KOH, Nevada. Ma Bigham is 68 years old and she draws from her clipping collection of the last 30 years interspersed with a musical background.

Russian Exploits EXPLOITS of Russia's soldiers, guerrillas and civilians in their war against the Nazis will be dramatized in a series of authenticated playlets, starting on WNEW, New York, this week. Program is presented under the auspices of the Russian War Relief Society, to promote a spring campaign to raise funds to help the Russians.

Service Tunes SOLDIER CHORUSES provide music for a quarter-hour of The National Barn Dance on WLS, Chicago. Cash awards are given to servicemen who volunteer as soloists during the quarter-hour of canteen harmony from the old Chicago Customs house. A representative of the 6th Corps Area gives a brief talk on each Saturday evening broadcast.

Airmen Antics FEATURING talent from the local Army air base, KEX, Portland, is presenting a new air show, Air Base Hi Jinks. The program is presented from the auditorium of the city's new George White Service Men's center. Written by Edward Anthony, continuance chief, the show is produced by Homer Welch, production director.

British Contact TO ESTABLISH a closer contact between American servicemen in the British Isles and their homes in this country, MBS now broadcasts weekly meetings of the "American Eagle Club" direct from London. The club, composed of American service men on duty in England, meets every Saturday evening.

Place in the Service TO HELP DRAFT-AGE men find a post in the military services best suited to their previous training and the wartime needs of the nation, representatives of each branch of the armed forces have started a weekly panel discussion titled Today's War and You on WBBM, Chicago.

All About Aviation A CAVALCADE of aviation, dramatizing exploits of American airmen from the first flight of the Wright Brothers to our modern air forces, is presented on MBS in a weekly series Americans at the Ramparts, formerly heard locally only on WGN, Chicago Mutual outlet. Each week the program will salute a branch of the armed forces.

Prior to Slumber BEDTIME STORIES for sophisticated fill the five-minute period just before Say It With Music, all-night all-music program, goes on WJZ, New York at 9 p.m. Titled Peter Hayward, Yankee Fabulist and occupies a former news period.

Newspaper Column Aired RADIO GOSSIP in the Wheeling, W. Va., column is now being aired once weekly by writer Paul J. Miller, production manager of WWVA, Wheeling. Radio personalities are interviewed and each show ends with a series of "best bet" programs for each night of the coming week.

Travel Facilities TO PROMOTE transportation conservation WCAR, Pontiac, daily features Let's Ride Together. Pon- tiac Plan, basis for the program, is scheduled to be the model for national adoption according to an announcement by Joseph B. East- man, director of the Office of De- fense Transportation.

Novice Songs AMATEUR songwriters are given a chance to bring their tunes before the public, and well-known songwriters tell how to crash "Fin Pan Alley" and play their own hits on Songwriters on Parade on WGN, Chicago.

In Chicago you can still get the best in radio—WGN

The war has forced the use of many substitutes, but in Chicago, you can still get the best in radio—W-G-N.

That W-G-N is the best buy in Chicago is attested to by those who give the Chicago market closest study—buyers of spot time. For W-G-N carries more local and national spot time than any two major Chicago stations combined.

A Clear Channel Station

50,000 Watts
720 Kilocycles

MUTUAL BROADCASTING SYSTEM

Send Off

LAST MINUTE words of inducements from all over Con- necticut are being broadcast from the Hartford Army in- duction center over WDBC, WTIC, WHTH and WNBE. Originated by Franklin M. Doollittle, WDRC general manager, the plan has won the approval of Army authorities, as well as city and state officials. It consists of interviews, entertainment and talks which gives the boys a lift as they leave for grim- mer jobs.

HERR POLESIE, Hollywood radio writer-producer, will produce a golfing film short subject built around Bing Crosby and titled "Don't Book Now", John Scott Trotter, musical director of the weekly NBC Kraft Music Hall, sponsored by Kraft Cheese Co., is writing the musical score.
CLEVELAND GROUP TOLD ABOUT RADIO

RADIO is performing a great public service "and will continue to perform it long as the American system of broadcasting prevails," Jennings Pierce, public service director of NBC Western Division, told an assembly of 200 members of the Radio Council of Greater Cleveland and delegates to the NAB Cleveland convention last Tuesday. Mr. Pierce, speaking with several others in a panel sponsored by the RCGC, a woman's listener interest group, declared that although radio was beset by wartime conditions, music wars and FCC attempts for rigid regulation, its programs and functions had survived unscathed.

Others speaking at the session, conducted by Mrs. Walter V. Magge, president of the local group, were Neville Miller, NAB president, who delivered a brief welcome talk; H. S. Berencovici, news commentator of MBS and WJW, Akron, comparing American newscasts with those of our enemies; Guy Stock, of the Office of the Coordinator of Inter-American Affairs, outlining the shortwave job being performed by our international stations; John Karol, of the CBS market research staff, speaking on CBS program policies.

Fred Weber, MBS general manager, was to have addressed the gathering, but was called to Washington at the last moment and his place was taken by Robert Schmid, MBS sales promotion director.

What Govt. Asks (Continued from page 11)

this matter is the Government's. The Government of a democratic country in time of peace as well as in time of war but particularly in time of war, has a basic duty to see to it that the people are adequately informed, a duty it cannot transfer, a duty of which it cannot relieve itself.

The fact that in ordinary times the labor of informing the people is skillfully and effectively performed by the commercial channels of communication, the fact that we in the United States rely habitually upon a press and radio which have never been surpassed in any country, a press and radio which have produced between them the best-informed nation in the world — that fact does not relieve the Government of its duty to the people.

A democratic society cannot function unless the people are fully and promptly and accurately informed of the activities of their government, and of the problems with which their Government is faced. If they are not thus informed, the fault is Government's however justifiably Government may have relied on other channels in the past.

But though the basic obligation and the basic responsibility is Government's, it is nevertheless possible as between the Government and the commercial channels to establish another responsibility, and that responsibility, as I see it, has been established as between you and ourselves, as between the radio industry and the Government, by the nature of our cooperation.

We have not asked for the partial loan of your facilities. We have asked for the performance of a job, and you on your part have agreed to perform it.

We have not asked for the privilege of telling you what to do so many minutes or so many hours a day. We have asked you to decide for yourselves what needs to be done, to secure the result you and we agree must be accomplished.

No Begging

We, in other words, will tell you what our information policies are. We will tell you what information, what messages, what instructions the various departments of the Government, the armed services, the Treasury, the Office of Price Administration, the War Production Board, want delivered to the people. We will keep you informed of the statements of the leaders of the Government on the nature and progress of the war. We will tell you how important it is for communication of these statements, these messages, this information to the people, but we will leave it to you to devise the effective means by which the job can be done.

We will, of course, answer your questions when we can, but we will beg you not to wait on Washington, not to turn to us for instructions, but to do the job.

Let me repeat: It is not your antennas, your electrical installations or your control rooms, your microphones, your programs or your audiences we want. It is you — your brains and heart, your talents and your ingenuity.

It is not the time of your stations we ask for, but your own, the time you live by, the best time of the best hours of your best and most productive working days.

You have something to give this war which no other body of men could possibly give it. You have the ears to which has made American radio what it is. You have the inventiveness, and the courage and the imagination which have made American radio one of the great forces of enlightenment in the world.

We ask you to mobilize these qualities, to the war's ends. We ask you to conceive and perfect yourselves and to put into effective operation yourselves the methods by which these people may be reminded of its cause, warned against its enemies, foreign and domestic, informed of the sacrifices it must make and the labors it must perform, brought to the ultimate and final victory to which we are all pledged.

They Want the Truth

The American people do not need exhortation; they do not need and do not want the promises and threats which the Nazi radios pour upon the German people; they do not need and will not abide the hysteria, the false heroes, the brassy rhetoric of the Italian loudspeakers.

They need, and want, and are entitled to the truth; the truth and want and are entitled to know what is expected of them, what they are required to do. Once they know what things the rest will be accomplished.

The cooperation of radio and Government can mean that the American people will be given what they have a right to have, insofar as it is possible in this war and by the radio and Government to give it. You have met here in a convention devoted to the problems of radio and the war.

Many questions, great and small, will arise in this convention, but surely no question will arise of greater or more searching importance than the question posed by your relation to the Government in this common undertaking.

Surely radio has never accepted from the beginnings of its history, an assignment equal in significance to the assignment this war has imposed upon it. An assignment, the significance of which will increase rather than diminish if gas shortages and rubber shortages restrict the coverage of those channels of communication which depend on wheels and motors.

Radio may be compelled by force beyond the control of any man to accept burdens it has never so much as imagined until now.

I know you will not think me presumptuous if I express the hope that this convention will devote its principal efforts to preparing now to meet the greatest challenge your industry, our country and your comparable industry, has ever faced.

How to Get the Most Out of Your Radio Dollar in Central New York

Use the station that consistently produces for the most advertisers. WFBL carries 35.6% more sponsored time than any other Syracuse station. Join the more than 100 advertisers who know how to get the most out of their Central New York radio dollar. Use . . . .

WFBL
SYRACUSE, N.Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
FREE & PETERS, Inc. Exclusive National Representatives

Page 36 • May 18, 1942

BROADCASTING • Broadcast Advertising

War on Waste

IN AN open declaration of war on waste—WOR, New York, has launched a project to conserve office material, equipment and supplies. "Don't throw it away! Don't lose it!" is the station's battle cry as J. R. Popple, chief engineer, leads the drive. Waste Wardens are appointed to supervise collection, rationing and salvaging in each department. Every member of the force received a four-page bulletin outlining 24 specific ways to avoid waste.
Lewis Is Keynoter At Award Meeting

WILLIAM B. LEWIS, former CBS vice-president in charge of broadcasts, now serving as assistant director of the OFF, will be the keynote speaker on "Radio's War Job" at the eighth annual award luncheon May 19 at the Hotel Pierre, New York, by the Women's National Radio Committee.

Presiding will be Mme. Yolanda Mero-Iron, founder and chairman of the WNRC, who will announce the committee's radio year to cover music, drama, entertainment and talks, including quizzes, speakers and forums.

One of the highlights will be first hand accounts of "Broadcasting Under Fire" by six network correspondents, including Max Jordan, NBC's former European representative; Fred Fire, former NBC representative in London; Elizabeth Wayne, CBS correspondent recently returned from Java; Major George Fielding Eliot, CBS military expert; Helen Hiett, BLUE commentator noted for her broadcast on the bombing of Gibraltar, and Alex Dreier, former NBC correspondent in Berlin.

Other talks at the luncheon will be given by Mrs. Lytle Hull, vice-chairman of the New York State War Savings Staff, on "How Radio Sells War Bonds"; by Rosemary Barck, Swedish member of the CBS shortwave staff, "On the Shortwave Radio Front"; and by Lisa Seger, commentator of WQXR, New York, "An Accolade to the Overseas Broadcasters." Mutual will broadcast the announcements of the awards and introduction of guests of honor, 2:30-2:45 p.m., while WQXR will carry the complete proceedings from 1:30 to 3:15 p.m.

Guests of honor will be Neville Miller, president of the NAB; Niles Trammell, president of NBC; Alfred J. McCallister, chairman of the board of MBS; Mark Woods, president of the BLUE; William S. Paley, president of CBS; George V. Denny Jr., moderator of the BLUE program America's Town Meeting of the Air; Lyman Bryson, CBS director of talks and education; Theodore Granik, director of the Mutual American Forum of the Air; H. V. Kaltenborn, NBC news analyst; Paul Schubert, MBS naval expert, and Gabriel Heatter, MBS news commentator.

Radio Paris Wrecked

RADIO PARIS, major outlet for Nazi propaganda, was silenced by saboteurs last Monday, according to a United Press report from Vichy. Story said that the transmitting towers, located near Bourges, 150 miles south of Paris, were felled by dynamiting their bases, disrupting longwave transmission for Radio Paris and shortwave broadcasts of Radio Mondial and Radio Colombe. "Destruction of the Paris transmitting facilities was so thorough that the station is expected to be silent on its normal wavelength for many weeks," UPI stated.

NATIONAL ADVERTISERS and New York's in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION OF GREATER NEW YORK.

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

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

*Over 70% of metropolitan New York's population is foreign born or of foreign parentage.

Your Best National Spot Buy . . .

WBNX
5,000 Watts

FOR DEFENSE
Buy U.S. Bonds Today!
PRESS-RADIO GROUP NAMES KIRCHHOFER

APPPOINTMENT of A. H. Kirchhofer, managing editor of the Buffalo Evening News and director of WBEN and WGR, to the Steering Committee of the Newspaper-Radio Committee was announced last Monday in Cleveland following a meeting of the group.

Mr. Kirchhofer succeeds Nelson P. Poynter, publisher of the St. Petersburg Times and owner of WSPY, a Government service with the Coordinator of Information motivated his voluntary retirement. The committee at a meeting in New York last month elected H. Dean Fitzer, Kansas City Star (WDAF) as treasurer, succeeding Tennant Bryan, of the Richmond News-Leader, now or active duty with the Navy.

Present were Chairman Harold V. Hough, WBAP-KGKO, Fort Worth; Walter J. Damm, WTMJ, Milwaukee; John Person, WRAK, Williamsport; Howard Lane, KFBK, Sacramento; Jack Howard, Scripps-Howard Radio Inc.; Mr. Fitzer, and Steve M. Kaye and Abe Herman, counsel.

TROUPING through Western Missouri and Eastern Kansas, KMB-C's Victory Corps has an announced goal of a "Hundreds for Uncle Sam". In its first three stops the group has already raised $30,000. The trouper are 25 members of the KMB-C staff who contribute their time and talent each week, whose Government service performance. Admission is a 25-cent stamp and bonds are sold during the intermission.

SLUGGERS Ted Williams and Jimmy Foxx of the Boston Red Sox were honored May 6 with bronze plaques from the Yankee Network—Williams for his .406 batting average of last season and Foxx for driving in more than 100 runs for each of 13 consecutive years. They are (1 to r) Fred McLaughlin, special executive director of the Yankee Network, Foxx, Williams and Jim Britt, network sportscaster.

Equipment Pool

(Continued from page 22)

Commands in the various areas so that stations will not be taken off the air needlessly, handling of the technical personnel shortage, insure protection against sabotage of transmitters and plans for salvaging, repairing and revitalizing of tubes. Lack of coordination among Interceptor Commands should be corrected, he urged.

Mr. Ring, in explaining the broad conservation plan, said that a serious tube shortage exists. But WPB feels that many stations have spare tubes and that these should be used up before allocation of materials for new production is authorized. Several plans have been discussed, he said, with the DCB committee finally recommending the conservation plan.

The plan embraces setting up of 17 conservation areas, with an inventory to be made in each area on all available equipment, and provisions to be made for interchange of equipment among stations in each area and in other areas where necessary. While the plan would be administered by the Government, there would be set up in each district three administrators, one of whom would be a station executive, the second a technical man who knows broadcast operation and who would undertake inspection of all stations in the area to insure peak operation to lengthen the life of equipment, and the third a general station executive.

The whole plan hinges upon procuring replacement material from WPB when the overall inventory approaches exhaustion, Mr. Ring explained. Thus, a complete inventory of new equipment could be made available at one time with an adequate check on the supply for the entire industry, rather than the existing piece-meal basis.

The industry should get together on a concentrated effort to learn just what it has in the way of reserves and to show just how little material is needed to keep radio going full blast. This project calls for careful study, he declared.

J. A. Berman, of Shure Bros., Chicago, pointed out that radio parts distributors have a somewhat similar project in mind and that the whole matter was going to be discussed at a meeting of parts distributors in New York, June 9. The task is that of keeping radio jobbers alive, he said. President Miller said the NAB would be glad to cooperate in this activity, to the mutual good of both industries.

Under the plan, there would be a perpetual inventory on a national scale covering every phase of broadcast equipment, it was pointed out. A recent survey indicated that less than 30% of the stations had a full complement of spare tubes.

Culligan Describes Radio Draft Status

Has Praise for Industry Part In Selective Service

AT A SELECTIVE Service round-table held during the NAB Convention in Cleveland last Wednesday, Maj. Ernest M. Culligan of Selective Service, Washington, told the broadcasters it was their patriotic duty to apply for deferment of employees who are essential to the efficient station maintenance and who are impossible or difficult to replace.

At the same time, he said, station executives have a parallel responsibility to train replacements, having any man on the staff, regardless of dependency, who is physically fit to fight.

Maj. Culligan praised the industry for its part in setting the Selective Service wheels in motion. "The job of educating and activating the public on the how and why of selective service was accomplished largely by radio," he said.

Guide Sought

In a discussion period that followed some of the broadcasters related their individual experiences with local draft boards on deferment of essential employees, and suggested that a guide be issued by Selective Service in Washington to be used in determining deferments requested by stations.

Although individual cases of deferment are not only justified by every interpretation, Maj. Culligan cautioned radio to guard against public resentment, pointing out that public psychology is a great determining factor of further use of an individual to an organization after he has been deferred.

Harry Butcher, CBS vice-president, said that out of 1,700 male employees classified by the network, CBS has listed less than 100 who are almost all technical and whom the network considers eligible for deferment. These are mainly technicians, news writers and a few program builders with highly specialized talent.

Col. Harry Wilder, owner of the WSYR, Syracuse; WTRY, Troy; and WKNF, Keene, N. H., stated the Wilder stations had lost 15% of its personnel, and two of the three chief engineers within the last few weeks.

The current problem of the smaller stations who are losing their technicians to stations in the larger markets at higher salaries was also mentioned. Major Culligan said the problem was serious in view of the fact that many areas are serviced by a single small station, important from a communications standpoint.

FOLLOWING the announcement recently that WJZ, New York, had decided to discontinue for stations breaks of 25 words, Procter & Gamble Co., Cincinnati, has been contacted to start seven announcements weekly on May 18 for a 52-week period. Compton Adv., New York, is the agency.
KGO and Grocers

MAJOR promotional hup affect ed by BLUE station KGO, San Francisco, since its diversion from NBC, was that consummated between Manager William Ryan and William D. Haderler, state secretary of the California Retail Grocers & Merchandise Assn. They have linked objectives in a one-year program of activities. KGO on May 8 launched a weekly production, "Charlie Harper, Grocer," a studio audience program with tickets distributed by the California Retail Grocers & Merchandise Assn. Distribution is throughout Northern California.

Radio in the War

RADIO'S varied war activities are depicted in a two-page spread of photos in the May issue of Pickups, Western Electric Co. house organ. Included are pictures of Charlie McCarthy and Bob Hope entertaining camp audiences; of President Roosevelt, Prime Minister Churchill, General MacArthur and Donald M. Nelson as they broadcast history while millions listen; of network newsmen and newsroom cover the war for the radio audience, and of radio's war promotion activities, including other KGO-Blue programs. Distribution is throughout Northern California.

AP History

A DRAMATIZED HISTORY of the AP is being distributed in transcription form on request to stations affiliated with the special AP radio wire by Press Assn., New York. A quarter-hour continuity, with allowance for station introduction and signature, the transcription is designed to acquaint listeners with the AP background, and to build prestige for both station and wire service.

Contest Club

HOBBY of Helen King, promotion director of WLB, Buffalo, in promoting box tops and creating slogans has resulted in formation of the Buffalo Contest Club. Station is giving away newspaper contests and reports high percentage of winners in the club.

School Lectures

KSL, Salt Lake City, is sponsoring a series of lectures conducted by Ralph W. Hardy, traffic manager, in Utah and Idaho high schools on use of radio in modern living. Mr. Hardy is accompanied by Dr. Irving Hall, KSL educational advisor who meets with faculty groups to show how radio can be used as a classroom aid.

WTAR Torpedo Discs

SURVIVORS of the torpedosing of a medium-sized American ship sunk April 19 off the Virginia coast, were interviewed and transcribed by WTAR, Norfolk, three days before the sinking was announced by the Navy Dept. Acting on permission from the Fifth Naval District public relations office, the discs were then the oficial announcement was made in Washington and then rebroadcast a few hours later.

Cosmetic Series

COLONIAL DAMES Corp., Los Angeles (cosmetics), in a three-week spring campaign ending May 30 is sponsoring a seven-week quarter-hour newscast on KFV, that, with a similar type of ten-minute program three times per week on KIEF, Glendale, Cal. Firm also is utilizing three-weekly newly issued to Lincoln, on AFIC San Francisco, and 14 spot announcements per week on KRSC, Seattle. Schedule supplements weekly five-minute program, Find the Woman, sponsored on 8 CBS West Coast stations (CKLW-KAI, KOIN KROY KBOY KTUC), Friday, 9:55-10 p.m. (PWT). Agency is Glasser-Galley & Co., Los Angeles.

Sealstays

NATIONAL DAIRY PRODUCTS Corp., New York (Sealstays), will continue the weekly half-hour NBC Rudy Vallee Show, Thursday, 10-10:30 p.m. (PWT). Decision was reached following conference between James A. McFadden, New York vice-president of McKeever & Albright, agency servicing the account, and Dick Mack, Hollywood producer of the series. Besides Vallee, featured on the show will be John Barrymore, Joan Davis, Eddie Paul's orchestra and the Sportsmen, vocal quartet. Ted Hudson announces. Ned Tilling is the NBC production representative.

Curtis Quits Texas Assn.

MANPOWER PROBLEMS have caused James R. Curtis, president of KFRO, Longview, Tex., to tender his resignation as secretary-treasurer of the Texas Broadcasters Association. He informed O. L. Taylor, president of the Association, that he will have to leave the post he has held since the beginning of the organization in 1936.

BROCHURES

CBS—Booklet entitled "fifteen minutes March 5, 1942," description of what goes on in the office of Paul W. White, CBS news chief, during a World War roundup.

KPO, San Francisco—Describing the engineering perfection in design of new KPO headquarters.

WJZ, New York—What Ever Becomes of the Night Watchman? Folder printed in white on black and illustrated with a right photograph of a ten-minute program, "WJZ with Music," WJZ's 1-7 a.m. program.
Radio Stands Ready

SOME WHO HEARD him at Cleveland professed to detect in OPF Director Archibald MacLeish's speech a you-try-him-with-us-or-else attitude. Such an attitude, if it were struck at all, certainly would stand out in contrast to the thanks-for-your-swell-cooperation and the keep-it-up tenor of the speeches by Byron Price, Director of Censorship, and by the Army, Navy, Marine Corps and other Government officials who appeared before the convention and before its various sub-sessions.

But we don't think Mr. MacLeish meant to talk down to the broadcasters, and a re-reading of his address [see page 11] convinces us that he has no thought of wielding or threatening to wield the big stick. On the contrary, in asking for cooperation "not in terms of facilities but in terms of men," he sought from the broadcasters just what they are most willing to give. In asking for "the brains and the hearts and the energy" of the men who run the American broadcasting industry, he struck a chord to which the industry has already shown it is eagerly responsive.

There isn't a man jack in radio who wouldn't give his all toward winning the war. The Office of Facts & Figures, intent upon the psychological front in this war, should know this from the wholehearted support its propaganda plans are getting from every segment of the industry—sponsor, agency, station, network. So do the military forces, whose public relations chiefs thus far have had nothing but praise for the way radio is playing its part in their plans.

Of course, there still remains a gigantic task for radio, but Mr. MacLeish may rest assured that radio stands ready, to use his own words, "to apply to the doing of the job all of its skill, all of its experience, all of its tremendous resources of ingenuity and imagination, all of the force and verve and vitality of a young and dynamic industry."

But the job of coordinating the effort is OFF's, not the industry's. So far it is being well done in the face of terrific technical, political and economic stresses and strains, and in the face of the fact that when it comes to radio each and every citizen, let alone each and every war worker in Washington, has his own individual ideas how to do it.

So far the OPF itself, the Office of Censorship, the military establishments and the Rockefeller and Donovan Committees have had little trouble in drawing upon the best minds in the industry for manpower and for ideas.

If they want more, they are there for the asking—and, more often than not, without the asking.

Mr. MacLeish is a poet, who also happens to be a good administrator. He has a fine sense of words, and it is possible his speech, hastily prepared, may have been just a little too ethereal in parts for some of the hard-headed and practical broadcasters present. He probably doesn't know much about the technical and economic workings of radio, but fortunately the men around him do. We have heard and read and re-read his remarks; we can say for the industry, we think, that it has already met his challenge and stands ready to meet any more. From the sidelines, however, we do think that, like his colleagues in the other branches of the Government war service, he might have let out at least a wee cheer for radio's ball team.

The NRDSA Challenge

NOW WE'RE GETTING somewhere on this business of radio advertising by department stores. The sales managers session at the NAB convention in Cleveland last week was just about the healthiest development that could have occurred in the retail advertising field.

It was a hair-letting-down session of the first magnitude. Representatives of retail stores, under the aegis of the National Retail Dry Goods Assn., in plain King's English, told broadcasters that their selling methods stink. They charged radio stations with trying to sell "blue sky" in the form of time, and with palming off whatever is unsold in the way of program or talent.

Anyway, that's the story of the department stores' compositional advertising managers.

Not to be outdone, spokesmen from the stations more or less answered in kind. The affinity of the department store to display space in the newspapers was castigated as "the easy way out", a hidebound tradition.

There were a couple of exceptions. Bill Gillespie, of KTUL, told how his station had managed to get half of its local advertising revenue from department stores. He had studied the field, hired a department store merchant, and didn't sell time alone. He sold scientifically and, he reported, everybody's happy.

Walter Neff, ex-major station sales chief, now an agency executive, told both sides they could do the job if they got to understand each other better and knew what they were buying and selling.

The Cleveland session, arranged by the NAB sales managers committee, despite the harsh words, presents a challenge to radio. It's up to radio to sell its customers, not for the customers to come in hat-in-hand. In these times, honeymoonng goes out the window. The local account is vitally important.

Let's do the job scientifically! Let's get a real research job done, and appropriate the money necessary to do it. Let's have a commission set up of department store executives sit regularly with a committee representing sales managers (with Bill Gillespie on it by all means) and show them that the ear is as good as (or better than) the eye in moving goods in every aisle from bargain basement to the fur department!

Radio hasn't been bothered about tradition in other fields. With the job done right, department stores will be using radio... and loving it.

ASCAP's Wedding

IMAGINE a convention of broadcasters with no controversy over music copyright! That happened at the 29th annual convention of the NAB in Cleveland last week. Substantially more than a quorum of the delegates attended the overall copyright session, but the attendance was a far cry from the jammed-to-the-rafters sessions of past years.

Sitting on the same rostrum were the adversaries in the music copyright fight settled just a few months ago. ASCAP, admittedly vanquished and sweepingly reorganized since, through its general manager, John G. Paine, bespoke cooperation and teamwork with the broadcasters—its best customer. Neville Miller, NAB-BMI president, who was told when he was retained in 1938 that licking ASCAP was his job, didn't gloat. In introducing Mr. Paine he said simply that it had been a hard fight but that it had been fought "fair and clean."

There must have paralleled before the eyes of the broadcasters scenes of other years; of Gene Buck and Claude Mills; of millions of dollars in infringement suits against broadcasters brought by ASCAP; of the Warner Bros. walk-out; of alleged "selling down the river" episodes and separate deals; of the refusal of ASCAP executives even to talk to Mr. Miller; of hopeless negotiations; of BMI's birth, and the withdrawal of ASCAP music from the air; of criminal suits against ASCAP by the Dept. of Justice; of consent decrees accepted both by ASCAP and BMI; of the St. Louis nightmare a year ago; and finally of the truce that brought ASCAP music back on the air, with the combined cost of ASCAP and BMI licenses some 30% less than that of ASCAP alone in 1940.

There are other music problems, to be sure. The mushrooming of the "payola" racket, of bribing performances over sustaining programs, must be checked. Some stations are still having trouble with union musicians. And a war looms up when selected department store music is taken away.

Cleveland probably will go down as radio's first convention without a copyright crisis. It was simply wonderful!
WEBLEY ELGIN EDWARDS

On the morning of Dec. 7, 1941, the citizens of Honolulu were electrified to hear a voice calm and clear, but fighting mad, come on the air with these words:

"Ladies and Gentlemen, we ask you to be calm and listen carefully. This island, Oahu, is under attack by enemy planes. The Rising Sun has been seen on the wings of these planes and we believe them to be Japanese. We will keep you advised. Stay under cover, keep off the streets, do not use the telephone; telephone facilities are needed for other very important matters. All automobiles get off the highways immediately. We are not asking you to do these things, we are telling you.

"Some of you people think this is a maneuver. This is no maneuver. This is the real McCoy. "Keep calm, and do as you are told to do. Thank you."

Thereafter, all through that hectic Sunday morning, that voice was on the air, summoning Army and Navy personnel to their posts, calling for reserve police, firemen and medical workers, asking for volunteer blood donors, trucks for emergency ambulances—until the station went off the air long toward noon for safety measures, and stayed off for a full week.

The voice belonged to Webley Elgin Edwards, station manager of KGMB, Honolulu, and vice-president of the Hawaiian Broadcasting System Ltd., which operates both KGMB and KHBC in Hilo.

It was typical of the man that his history-making announcement, even while bombers were dropping their lethal eggs, should have started with "Ladies and Gentlemen," and wound up with "Thank you." He has been using those terms in radio for more than 15 years. He is ingrained.

It was typical of him that he should have said "This is the real McCoy." People later said that one phrase convinced them, more than anything else, that it was a real attack and not another of the many maneuvers that Honolulu was always having before the war.

Web Edwards started his radio career as a sports announcer, and he still knows the value of the pugnent, punchy phrase.

He started in radio in 1925, with news broadcasts over KOAC, Corvallis, Ore., later doing sports over KGW, Portland. In 1928 he went to Honolulu to play semi-pro football with the Honolulu town team. He got back into radio there. He returned to the mainland for part of one year, 1934, and did a series of football broadcasts over KNX, Los Angeles. He came back to Honolulu in 1934 and has managed KGMB ever since. In 1935 he originated the Hawaii Calls broadcasts over CBS and emceed that program over CBS and MBS until the war forced it off the air. He is now a sales executive of the company's present president, Edwards worked long hours to bring a small station up from nowhere to its present potent position in the Hawaiian Islands. From two rooms atop a downtown building, he has seen it grow to its present location in a modern air-conditioned building, designed for radio and equipped with the latest modern broadcasting equipment, and manned by a staff of 40.

Webley Edwards was born in Corvallis, Nov. 11, 1902, son of a college professor who later became an industrial chemist. He spent the first 20 years of his life in California, living in San Luis Obispo, San Jose and Berkeley.

He returned to Oregon for his senior high school year in his old hometown of Corvallis and went on to Oregon State College for four years, where he played football, was associate editor of his school newspaper, news correspondent for the Portland Oregon Journal and the Seattle Times.

During his last two years in college he helped Wallace Kad- derly, now radio chief in the Department of Agriculture in Wash- ington, run the college radio station, KOC. At the same time he kept up his writing and for a year after college he stayed on as back- up member of the football team under Paul Schisler.

Today Web Edwards is one of the busiest men in Honolulu. He is not only station manager of KGMB, but also President. But Webley Worrall directs the policies of KHBC, Hilo, where Al Green is resident manager. He is the CBS war correspondent from Hawaii, while he is also an officer of the National Lutheran Rescue Association which he organized. He also conducts a five-a-week local radio news commentary, full of salty philosophy and clear-cut background of the "news behind the news."

With all this he finds time to be a reserve officer in the home town of Honolulu police, serving with no pay, but going on an active beat one night each week in his radio-equipped car.

Running a radio station in Hawaii is no bed of roses these days but amazingly, KGMB has kept its local and national business pretty well intact. As Edwards puts it, "It takes a lot of letter-writing, calling and squawking to convince radio advertisers that radio is still going strong in the Islands."

It's long hours and hard work for Web Edwards these days, but he seems to thrive on it. As he puts it, "I like to keep working hard and it is interesting to see how much harder we are working now than we were a few months ago."

ADRIAN MURPHY, executive direc- tor of the television department of CBS, resigned last week to become a first lieutenant in the Signal Corps. With CBS since 1935, Mr. Murphy was formerly manager of television operations. Leonard Hole, who holds that position at CBS, will succeed Mr. Murphy.

FRANK J. REED Jr., assistant sales manager of WBC, starts active duty as a first lieutenant in the Ord- nance Corps, May 25.

JOSEPH E. KELLER, radio at- torney associated with the firm of Kellner & Wainwright, has been appointed consultant on state barriers for the Office of Civilian Transporta- tion. It was said he will handle prob- lems affecting the interstate movement of petroleum and other liquids needed in the war effort.

M. TILFORD JONES, chief owner of NXY2, Houston, has been appointed to the Sales Promotion Committee of the National Telephone Company. He has been president of the Telephone Sales Promotion Committee for the last two years.

MARC CHACON, salesman of WPBF, Syracuse, has been made a consultant to the Sales Promotion Committee of the National Telephone Company.

ROBERT O. REYNOLDS, manager of KMPO, Beverly Hills, Cal., is the father of an 8 1/2-lb. boy born May 4.

T. R. PUTNAM, commercial manager of WVOY, New York, has been made a consultant to the Sales Promotion Committee of the National Telephone Company.

H. RUSSELL HOLT, manager of WOLS, Florence, S. C., is the father of a baby girl.

ORMA F. MATHEW, salesman of WPFB, Indianapolis, leaves May 18 for Officers' Training School.

LAWRENCE J. HUBBARD has been named deputy manager of Crosley Inc., New York and Princeton, N. J.

Jackson Heads WBOB

GEORGE JACKSON, who has been named manager of WBOB, Terre Haute, replacing Martin L. Leich, who has been on an assign- ment, Leich is presently stationed in Washington in the communica- tions branch.
MEET THE LADIES

FRANCES FARMER WILDER

RICH AND VARIED is the experience Frances Farmer Wilder brings to her position as CBS Pacific Coast network educational director, California born, and a graduate of the U of California, she spent seven years in the Orient with her husband who mastered the Chinese and French languages. Upon her return to New York she started a career that began to roll radiowards.

It was Mrs. Wilder who organized the Courier Service, a guide service for visitors in that city which is still successfully operating. She carried on similar activity for the Rockefeller Institute in 1934, and then in 1938 went to CBS Hollywood where her faculty for organization was utilized.

Before assuming her present post, she was CBS Hollywood personnel director, a position she still fills. Always intensely interested in education, Mrs. Wilder has taken special work at Columbia U and the U of Chicago, and currently produces a weekly half-hour educational program, What’s It All About? on CBS Pacific Coast stations.

LOU KEMPNER, announcer for Brush Creek Pollies and Down Brush Creek Way on KMBZ, Kansas City, Kansas, is to join the Marine’s June 1. Ray Young, announcer, has been inducted into the Army. Fred Scott has joined the KMBC announcing staff.

HILL MALONE, formerly of WLW, Cincinnati, has joined the promotion department of WNOO-WGQ, Fort Wayne. Other staff additions include Don Rose, formerly of WOSH, Oakland, Calif., announcer, and Elaine Himes, auditing office.

KENNETH PETTUS, formerly continuity and news writer of KGW and the Portland Ledger, Portland, Ore., and Victor Reed, former press association correspondent of the U of Michigan, have joined the special events department of NBC-Chicago.

LARRY WALLACE, free lance announcer, who handles all programs of the Treasury Department, replaces Andre Brach as announcer of the American Melody Hour, CBS program by Bayer Co., New York, for Bayer Anpria.

RADCLIFFE HALL, NBC announcer and newscaster, is the father of a baby girl.

JOHN DUNHAM, formerly of KMOX, St. Louis, has joined the announce staff of WBMB, Chicago.

JOHN B. HUGHES, Hollywood news analyst of Mutual-Don Lee network, continuing regular broadcasts, on May 18 started a six-week lecture tour.

NATHAN SCOTT, Hollywood Blue musical director, and Marjorie Wright, production manager, were married May 9 at Las Vegas, Nev.

DAVID KENT, program manager and chief announcer of WAIQ, Wilmington, Del., resigned to join WDBJ, Roanoke, Va.

MARTIN WEINSTEIN, publicity director of WHN, New York, plans to resume radio script writing in Hollywood.

JACK M. MOREY, treasurer of WNLJ, New London, Conn., is to resign shortly to enter the Army.

WILLIAM FARRIS, former chief announcer of WKBX, Brooklyn, has been named program director of WOPH, Boston.

MAURICE HAZAN, formerly an announcer at KGRT, Long Beach, Calif., has joined the Inter-American Affinities division of the Office of Emergency Management. He has been assigned to handle news copy on the news program voice from San Francisco.

PAUL DOUGLAS has been appointed official Hollywood announcer on the weekly War Production Board shortwave program, Command Performance.

DAVID STARLING, announcer at KFI-KOCA, Los Angeles, has resigned to join the Army. Nelson McIntosh has joined the staff of summer vacation relief. He was formerly announcer of KDYL, Salt Lake City.

CAROLYN CARO, recently announced program director of KGJF, Los Angeles.

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THURSDAY, May 18, 1942

BARUCH AND ALLAN JOIN Radio Section of Army

ANNOUNCER Andre Baruch, freelance, and James Allan, assistant manager of WFIL, Philadelphia, will leave their civilian work shortly to receive commissions as first lieutenants in the Army, according to Lee Chadwick, chief, radio section, Office of the Quartermaster General. Each will be attached to the Quartermaster Corps and assigned to duty in the Public Relations branch office of the Quartermaster General in Washington.

The addition of Baruch and Allan will bring to five the total of radio men in this branch, which is headed by John S. Hayes, formerly assistant program director of WOR, New York. Lee Chadwick is chief of the radio section and Ben Miller, formerly with Young & Rubicam, New York, is doing liaison radio work with the field.

WIND Staff Changes

RECENT personal additions to WIND, Gary, Ind., are Hudson Marhoff, engineer, formerly of the credit manager of Montgomery Ward & Co., Chicago, and to that an engineer of WBBM, Chicago; John Connors, formerly network newscaster and announcer of Chicago and New York, and Harvey Cary, formerly of KOIL, Omaha.

WOR Staff Changes

WOR, New York, announces several changes in personnel. Helen Dunlop, of the publicity department has joined the OEM in California, and is replaced by Virginia Cornish, formerly of the station's engineering office. Elaine Aberlin joins the program department, succeeding Jane Aberlin, who has resigned due to illness. Torry Frazer has joined the announcing staff, while Joe Riley, temporarily production supervisor, has returned to the announcing and production staff. Charles Gorden is now production supervisor. William Taylor, formerly with the announcing staff, has joined the engineering department, replacing Dan Ehrenreich, now in the U.S. Signal Corps.

Hill Joins CBS

FRANK ERNEST HILL, writer and lecturer on adult education, literature and radio, and for the last five years field representative of the American Assn. for Public Educa- tion, has joined the staff of CBS' education department, where he will write and act as moderator and narrator on the Friday current events program of School of the Air of the Americas. Hill conducted a survey for the Federal Radio Education Committee which resulted in the publication Radio's Listening Group in 1941. He has been active in journalism and publishing.

WMCA Post to Carley

WILLIAM F. CARLEY, formerly director of promotion and publicity of WMCA, Charlotte, has been appointed sales promotion manager of WMCA, succeeding Maxwell Dane, now an account executive in the stations sales division. Carley was at one time in charge of promotion for all managed and operated NBC stations in New York, and was joined with J. Walter Thompson Co., San Francisco, and Addison Vars, Buffalo. In addition, he has been advertising manager for the Fabric Division of DuPont, Wilmington, Del., and editor of the house organs of Tide Water Oil Co., New York.

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War and Spot
(Continued from page 28)

in the same proportion as other forms of national advertising, mainly because of its flexibility. In fact, it is thought the business will hold up moderately well despite freezing.

Q—What is the forecast for the balance of the year in national spot business?
A—It is felt that since the bulk of spot business is in the food, drug and cosmetics fields, the outlook for the rest of the year is optimistic because these advertisers more and more are invading new markets that they have not adequately covered before.

Q—Is the trend toward announcements or programs in the national spot field?
A—The trend is toward announcements rather than programs, with about 60% of the 1942 spot business to date consisting of spot announcements. Emphasis is being placed more and more on the one-minute spot with dramatized transcriptions and jingles getting the biggest play at this time.

Q—Is the trend toward minute spots or chain breaks?
A—Chain breaks are heavily requested, but in view of the popularity of this type of announcement it is impossible to submit many availabilities at the present. Minute spots now are being heavily emphasized.

Q—Is it effective for a station manager to call on New York and Chicago and other major center timebuyers?
A—The sales manager should come to major centers at least twice a year to get better acquainted with the agency men and their problems.

Across the Desk

Q—Should the sales manager call on the agencies alone, or should he represent the representative?
A—He should always go with the representative, who naturally can pick up new individual station selling ideas from the sales manager's point of view.

Q—Are station representatives able to counsel with the agency, timebuyer or account executive in the planning of a campaign?
A—The larger agencies, with their extensive market research and experienced radio men, do not often ask the representative's advice in the planning of a campaign. They merely receive the representative's story to assist them in selecting these markets. On the other hand, the smaller agencies often ask for assistance.

Q—Some agencies are demanding that stations advise them when program adjacencies are changed from the original purchase. Should this be the station's function or the representative's function?
A—It is a clear responsibility of the station to report to its rep on such matters, so that the rep can keep the agency informed daily.

Q—Should all correspondence with agencies and advertisers, no matter how trivial, clear through the representative?
A—By all means—either directly or through carbon copies of such correspondence. This should be kept up to date and the rep should not receive letters on such actions weeks after the correspondence period.

Errors of Omission

Q—How should errors of omission be transmitted to the advertiser?
A—The representative should be immediately advised on any omissions. He then can advise the agency or advertiser at once as to the reason. If the station manager deals directly with the agency, there is bound to be a certain amount of confusion which might eventually jeopardize the account.

Q—What is usually the policy on demands made by agencies for complete lineups of daily availabilities with reference to holding these for sales, subject to the client's okay?
A—It is unfair to the rep and the station to hold any time subject to the client's decision. The consensus is to offer the availability on a "first come, first served" basis.

Q—When is a package price justified?
A—There is a very definite place for package prices, it is generally considered, particularly when there is a service angle involved, providing the price is given to all advertisers. There are other angles, of course, which time does not permit us to take up. The rate card absolutely must be adhered to.

The Direct Field

Q—What do national reps do with respect to soliciting advertisers who do not have agencies?
A—A very small percentage of the national rep's time is spent on this problem. Those advertisers not having agencies nowadays present a credit problem, and since the bulk of national spot is placed through agencies, it is not considered a good business policy to devote much time to the direct field.

Q—What are some of the glaring weaknesses of information omitted by station managers to the rep?
A—Lack of audience information, failure to submit local shows and their local popularities, failure of traffic managers to present a clear picture of availabilities. Often the local show has a higher rating than a national network show, but the rep will not know this unless the sales manager advises accordingly.

ZEIMER IS INJURED
IN AUTO ACCIDENT

GREGOR ZEIMER, European news analyst of WLW, Cincinnati, was critically injured May 18 when his automobile collided with another car on the road between Hamilton and Cincinnati. Before crashing into Zeimer's car the machine, which caused the accident, sideswiped the auto of Dave Conlon, WLW engineer, who was driving his own car just ahead of Zeimer's.

Zeimer is reported to have suffered a compound fracture of his lower jaw and possible basal skull fracture, in addition to numerous cuts and bruises. His car was demolished. Conlon was severely cut and bruised. The left side of his auto was torn away.

The two were returning to Cincinnati after Zeimer had delivered a lecture at Portland, Ind. His regular newscast also originated from there that evening. Eight months ago Zeimer joined the WLW staff. Previously he had been head of the American School in Berlin for 11 years, until war broke out. He is the author of "Education for Death," which describes life in Germany under Nazi rule.

BEN HADFIELD, Yankee Network announcer, was awarded the honorary degree of Doctor of the Art of Oratory recently at the 42nd commencement exercises at the Staley College of the Spoken Word.
EDWARD LASKER, former vice-president and general manager of Leo & Thomas, New York, who has had a civilian post as special assistant to the Secretary of the Navy, has been commissioned a lieutenant junior grade, in the Navy and will remain on the Secretary's staff in that capacity.

EDWARD F. HUDSON, formerly vice-president of Benton & Bowles, New York, has resigned as chief operating officer of that agency, since 1931 handling the Best Foods and Dr. Pepper Bottling Co. account, has joined Toerres Inc., New York, as a vice-president.

I. H. MacKENZIE, former spacebuyer on advertising account of Sterling Getchell, Detroit, has joined Bold & Co., New York, to handle the Procter & Gamble Co. accounts. Agency places advertising for Lava soap and on July 1 will take over promotion for Teel liquid dentifrice.

MOSER & COTINS, New York, herefore a branch office of Moser & Cotins, Utica, has been incorporated as an independent and separate company to be known as Moser & Cotins, New York City Corp., with offices at 420 Lexington Ave. It continues its affiliation, however, with the Utica agency.

HUDSON ADV., New York, has moved to 21 West St., near Liberty St. Phone is Rector 2-0337.

ROBERT KORETZ, copywriter of Lord & Thomas, Chicago, for 13 years has been in charge of handling and advertising departments of the Chicago Todd & Montgomery Ward & Co., Chicago, has been elected vice-president of the agency in Chicago.

JOHN COHAN, production manager for Smith & Bull Adv., has returned to Los Angeles after several weeks in Washington.

RAYMOND B. MORGAN has returned to Hollywood after Washington conferences. Mr. Morgan is an OEM radio executive.

Strubing and Dyckhoff

Given Posts at Compton

IN A REALIGNMENT of executive positions at Compton Adv., New York, Mr. Strubing, executive, has been named a vice-president of the agency. Felix H. Bier, assistant general manager, has been named secretary, duties formerly handled by Leonard T. Bush, vice-president and treasurer, who recently returned to his desk after an illness.

Frederick Bell, former actor, writer, announcer and director, has joined Compton as a program supervisor, succeeding Walter Gorman, resigned as secretary to John E. McMullen, vice-president and radio director, is Kay Tansey, former secretary to Actress Helen Menken. She succeeds Velma Steele, resigned. Other changes are due to take place in the next few weeks in the program supervisory division of the agency's radio department.

Cory Joins F & P

JOHN A. CORY, formerly president of Kalva Vendors, Chicago manufacturer, has been named manager of the Chicago office of Free & Peters and Wright-Sonoxon as a managerial assistant. Prior to organizing the Chicago Co. in 1919, Mr. Cory was in the banking and investment business in Chicago for 14 years. He is a graduate of Phillips Andover Academy and the U. of Wisconsin.

SCHIFF'S SHOES SHIFT TO RADIO

Chain Store Starts by Using 15 Spots

Daily With Excellent Results

By ROBERT WASDON
Sales Manager
WGKV, Charleston, W. Va.

“SHIFT to Schiff's for shoes and savings” is the slogan selected for the most effective advertising campaign ever used in any media by the chain store.

The entire campaign was conceived and produced by many hands. Hyman Winzimer, manager of Schiff's Super Shoe Store on Washington St., New York, who recently decided that the company officials expected this store to be just another ordi-

nary producer in advertising, has taken over promotion in five States. Many factors which usually are necessary to operate a shoe store profitably were lacking.

Schiff's has a poor location on the lower end of one of Charleston’s business districts. It is really “off the beaten path.” Mr. Winzimer was aware of this. The first day he took over he telephoned the store and asked that a representative be sent down to discuss advertising plans.

15 Spots a Day

We scheduled 15 announcements a day for 30 days. When we started the schedule Winzimer worked on the theory that if the advertis-

ing was to be effective it must domi-

nate the medium being used. Fif-

teen announcements dominated WGKV's spot schedule.

After a brief conference it was decided that the theme of the copy would be savings, which tied in perfectly with the low price of the store, which is out of the high-rent business district.

The slogan Shift to Schiff's for shoes and savings was selected to carry the body of the message since 35-word announcements were being used. Every spot had this slogan on it, the closing line. We were very careful not to use flow-

ery expressions. No excessive claims were made.

Before the first piece of copy was written, Mr. Winzimer instructed us that only the latest styles, the most desirable merchandise would be advertised. Prices were never mentioned. The wisdom of his deci-

sion to conduct the advertising on this basis is reflected in the fact that more than 18,000 pairs of shoes were sold on the first day. Schiff's Super Shoe Market! That's a lot of shoe sales.

Another factor in the success of this campaign, Mr. Winzimer says, is that the advertising was kept on a consistent schedule, and that the slogan was used in every announce-

ment.

Mr. Winzimer summarizes the story in this manner: “We decided upon our advertising policy before our store was opened in Charleston, and we ad-

hanced we didn't make any exaggerated claims, and we were most careful to figure each new spot. We took advantage of our unfavor-

able location by featuring savings due to our being situated in the low rent district.

That should be proof enough to other shoe merchants.

Of course, we modified our announce-

ments a day after the first尝

ments. We have found that this is a valuable representation, for not once have we failed to get results when one particular style or type shoe was featured.”

JOHNS HONORED

IN HONOR of his 50th year in the advertising business William H. Johns, chairman of the board of BBDO, New York, and president and one of the three founders of the A's, was guest of honor May 14 at a luncheon at the Hotel Roosevelt, New York. Mr. Johns first entered advertising in 1892 with the George Batten Co., where he later served as both vice-presi-

dent and president. When that agency merged with Barton, Dur-


Stine & Osborne to form BBDO, Mr. Johns became president, a position he held until 1938.

ROYAL SCARLET SPOTS

R. C. WILLIAMS, New York, is currently running a two-weeks sales campaign on New York stations on behalf of Royal Scarlet Food Products. In addition to spot an-

nouncements on WOR, WJZ and WEAF, the company sponsors Zan's of Beverly Hills and Zan's Gang seven times weekly on WNEW, and Odd Side of the News thrice-weekly on WABC. Campaign started May 14. Alley & Richards, New York, han-

dles the account.

BROADCASTING 

Broadcast Advertising
GRAHAM McNAMEE, 53, veteran radio announcer, m.c., sports and newsreel commentator, died May 9 in St. Luke's Hospital, New York. He had a brain embolism following a heart ailment of six months duration. Despite this, Mr. McNamee had continued his radio commitments, and was last heard as announcer April 24 on Elsa Maxwell's Party Line program on the BLUE.

One of the first radio announcers, McNamee joined WEAF, New York, in 1920 as an announcer-singer. His first big assignment was coverage of the Democratic National Convention in the old Madison Square Garden in 1924, a kind of broadcasting requiring continuous ad-libbing, at which he later became famous. He then pioneered in sports announcing and became versatile enough to cover as many as 10 different sports broadcasts at a moment's notice. Among the "larger" moments in American sports which he covered for radio are the "long count" of the Dempsey-Tunney fight in 1927; Babe Ruth's early days in the World Series games; Earle Sanders' third Kentucky Derby victory in 1930; Glenn Cunningham's record-breaking mile at Princeton in 1934; and numerous high points in football games between the major colleges and universities.

In the early 1930's when variety shows became popular on the air, McNamee appeared as m.c. on many of NBC's commercial programs, including the Texaco show with Ed Wynn, the Rudy Vallee show for Standard Brands, Voo Poo, and most recently he had been handling the sustaining show Behind the Mike on NBC since its inception in September 1940 and the Elsa Maxwell program for Ralston-Purina Co., St. Louis.


Funeral services were held May 12 at the Funeral Church in New York, with seven of his former radio associates as honorary pallbearers. They included Phillips Carlin, BLUE vice-president in charge of programs; Leslie Joy, manager of KYW, Philadelphia; Samuel Ross, secretary of National Concerts and Artists Corp.; G. W. Johnstone, director of news and special events of the BLUE; Thomas Cowan, announcer of WEAF's New York Municipal Station; Milton Cross, BLUE announcer, and Tom Manning, sports announcer of WATAM, Cleveland.

**SPECIAL CLAPPER TALKS**

RAYMOND CLAPPER, Washington columnist, who recently returned from India and China, is conducting a special series of news commentaries on the BLUE May 15, 22 and 29 at 9:45 p.m. These talks are in addition to his regular Sunday evening broadcasts on the BLUE at the same hour.

**WINS Rebroadcasts**

WINS, New York, has inaugurated the policy of rebroadcasting commercial shows: First program to be heard regularly under the new plan is Jack Dempsey's "All-Sports Quiz," sponsored by Piel Bros., Brooklyn (Piel's Beer) on WOR, N. Y., 8:30-9 p.m.; Saturday. WINS will rebroadcast the show with the same sponsor, every Wednesday, 7:30-8 p.m. Plays are under way to fill the 7:30 strip straight across the board with repeats. Piel agency is Sherman K. Ellis & Co., New York.

**Kits for Soldiers**

BUDDY KITS are furnished conveyancingsoldiers of the Hospital, Ayr, Mass., through The Music Box, on WTAG, Worcester. Requests are made on the program for books, records, cigarettes and incidentals to help fill a "bundle for a buddy."

**MR. RADIO IS DEAD**

(From the Cleveland Plain Dealer, May 11)

THE HEARTY GREETING—"How do you do, ladies and gentlemen of the radio audience; this is Graham McNamee speaking"—has been heard for the last time. The owner of the best-known voice in America during the short panta era of broadcasting is dead, and news of his passing will bring to millions of Americans a moment of nostalgia for the days when radio was taking its first breathless look at the American scene and reporting what it saw in a tone of open-mouthed excitement.

In those days, Graham McNamee was Mr. Radio himself. No event of national importance was complete until the voice of the race by Graham. He gave most Americans their first intimate glimpse of national political conventions, of presidential inaugurations, of world series and big-time football games and of world's champion prize fights. It did not matter that McNamee knew little more about the technicalities of what he reported than those who listened to him. The news was not to interpret but to transmit ebullition from the ring side and the bleachers to the fireside and the corner store. He made "He's down, he's up, no he's down!" a national phrase. He described a 70-yard run or a three-bagger with the single word: "Whew!"

That was before the days of the expert, when the radio public began to demand to know what was happening on the five-yard-line instead of the grand stand's emotions. After the expert arrived, Graham McNamee became just another announcer.

We are glad radio and the radio audience have put on long pants and gained something of adult sophistication, but we wouldn't want to have missed the Graham McNamee period of radio any more than we would want to have skipped over our own childhood.
NAI to Continue
(Continued from page 20)

and operated stations and non-net-loc al areas were excluded. Does will be in atural maximum of 2,500 per hour, or four times the highest quarter rate, whichever is larger, and a maximum of $1,000 per year.

Paul D. P. S. Spearman, Washing- ton attorney and former general counsel of the FCC was appointed general counsel for NAI.

The new executive head, prob- ably to be known as general man- ager, will be paid $12,000 to $15,000 a year, it was stated. The ap- pointment will be announced shortly, according to Mr. Pulliam. Headquarters will be in Washington. A publicity director also will be named, and it is presumed a bulletin will be issued to members.

The NAI board met Sunday, May 10, in preparatory to the station meeting. In addition to President Pulliam, other members present included Hubert Taft, WKRC, Cincinnati, vice-president; William J. Scripps, WWJ, Detroit, secre- tary, and an NBC director; Ed Crane, KGIR, Butler; BLUE directors Ronald Woodward, WING, Dayton, and H. J. Brennen, KVQ, Pittsburgh; CBS directors Hoyt Wooten, WREC, Memphis, John A. Kennedy, WCHS, Charleston, and Edward Bill, WMDB, Peoria; MBS directors Donald Davis, WHU, Kansas City, and Leonard H. Kap- ner, WCAE, Pittsburgh. Maj. Luther H. Hill, KSO-KRTN, Des Moines, also a BLUE director, was absent because of his active Army duty in Florida.

Mr. Crane had announced he would not attend the Cleveland convention of the NAB (BROADCASTING, May 11). He came to Cleveland for the NAI sessions, and left for Washington Tuesday night.

... CONSIDERABLE stir was caused among conventionees with the dis- patch of a telegram by William J. Scripps, WWJ, Detroit, secretary of NAI, calling the meeting, and informing that local and regional stations are faced with enforced silence as a war measure. The telegram read:

"If you are interested in keep- ing your station on the air as a community broadcast service and preventing adoption of the pro- postal to have all except clear chan- nel stations silenced for the dura- tion of the war, and if you are in- terested in cooperating to prevent Musicians Union from using your network contract to force you to accept musicians' contract, don't fail to attend special network affiliates meeting in the Advertising Clubroom, second floor, Statler, at 4 p.m., Tuesday. This is more important to your station than any other meeting being held Tuesday."

The allegation that any proposal had been made by clear channel stations to take over the entire war broadcasting job promptly was denied by broadcasters in this group. The Clear Channel Broad- casting Service, through Victor Sholis, its director, said there was no factual basis whatever for the allegation.

TED HUSING, CBS sportscaster, will cover the three remaining major state horse races at Belmont Park, CBS continues.

May 11, 30, and June 7 on CBS.

KIRBY AND MASON
CITE WAR ANGLES

By Lt. Col. Edward M. Kirby, chief of the radio branch, Bureau of Public Relations, War Department, and B. Mason, as- sistant to the Secretary of Navy; Glen Bannerman, president of the Canadian Assn. of Broadcasters featured a day-long program of listener activity at the NAB con- vergence in Cleveland last Wed- nesday.

Lt. Col. Kirby spoke on the ser- vice that radio is rendering the Army, while Mr. Mason talked on the Navy at home and abroad. Mr. Bannerman's address gave a picture of how wartime radio is func- tioning in Canada.

Other speakers included Earl J. Glade, KSL, Salt Lake City, speaking on the broadcasters' code; Dr. I. Keith Tyler, director of the Evaluation of School Broadcasts, Ohio State U.; Dr. Wm. G. Cal- lis, U of London; Dorothy Lewis, coordinator of listener activities, NAB. The program was prefaced by a breakfast round- table discussion on the part wom- en's radio programs can play in war work, with Jane Weaver, of WTAM, Cleveland, presid- ing.

INVESTMENT house sponsorship of Music Lovers' Hour, full-hour of rec- orded classical music on WQRF, Chi- cago, every week night, started May 11 when Strauss Securities Co., Chicago replaced the Service Drug Stores as sponsor. The program was judged "best local program" last year by the Chi- cago Federated Advertising Club.
The Business of Broadcasting

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**STATION ACCOUNTS**

**ap—studio programs**

**t—transcription**

**sa—announcements**

**sa—transcription announcements**

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**WLC, Cincinnati**

Norwich Pharmacal Co., Norwich, Conn. (Pepito Bimbo), 7% weekly, 18 weeks, thru Lawrence Ad Agencies, Inc., N. Y.

A. C. Staley Mfr. Co., Decatur, Ill. (sugar & starch), 5% weekly, 52 weeks, thru Backstretcher-Dittrum, Chicago.


MacFadden Publications (True Story), 8% thru Arthur Rubner Agency, N. Y.

Simonis Co., Chicago (Liquid Simonis Cleaner), 3% weekly, 12 weeks, thru George H. Hartman Co., Chicago.


Dr. Estes & Carpenter (syrup), 5% weekly, thru N. W. Ayer & Son, N. Y.

**WQXR, New York**

Fels & Co., Philadelphia (Fels-Naphtha soap and chips), 7% and 12%, 52 weeks, thru Backstretcher-Dittrum, Chicago.


Bloomdale Bros., New York (department store), 5% weekly, 52 weeks, direct.

A. N. Y. Co., Los Angeles (dairies and vegetables), 16% weekly, 3 weeks, thru Paris Ad Agency, Chicago.


W. M. Barre, Pa. (furniture), 6% weekly, thru Maloney-Harward Adv., Chicago.

**WBBM, Chicago**


Chicago Sun, Chicago (Penman's Adv.), 6% weekly, thru MacFarland-Avery & Co., Chicago.

Burgess Battery Co., Chicago, as weekly, 13 weeks, thru Duane Whamaker Adv., Chicago.


**WENR, Chicago**

Kellogg Co., Battle Creek (Cornflakes), 5% weekly, 22 weeks, thru J. Walter Thompson Co., Chicago.

Procter & Gamble Co., Cincinnati (Dugan), 5% weekly, 22 weeks, thru Blaine Thompson Co., Cincinnati.

Island Mills, Des Moines (Certainty flour), 5% weekly, thru Son de Reger & Brown, Des Moines.

Procter & Gamble Co., Cincinnati (Oxydol), 5% weekly, 261 times, thru Black- drought-Humphrey, Chicago.

Ponst & Gallagher, Omaha (Beanut Coffee), 1% weekly, 52 weeks, thru Buchanan-Thomas Adv. Agency, Omaha.

**CFCO, Chatham, Ont.**

Martin Senour Company Ltd. (paints), 52% thru J. G. Williams Ltd., Toronto.

Wartime Prices & Trade Board (simplified practices division), 12% thru MacLaren Advertising Company Ltd., Toronto.

Canadian Co-operative Wood Growers Ltd. (Lylewood), 1%, thru J. W. & Rambold & Co., Toronto.


Brodmann Henderson Ltd. (paints), 26% thru Stanfield & Blakie, Montreal.

Imperial Tobacco Co. Montreal (Winston cigarettes), 5% daily, thru Whitehall Broadcasting Ltd., Montreal.

**KFDY, Los Angeles**

Colonial Drug Co., Los Angeles (cigarettes), 6% weekly, thru Glasser & Waters, Los Angeles.


**KFI, Los Angeles**

National Funding Corp., Los Angeles (finance), 2% weekly, thru Smith & Bull Adv., Los Angeles.

Foreman & Clark, Los Angeles (chain clothing), 6% weekly, thru Haloford, Constantine & Gardner, Los Angeles.

Boots & Barkley (children's books), 5% weekly, thru Presco, Fine & Presco Agencies Co., Omaha, Nebrasca.

Lahn & Fink Products Co., New York (Castrol, Pennzoil), 5% weekly, thru Wm. Esty & Co. N. Y.

**WABC, New York**

R. C. Williams & Co., New York (Royal Shave Creams), 5% weekly, thru Rich & Richards Co., N. Y.

Penn Tobacco Co., Wilkes-Barre, Pa. (Jupe Cigarettes and Willoughby Taylor tobacco), 3% weekly, thru H. M. Kiesewetter Adv., N. Y.

Select Theaters Corp., New York (Har- lem Cavalcade) and "Keep 'Em Laugh- ing"), 4% weekly, thru Blaine Thomp- son Co. Chicago.

**WMAQ, Chicago**

Kellogg Co., Battle Creek (Cornflakes), 5% weekly, 22 weeks, thru J. Walter Thompson Co., Chicago.

Procter & Gamble Co., Cincinnati (Lava soap), 16% weekly, 48 weeks, thru Glasser & Waters, Cincinnati.

American Cigarette & Cigar Co., New York (Mail Order), 26% thru Butterfield & Ryan, N. Y.

Chicago Sun, Chicago, 12% thru MacFar- land-Avery & Co., Chicago.

Great Atlantic & Pacific Tea Co., New York, 9% thru Paris & Peart, N. Y.

**KPS, Pasadena, Cal.**

Saflax Stores, Oakland, Cal. (fresh vegetables), 24% weekly, thru J. Walter Thompson Co., San Francisco.

Lyon & Storage Co., Los Angeles (storage, moving, used furniture), 5% weekly, thru BIBO, Hollywood.

**WJZ, New York**

American Cigarette & Cigar Co., New York (Mail Order cigarettes), 26% weekly, thru Ruthless & Ryan, N. Y.

**WINS, New York**

Roma Wine Co., Fresno, Cal. 5% weekly, 42 weeks, thru McCann-Erickson, N. Y.

**Sponsors for Lewis**

**FEDERAL SAVINGS & LOAN Institute, Los Angeles**, on May 19 starts for 52 weeks sponsoring the "Lewis" commentary, air to Lewis Jr., on KHJ, that city, Tues- day, Thursday, 4-4:15 p.m. (PWT), and in a 13-week campaign ending July 24 is spon- sored, through the Associated Broa- dcasting Co., Los Angeles, in association with Los Angeles, the Los Angeles Asso- ciated Dental Supply Co., San Francisco (Painless Parker tooth powder), and Whitehall Broadcasting Ltd., Montreal.

**Last Week**

**Watlton Lewis Jr. was on the air the second time in five years being hospitalized by a car- buncle on his chin. Lewis was expected to return to the air this week.**

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**Time Limit Placed By AFM on Discs**

**REVISING its rules for recordings, the American Federation of Musicians has included in its new instructions to members a limitation on the playing time of phonograph records.**

Formerly the musicians were told how many records they could make during a regular three-hour session now they are not only told that they can make four 10-inch or three 12-inch discs in that time but that the playing time of a 10- inch record shall not exceed 3½ minutes and a 12-inch shall not exceed 5 minutes.

**Time-Cutting Expected**

These time limitations are more than ample for the usual phonograph record, it was stated at AFM national headquarters in New York. Reason for the new rule was explained by the union's use of modern fine-cutting equipment such as is used for transcriptions to put two or three tunes on one side of a record, which might then have a playing time of as long as 15 or 20 minutes.

No recording company has made any such attempt, but the shortage in shellac available for recording makes it a distinct possibility, hence the AFM's prohibitory action.

**Base rate of $30 a man for a three-hour session remains unchanged, but the overtime payment was altered from a charge of $7.50 for each 10-inch side or $10 for each 12-inch side cut after the three hours was over to a straight double-time-for-overtime basis of $10 a half-hour.**

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**Labor Relations Issues Discussed at Convention**

**LABOR PROBLEMS were given an airing at three NAB round- table parleys at the Cleveland convention.**

At a labor session Monday, Lawler, Wimbly, business repre- sentative of the Associated Broad- casting Technicians Unit of the Inter- national Brotherhood of Electrical Workers, answered questions and explained the policy of the union in regard to women operators, who are being admitted into the union in some cities. The union stipulates that the women technicians be discontinuing their work six months after the U. S. wins the war.

On Tuesday morning a breakfast meeting discussed wages and hours, an exchanged views and on the best methods of keeping overtime records. The shortage of technicians was also discussed. Small stations stated they had lost more tech- nicians to stations in large cities than to technicians. The present drive of the American News- paper Guild to organize horizont- ally all radio station personnel un- successfully was also mentioned. On the following morn- ing individual experiences on collective bargaining were exchanged.
Nuts to Blue

BIG BLUE elephant starring in BLUE's current institutional ad campaign, received a suitable development last week in the form of a large peanut (cardboard) containing a generous helping of “Planters” salted peanuts. Joseph Katz, of the Baltimore agency, sent the offer to Edgar Kobak, executive vice-president, and E. P. H. James, director of publicity, promotion and research of BLUE, for the “ad” elephant, symbol of the network’s current advertising campaign to keep “Em Remembering,” in which radio is stressed as the prime medium for advertisers to keep their products in public mind. Instructions received with Katz’s gift read, “Feed ‘em to that elephant of yours.”

CHURCH OF THE OPEN DOOR, Los Angeles, in addition to the morning hours of Sunday services, on May 18 started a five-day weekly half-hour religious program on KFAS, Pasadena. Contract is for 32 weeks, with place-through by Smith & Bull Adv., Los Angeles.

DENVER & RIO GRANDE Western Burlington is sponsoring spot announcements on KOA. Denver. Agency is Cusack Agency; account executive is B. A. McColl.

CHICAGO AIR COLLEGE, Chicago, on May 9 started Careers in Aircraft, a 15-minute weekly sound program on WZGO, Chicago. Agency is M. A. Ring Co., Chicago.

HENRY C. LYTTON & SONS, Chicago (The Hub department store), has started Hub Personalities, a quarter-hour program of piano music and commentary, Monday through Friday on WGN. Gary, Ind. Account was placed direct.

Cash Discount

(Continued from page 24)

“apologized” to the BLUE affiliates for not giving them more than five minutes notice of clearance for the new Lone Ranger program, sponsored by General Mills. He also alluded to the short time given stations for clearance of the new 15-minute Pepsi-Cole program, but said affiliates had cooperated beautifully.

Following is a list of stations and their officials represented at the meeting:


Dr. BEAUCHAMP Dental Service, Los Angeles (Southern California credit dentist), on July 1 starts sponsoring a five-weekly quarter-hour news commentary featuring Carroll Lunt on KKKD, that city. KMPC, Beverly Hills and KFLY, Los Angeles. Contracts are for 25 weeks. Firm currently sponsoring a five-weekly 15-minute newscast on KMPL, Denver; during the quarter-hour Streltin’ Tom is used six times weekly on KFAC, Los Angeles, and KMPC, with a nightly 15-minutes of recorded music on KKKD. A word from the News Service is sent out per week on KGB, San Diego, that station and KMTR, Hollywood. Placement is through Charles N. Stahl Adv. Agency, Hollywood.

FUNK JEWELRY Co., Phoenix, has started a weekly quarter hour program, Accredit on the Army, on KXV, that city. Conducted by Paul Charles Bruzzi, the series features current stories of Army life, with prizes awarded to soldiers submitting suitable stories.


BATESMITH-EMCHER & Co., Los Angeles (stocks, bonds), new to radio, on May 24 started a 15-minute weekly quarter-hour newscast on KFCA, that city. Contract is for 13 weeks. Placement is through Smith & Bull Adv. Agency, Los Angeles, has the account.

COAST CIGAR Co., San Francisco (Nativity Cigars), recently started a spot announcement campaign on four California stations, using one-minute thirty-second dramatic spots three-weekly on KJBS KQD KWD Agency is Brusacker Davis & Staff, San Francisco.

BORDEN Co. Borden-Westland Division, Chicago (dairy products), on May 25 will start a promotion campaign of John Ambrose Holbrook, newsreel, on 6 quarter-hours weekly on WGN, Chicago. Agency is Young, Rupley & Chicago.

WONDER BAKERS, Toronto, has started spot announcements six days weekly on a number of Canadian stations. Account was placed with J. J. Gibbons Ltd., Toronto.

In these difficult times, if you want to reach the largest concentration of high-income farmers at the lowest you must use WMT in Iowa.

WMT has the greatest daytime coverage, both primary and secondary, of any station in Iowa, regardless of power, and the rates—lowest in the State per listener's family.

Make extra profits by placing your selling message on WMT, The Voice of the Iowa Farmer.

Cedar Rapids - Waterloo WMT A Cowles Station Basic Columbia Network • 5000 Watts . . . 600 Kc.

Represented by the Katz Agency
Radio and Retailers Air Their Woes

Sales Managers Given Lively Jibes, But Reply in Kind

(Continued from page 15)

compete with a network program. It boils down, he said, that when you buy a radio program you buy "name", and when you buy newspaper space you buy "brains". He characterized the latter as lots cheaper.

Mr. Petty deprecated institutional advertising as simply "the icing on the cake". "It's the results that make up the two, three, or four-layer cake." The Chinese proverb that "a picture is worth a thousand words" was quoted by Mr. Petty as applicable to use of newspapers for department stores. He insisted a comparable job couldn't be done in a "100-word announcement".

Asserting that stores had never been properly sold on radio, Mr. Petty suggested that stations should get experienced retail advertisers or merchandisers on their staffs and learn the inside of department store merchandising. He branded radio at this stage as "an unsuccessful medium". Mr. Petty was critical of sales efforts by stations, on the ground that dollars spent for radio promotion actually came out of profit anyway, and won't be noticed by the store by virtue of increased taxes. He denounced that type of selling. Moreover, he said stores as well as business generally are faced with the law of diminishing returns by virtue of war-born Government embargos. He cited the case of his "bad humcr" and "disparaging remarks about your bread and butter".

Mr. Rice, who also shot plenty of barbs at radio, nevertheless revealed that his store, Polsky's of Akron—does use radio advertising, but only as a secondary medium and only because of the "personality angle" and the civic status of his store and its owners. He said the problem of a medium-sized store is that of a limited budget. They have to do "a rifle-type job and not a "steamer"." They select their media and as a consequence the newspaper has been the chief medium for use in extending the store's sphere of influence and stepping up quantity of sales.

Radio Unessential

Polsky's is now spending only one-twentieth of its budget for radio, as against newspaper advertising. He pointed out that the store has a trading area double the population of Akron, and that the newspapers cannot do that job. He credited radio with covering this territory, but wouldn't give it a recommendation as anything approaching the top medium.

When sales boom, it's easy to sell a new medium, he said, but when they slump the management always figures that radio would be an excellent item to cut off. That is because management generally knows so little about radio, while newspaper display is steeped in tradition.

Mr. Rice suggested that stations should be a great deal more frank about the programs they try to sell and cut out some of the back-pasing and do a little punching. He practically ruled out radio surveys, on the ground that it appeared the station apparently told the research company what it wanted and they got the job done that way.

Poor Radio Selling

Radio's sales methods, in disparaging competitors, also were criticized by the Akron merchant. He said there was too much selling on how poor the competitive station is, instead of doing the affirmative job. He said he knew that all three of his programs were not worth a "continental dam" because all of the stations had told him so.

Mr. Newell, final speaker in the panel, practically "laid 'em in the aisles" with a series of quips and stories having nothing to do with radio advertising. But when he got to the meat of his argument, he lined up solidly with his predecessors against the job radio was doing although he admitted he personally felt radio could perform a function. Finally, under the cross-fire, he admitted that perhaps if stores had sufficient courage to spend enough money in experimenting with the medium, they probably would get real results. Mr. Newell's thesis was that radio is of tremendous value, but that radio people "are too dumb to know how to sell it" and department store people are "too dumb to know how to buy it".

Assuming that radio has not hit upon the right integrated selling technique, Mr. Newell said that despite all the success stories about radio, newspaper advertising "will continue to be the backbone for department stores." He advised radio to recognize this and endeavor to show where its fits into the picture as a secondary medium.

The Clevelanders, in his animated way, charged that broadcasters were trying to get department stores to take a ride on a vehicle rather than sell a project. There is a lack of understanding as to the part radio should play in retail merchandising, he said.

The trouble is that salesmen try to sell radio in a flamboyant manner. They ask retailers to "try out" or experiment, instead of having the sale "built into the program".

Mr. Newell favored newspapers on the ground there is no "time competition" and that the reader can stop at an ad any time he likes and pick up "small bits of knowledge." In a radio performance, he must give his undivided attention to the entire program to catch the sales mention.

While he said he knew there was a definite place for radio in the retail field, he said he had never been sold on it. "We will not get anywhere until the department stores and radio reach an understanding," Mr. Newell declared. He urged that department stores create radio divisions in an effort to do this job.

Opening the questioning, Mr. Shannon pointed out that his experience of two decades in retailing and nine years in radio selling gave him a background in both fields. He didn't agree with the views of the department store spokesmen. He said he had seen many newspaper ads that didn't pull, and he knew of surveys which indicated that as few as 2% of newspaper readers get to see department store ads, while in other cases as many as 50% may see them.

Radio's Value

He said he did not try particularly to sell department stores because he did not need to and was making a pretty good living without them. He branded most department stores as buyers "who want to cut prices and get other advantages." The Toledoan described department stores as made up of a number of smaller stores, and the smaller individual stores do very well by use of radio. He insisted that department stores have not given radio a fair test and that they take the easy way in using newspapers.

Mr. Smith observed he had enjoyed the "undressing very much", but said he couldn't agree with the conclusions. He asserted that local talent, if properly selected, can compare favorably with network talent for audience appeal and cited the case of Wheeling Steel, WREX, WVA. and now is running on a nation-wide network. In this instance, the advertiser hired away personnel from the station and started his own radio department. He recommended similar action by department stores.

Answering this, Mr. Petty declared that it was true that most of the retail promotion people grew up in newspaper offices and that their chief affinity was to the newspaper and paper field. But he argued that this did not detract from the fact that broadcasters had not done a smart selling job. He said it would appeal to the department store to do what he regarded as a worthwhile job on the air, and that few stores had the "guts" to gamble that way.

Hung Panel

Mr. Cross took the panel speakers to task, holding that there was no sense in asking any further questions in view of the attitudes indicated. He said the idea was "nothing to get together on".

Sharply condemning the spokesmen, Mr. Cross said it appeared these men did not have strength enough to lead a "double life", including both newspapers and radio. Evidently they all felt that they had been sold "a piece of blue sky by radio".

Mr. Gillespie practically took the meeting by storm when he related how KTUL had sold $65,500 worth of advertising to department stores, representing one-half of its local

Radio Sections

(Number Six of a Series)

"Curtain of Fire"

That's the term* (see definition below). We lay down a barrage of merchandising help for advertisers that makes their sales advance a sure thing. Launch your campaign in this vital market where immense industries stemming from natural resources are going full blast. Sales opportunities are here (our lineup of advertisers proves it); you'll find WCHS coverage, low cost and merchandising pays big dividends.

WCHS 5000 on 580
CBS-WVN
Charleston, WEST VA
represented by
THE BRANHAM CO.
* BARRAGE, n., Mil. — Concentrated fire on a part of enemy's lines to prevent the advance of reinforcements; curtain of fire.
revenue. He said he learned how to break the tradition by taking off his coat and going to work (he literally took off his coat to demonstrate).

Mr. Gillespie said he first subscribed to all of the magazines and hired a "gall" away from one of the stores. She was sent to the buying centers with the department store buyers and knew the inside of the operation. The upshot is that there are 21 programs a week on KTLU for department stores. Hooper surveys are made so that the stores know about competitive programs and they are not sold periods where the competition is too heavy.

Servicing Accounts

He said his whole thesis was to "give 'em service". Mr. Newell complimented "that Tulsa man," asserting that it was "one of the finest things that has been done in the field." He said he felt that what he had done should be emulated by more stations.

Winding up the session, Mr. Neff asserted that there was lots to be said on both sides of the issue. He observed that perhaps too much "blue sky" had been sold by stations and that not enough knowledge of the results had been acquired.

Pointing to the success of his agency in handling retail advertising including Bond clothes, Mr. Neff said that retailers do not know what they buy in radio. They can select audience via radio just as they do in newspapers, he declared. He wound up with the suggestion, roundly applauded, that the department store people should listen with an attentive ear, but before that the radio people should understand surveys and research so they would know what they have to sell."

WARREN HULL, actor, announcer, musician, song and script writer, is the new permanent co-interviewer with Paris Johnson on Your Post, CBS audience-participation program sponsored by Emerson Drug Co., Baltimore, for Ronnie-Beater.


WNAX, Sioux City-Yankton—CBS farm station has opening for personality selling announcer capable of fronting studio shows. News experience valuable. Send details, experience and transcription direct to Art Smith, WNAX, Yankton, South Dakota.

IN THE HEART OF A DEFENSE MARKET WHERE PURCHASING POWER IS UP!
A Long-Range Look at the Shortwaves

I HAVE been wanting to write to you for weeks, but the job here has been so demanding—I have lost 12 pounds—that I have had to put it off.

Briefly, British shortwave broadcasting is superior to American shortwave efforts as American home broadcasting is to its British counterpart. A sweeping statement, but very true; having seen both intimately, I think I speak with authority.

The difference, so far as shortwave work is concerned, is that the BBC (it speaks internationally and speaks with one voice whereas American radio speaks with half a dozen voices and thinks in terms, largely, of the holding of a license. It sounds pretty silly in London to hear an American shortwave program in which the announcer speaks of breakfast and WPRO, Providence. In the first place, it's along toward tea time here and in the second place not one Londoner in 600 ever heard of Providence. All it means to the London listener is that America certainly is thoughtless—to broadcast breakfast programs to them in the afternoon and speak of towns they never heard of.

Some Unity Needed

I realize I tread on honeycomb when I discuss the needs of American shortwave radio. I can almost feel the ugly staves headed my way when I say first and foremost that the primary need of American shortwave radio is a plan under which all stations operate as a single American voice under single direction with unified programming.

As a war measure I back that statement to the limit. As one of the primary steps in post war opinion reconstruction, I do the same. That baby lies smack in the center of the laps of American radio executives and no amount of twisting, turning, pulling and hauling will stop the lousy squawks of the pesky infatuation.

Even as I say that, I hasten to add that the job can be done best by the very men and women who are now holding up the parade—American private enterprise radio executives. It will be like having an aspirin tablet melt in your mouth instead of going down immediately, but if one can just get it down the hangover will go. I'm no flagwaver, but there's a war on and its on in the air as well as everywhere else.

Briefly, here is what suggests itself: Shortwave ownership in America should get around the table, pool facilities and plan a real world broadcasting system, around the clock to all parts of the world. Program planning should take the same lofty target to produce a layout of shows which will project America to the world—and I mean the world at the right time of day—as simply and clearly as Don Wilson does Jello to the nation.

You think that's being done? Just go home and spend 48 hours listening to American shortwave efforts with a map of the world in front of you. The fantastic silliness (to outside ears, of course) that fans of foreign home shows do is just a reminder of what I mean by 10,000 words in a letter.

Types of Fun

Here are a few items: From one station I heard a program summary of foreign language news broadcasts to come on the station. It was done entirely in English (the summary) and was in terms of EWT. It listed at least six languages and by the time the announcer got to No. 8 I certainly was unsure of when the Arabic broadcast was to come on. I don't want to start a course in international broadcasting but you will see what I mean when I tell you that whereas the BBC has a large world-wide English speaking audience, the USA will have a majority of non-English speaking listeners creating a special problem in itself.

One American station identifies itself simply by the call letters and the one word Schenectady (you spell it). I have made a point of asking dozens of Englishmen in an off hand way where that town was. You'd be amazed to see the puzzled expressions I have seen.

One program I heard said it was going to present a program contrasting American and British humor. The first third of the show was one side of a "Two Black Crows" recording. The announcer and his stooge roared with a cackly kind of laughter. The second third was one side of a Lancashire Lad recording. All the announcer said was "And that is a sample of British humor." The third was the other side of the Crow record. Again the announcer and his studio stooge roared fearfully.

I crawled under the table in complete embarrassment. My English friends listening with me—and much thought had been given by one of them to the very problem of explaining English humor to Americans—indicated their surprise at the infatuation I looked at me as though I were from a mighty strange land. I knew it wasn't strange, just thoughtless of the size of the world.

A Few Loose Ends

Do you know that the BBC has to edit recorded American shows they receive before putting them on the air? For security reasons? No. Because they always have some such crack as, perhaps, calling Chinese "Chinks" or "Chinamen" and the BBC, by thoughtful examination of the world, has found out that Chinese like to be called Chinese and not either of the other epithetations. There is the making friends for America out of their own experience.

I'll be reminded that such shows as the Benny, Fibber McGee, etc., are all those we put out on shortwave for the American exile audience. That's fine. But you must realize that there are millions of other "over the shoulder" listeners.

Do you know that the percentage of so-called "Home" shows of the BBC used in the "Overseas" services is so small that it hardly need be mentioned? And it's not because there is anything said at home and something else abroad. It's because what is funny at home is not so funny to a foreigner; what is vitally interesting at home is non-sense abroad; what is accepted as proper and in good taste at home might be fearfully bad manners in some other country. It's a large problem and Americans have but scratched the surface—and not very deeply at that.

A number of times I have gotten a station and been sure, because I have become a professional international listener, that it was an American station—make up of the band, featured instruments, studio accents, etc.—and had to listen to see if it was before finding out exactly what American station it was.

A half-hour of band music without an announcement! Why, the BBC puts a sentence announcement in the middle of every 15-minute news show saying "You are listening to a news broadcast from London." I can tell what station I am listening to but the average listener can't. I think of anything at the moment which proves more conclusively that our short wave stuff is considered just something on the air rather than a selling of America than that situation.

Englishmen have asked me on (Continued on page 78)
for the long-haul welfare of radio and the whole advertising industry.

Paul B. West, president of the ANA, in his statement, remarked: "Advertisers applaud the adoption by the BLUE of the cash discount. The principle of a cash discount is fundamental in business practice and is necessary for the establishment of sound credit relations in the advertising industry. It has long been needed in the radio field."

"It is hoped that NBC and CBS, both of which are individually available to the network's advertisers, each group must be ordered in its entirety with the complete Basic BLUE, the cash rate, in order to reach the group discount.

An advertiser using BLUE facilities for 52 consecutive weeks can earn a rebate of 12½% of the gross billing, the card provides, while an advertiser spending more than $1,200,000 during the fiscal year can earn discounts ranging from 27½% to 45%, which are allowed in place of the weekly volume discount and annual rebate. An advertising agency commission of 15% is allowed on gross billings less applicable rebate and discounts and less the cash discount whether earned or not.

Only change in the rate classifications is for time used on Sundays. The hours from 12 noon to 4 p.m. now cost two-thirds of the evening rate instead of the former three-quarters, which rate continues for the time from 4-6 p.m. Sundays.

Since May 15, 1941, when the BLUE issued its last rate card, 28 new stations have joined the network, making a total of 126 affiliates, including 8 stations replacing former BLUE outlets in certain markets.

Rates and data also are given on 52 stations which may be purchased with the BLUE. Also recorded in the new card are power increases and changes in directions, such as new transmitters or frequency changes, for 23 BLUE stations since last May. In several cities, rates have been adjusted up or down, but the great majority remain unchanged.

GOING STRONG at 73, Dr. James Rowland Angell, NBC public service counselor and president emeritus of Yale U., was honored on the occasion May 9 with a birthday party by members of his staff. Dr. Angell is receiving a birthday cake from Judith Waller, NBC public relations head in Chicago. Max Jordan, special assistant to Dr. Angell, is exhibiting the birthday scroll which the staff gave Dr. Angell.

Byron Price

Rates for 13 or more consecutive weeks range from 21¼% for an advertiser using the split basic network and spending $1,000-$3,000 to 40% for an advertiser spending more than $15,000 a week if he uses the full basic network in addition to the six regional station groups. Although most stations are individually available to the network's advertisers, each group must be ordered in its entirety with the complete Basic BLUE, the cash rate, in order to reach the group discount.

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whether it has always been the wise course.

Another subject which agitates many listeners is the continuing availability on the dial of foreign language broadcasts emanating from American stations. Not being able to understand the broadcasts, some have reached the conclusion that things said in a foreign tongue have no place in wartime radio.

Owned by Americans

It is not always realized that these programs all come from stations owned and controlled by American citizens and operating under license of the FCC. Many likewise do not understand that the programs are carefully supervised and that they constitute in some cases the only means of reaching by radio large groups of loyal Americans, so that they may be informed of what their Government is doing and encouraged to help in such ways as purchase of war bonds.

Seditious broadcasts, naturally will not be permitted to continue, whatever the language; but there is no disposition to interfere with any broadcast merely because it is not an English-language broadcast.

About all of this we must be practical and reasonable, remembering that often when the enemy is kept ignorant, so inevitably are our own people. The question of relative importance between these two considerations deserves, in every case, the most earnest and patriotic attention.

Code Sets Guideposts

The Code of Wartime Practices for American Broadcasters attempted to set up certain guidelines, somewhere between the extremes of viewpoint, somewhere along the pathway of common sense. It is by no means a complete solution of the problem, but we hope it will help. We in the Office of Censorship stand ready always to give such additional help as any can and if you would come to us more often with your specific problems, we might both contribute more fully to the end that all of us desire.

There is only so much, however, that the Office of Censorship can do. We are extremely fortunate in having your colleague, Harold Ryan, as administrator of the Broadcasting Code. He and his assistants are doing a patient and painstaking job, but their most earnest efforts will accomplish nothing without your continuing cooperation, your willingness to endure sacrifice, and your constant vigilance.

In the language of the Code: "The American broadcasting industry's greatest contribution to victory will be the use of good common sense... Radio is one of the greatest liaison officers between the fighting front and the people. Its voice will speak the news first. It should speak wisely and calmly."
Radio's Defining Role in the War

By J. Harold Ryan

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not specified that it wants so many minutes or so many hours of the day, but simply has asked the broadcasters to decide for themselves what needs to be done to secure the results which must be accomplished. [For text of MacLeish address see page 17.] Monday afternoon was given over to group meetings, highlighted by a department store panel which was characterized as an undressing session on the part of both groups. Retailers’ failure to give what broadcasters construed a fair trial and the inability, on the other hand, of the store to sell such outlets on the medium, highlighted the 2½-hour session [see separate story on page 15].

Opening the Tuesday morning session, President Miller reported that Paul V. McNutt, Federal Security Administrator and chairman of the War Manpower Commission, scheduled as the luncheon speaker on Wednesday, would simply be unable to appear because of a special assignment given him by President Roosevelt.

General Hershey Cites War’s Manpower Demands

Emphasizing the importance of priorities of both men and material in wartime, Mr. Miller introduced Gen. Hershey. The Selective Service head gave radio men no assurance of overall deferments, but pointed out the necessity of maintaining essential manpower outside the armed forces in pursuits identified with the war effort.

In a thumping address, during which he apparently anticipated most of the questions in the minds of broadcasters, Gen. Hershey told of the manpower problems involved in modern warfare. The session was thrown open to questioning, but not a solitary broadcaster raised his voice to inquire about deferments.

Alluding specifically to radio and the question of how to defer essential men in the field, Gen. Hershey pointed out that unfortunately “you’re a young industry” and there are few men who would be automatically exempt.

The overall question, he said, is how we are going to do the things that should be done at home and leave behind the essential people. He emphasized that selective service “lives only by public opinion”.

Asking broadcasters for their suggestions, he said the Government did not want to make a mistake because of public reaction. He alluded to one profession with reiterating it by name (journalism), where Selective Service headquarters had observed that it was an essential wartime pursuit, only to have that industry react unfavorably. It was obvious that public reaction was such that the industry decided it did not want special treatment.

Asks Broadcasters To State Industry’s Wishes

Gen. Hershey said he did not want to make the same mistake in the case of radio and called upon broadcasters to post him on the industry’s wishes.

Gen. Hershey covered all aspects of the selective service problem before specifically mentioning radio personnel. He gave radio an abundant praise for its work in selective service and in informing the people of what is being done. Reiterating previous statements, Gen. Hershey said we look forward to the time that every able-bodied man will be either in the armed forces or working behind those men in some essential pursuit which will be commensurate with or give a return greater than armed service. With 65% of the population in some fashion involved in dependency situations, he said it had become necessary for Selective Service headquarters to reclassify such cases. The right of dependency is being denied automatically to those men who acquired dependents after the Selective Service Act, he declared.

Moreover, because of the tremendous manpower requirements, persons heretofore regarded as unfit for military services are being accepted. They might not make ideal soldiers, he said, but in modern warfare the requirements are not so strict.

Price Chief on Problem of Rationing

Pointing to radio’s job as a medium, Gen. Hershey said that, insofar as personnel mobilization is concerned, it transcends the job of procurement of equipment. There is also a tremendous task of maintaining “the physical, mental and emotional help of the people”. He called this one of radio’s most important tasks.

Substituting for Joel Dean, chief of the fuel rationing division of the Office of Price Administration, John G. Neukom, chief of OPA operations section, outlined to the convention the job of rationing of commodities ahead. He discussed primarily the gasoline rationing situation and in his preliminary comments covered the whole field.

The solitary purpose of rationing is to distribute vital materials to accommodate essential war needs and to see that the remainder is equitably distributed to the public. He said rationing is the handmaiden of priorities. There will be other commodities rationed before long, supplementing tires, gasoline and sugar. The card rationing system has been devised as the fairest but not the simplest means.

Alerting there is nothing new about rationing, Mr. Neukom pointed out that we had it during the last war and that we were on the verge of drastic commodity rationing when it ended. In that case, all rations are on civil rationing systems, he declared. America is still a rich country but a big one, said Mr. Neukom. Transportation of the broadbentink. Gasoline rationing stems from the diversion of tankers to supply our armed forces. While a big capacity has been built up to carry oil to the East, there still is a serious shortage. He said there was no attempt to restrict automobile use arbitrarily, but that the May 15 plan has been in the works for many months.

X’ Cards to Cover Special Classifications

He explained that until July 1 gas rationing will be effected under a temporary card system. There will be five types of cards issued. All commercial vehicles, whatever their nature, will procure all the gas they need, as in the past, without restriction. Similarly, doctors and nurses and other professional people identified with the public health will not be restricted, under “X” cards.

The “A” cards, containing seven square inches of covering a card and the unit, will be issued to non-essential users. Then there will be “B” cards issued to those who use vehicles for vocational purposes and entitle them to varied units, dependent upon requirements.

Since the war, both pleasure and business mileage has dropped perceptibly, Mr. Neukom declared. The amount of gas to be allowed for restricted classes will be determined later and then readjusted in July, he said.

President Miller, following the addresses, said there was a rumor current in Washington, it that there will soon be rationing rationing cards.

Canadian Statesman On the Dominion’s War

Luncheon speaker on Tuesday was Hon. Humphrey Mitchell, Minister of Labor of Canada, who in an inspiring address discussed war and labor. He talked about the tremendous sacrifices already made by the people of Canada, rich man and poor man alike, citing examples valuable to the American wartime economy.

United action, not alone by Canada and the United States but by all of the allied nations, to subjugate the Nazi and Japanese juggernauts, was called for by the Canadian statesman. A member of the American Federation of Labor and of its International Brotherhood of Electrical Workers, Mr. Mitchell also is director of selective service of Canada and head of its Manpower Mobilization Board. “This war,” he said, “is going to be won on the industrial structure of North America. The North American continent has a rendezvous with destiny. We are in the twilight of civilization unless we measure up to our responsibilities.”

Mr. Mitchell was given thunderous rising applause following his address. Like the observations of broadcasters, served to bring home the impact of total war and impressed broadcasters with the relative triviality of their own problems.

Little Interest in Copyright Meeting

That copyright no longer is regarded as a serious problem by broadcasters was indicated at the Tuesday afternoon session, when fewer than 200 broadcasters showed up for the discussion. That, in contrast to events during past years when the copyright issue nearly always’ highlighted the agenda and proved the turning
point on several occasions in industry affairs.

Mr. Miller, brought into the NAB in 1938 primarily to beat the copyright problem, observed that the industry had gone a long way since those warning days. He won an ovation when Sydney M. Kaye, vice-president and general counsel of BMI, alluded to the job he had done.

A new music performance problem, however, was thrown into the fray — "payola", the bribing of performers and orchestra leaders to play numbers on sustaining programs and thereby popularize them and boost music and record sales. It was estimated that the "payola kitty" runs a half-million dollars. Regrettably, a force has been forced into the practice to offset the gains made by unscrupulous ones, it was said.

A resolution condemning the "pernicious practices whereby bribery and other corrupt and illegal means are used to foster the performance" of such music was offered by Tom Shaibly of San Diego, and was to be voted on at Wednesday's session. It proposed that broadcasters exercise supervision of programs and do all in their power to "curb payola" and that the NAB direct that all possible efforts be made to terminate the practice and take appropriate steps.

Haverlin Tells of Industry Response

Carl Haverlin, station relations director of BMI, first speaker on the copyright forum, revealed that 728 of the industry's 888 commercial stations already have signed 8-year BMI licenses, along with 17 networks, both national and regional. This is against the high figure of 782 BMI station members under contracts which terminated last March.

Savings accruing to the industry as a result of the BMI victory over ASCAP will be most manifest, he said, even with stations taking both BMI and ASCAP licenses, he said. In 1940, the industry paid ASCAP an estimated $5,200,000 on performing rights. If the old basis of a 5% royalty on receipts had prevailed during 1941, based on business that year, he said some $6,600,000 would have been paid ASCAP. Under the ASCAP proposal, which resulted in the show-down, the industry would have paid approximately $8,500,000.

Mr. Haverlin estimated that the maximum which can be paid to ASCAP under present contract requirements is $5,600,000 this year. This would mean an estimated savings in excess of $40,000,000 over the 8-year contract period, as against what ASCAP first asked.

Based on contracts already signed, ASCAP stands to take $2,500,000 from radio, with BMI receiving about $1,500,000. This aggregate will be 30% less than the industry paid for ASCAP alone in 1940 and 43% less than the estimated 1941 tribute.

MINIATURE CONVENTION at the Statler, Front row (1 to r): Steve Rintoul, WSER, Stamford, Conn.; Glenn Z. Snyder, WLS, Chicago; Leonard Nasman, WFMJ, Youngstown. Rear row (1 to r): Hal Hayden, Eggleton, WMN, Memphis; Walter Rothschild, WTAD, Quincy, Ill.; Ted Enns, Iowa Broadcasting Co.; J. C. Liner Sr., KMLB, Monroe, la.; Henry Slavick, WMG; Guy Herbert, All-Canada Radio Facilities; C. E. Langlois, New York.

Tompkins Advises Protection of Interests

M. E. Tompkins, vice-president and general manager of BMI, painted a bright picture for BMI, but urged stations to protect their interests in their performing rights society. Because of the "magnificent support" of the industry, he said that BMI had been able to succeed in its task. It has more than 300 affiliated publishers who have combined catalogues well in excess of a half-million titles.

After reciting many BMI hit tunes, Mr. Tompkins brought out that two-thirds of the music now performed is non-ASCAP, being Bless Association, New York; Joe of other individual publishers. BMI has many new tunes coming up, particularly motion picture production music, including Walt Disney's production Remko, to be released in New York several weeks hence. The preview, expenses for which were paid by Mr. Disney, including the hiring of a thousand dancers by the convention Wednesday night.

Mr. Kaye said there were two "healthy symbols" at the meeting of the great number of empty chairs, signifying that ASCAP is no longer regard copyright as a number one problem; and, the presence of ASCAP General Manager John G. Paine on the rostrum as an invited guest and speaker and not an interloper.

Mr. Kaye referred to the picture on page 89 of the Convention Issue of Broadcasting, displaying the NAB's founding fathers in 1923, who met to "break the music monopoly of ASCAP". That was the beginning of the NAB, he pointed out, and music was its headache. Mr. Kaye referred to the "great success story" of BMI told by his colleagues. While BMI could say it has "justified its existence", he declared, nevertheless the organization instead of becoming smug, lax and complacent, is following through. He observed it was well "we haven't got a minor league war" now, with the nation in all-out conflict. The only purpose of music today is to "help build the national morale", he commented.

"Payola' Described As Serious Problem

The "payola" development was described by Mr. Kaye as a "fester- ing sore", which has recently brok- en out. Respectable elements in the music industry don't like "pay- ola" but they must get their music played to offset competition, he said, charging that the practice is being used to divert sustaining programs into "cheap and secret advertising programs" in violation of law. Stations and networks must supervise programs to see that nothing influences the selection of music except merit and quality.

Mr. Kaye recalled that when BMI was formed two years ago, President Miller went out with only a corporate name and "a gleam in his eye" and got 250 members on one trip. That was the nucleus of the organization, he said. He expressed his appreciation also to the BMI Board for its indefatigable work and to NBC, CBS and the BLUE for "quietly digging down in their pockets" to advance six months in dues to tide BMI over its license renewal period.

BROADCASTING • Broadcast Advertising

BROADCASTING Rates First!

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.

WFBM involves listeners! WFBM rates are used to tell the story. (Results of Typical Surveys Available on Request)

WFBM ... The Hoosier Station ... Indianapolis

Represented by the Katz Agency

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said, and estimated this would amount to a savings of $15,000 a year. These offices are equipped to render overnight or even hourly service on clearance at the source.

The greatest problem in connection with per-program contracts is that of collecting the royalty and handling it. This is an important problem, and Mr. Paine revealed that it is one he is working on with the help of his staff.

A New Program Service

Mr. Paine outlined the convention ASCAP's new program service, which he predicted would prove a boon both to the industry and to ASCAP's organization. The service is designed to help stations merchandise their catalogues, and it is hoped that it will help stations communicate with their listeners.

Callahan Tells of SESAC Service

In another part of the convention, SESAC was given a chance to outline its new service, which was developed to help stations maintain good relations with their audience. The service is designed to help stations maintain good relations with their audience.

Logs Are Necessary, According to Paine

Mr. Clark asked if it would be possible for ASCAP to allow stations to pay on a per-program license. Mr. Paine replied that such a move would not be possible until the necessary legislation was passed. It was also mentioned that ASCAP's new program service was not yet ready for use.

Sees Rough Days Ahead for Industry

The committee began working with timebuyers and national representatives to tackle the problem on every front. The new order form has been approved, and it is hoped that the checking service will be able to handle the increased workload.

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BROADCASTING • Broadcast Advertising
the monetary, production and mechanized advantages of this country as opposed to the rest of the world. The difficulty of making the American people “hate their enemies” is one of the obstacles to be overcome in the road toward victory, he said.

With Pearl Harbor, he said, there came the end of our “mass production” era. Broadcasters can do much in the war by telling the public that it shouldn’t point the finger of scorn or derision at the seeming slowness of our war production transition.

“We’re slipping from second gear into high gear,” he said.

Asserting that the United States has taken leadership in the war’s prosecution, he said this was inevitable because of the swift development in this country. Because of the development of communications and transportation, we are able to save so much time that “we can live two lifetimes in the allotted three-score and ten.”

**McClintock Outlines Work of Council**

In introducing Dr. Miller McClintock, executive director of the Advertising Council, formed two months ago to correlate all advertising in the war’s interest, he said, President Miller alluded to rumors and rumblings in Washington about the future of advertising. The Council was set up to do a constructive job, and in selecting Dr. McClintock picked the “best possible man for the undertaking.”

In an extemporaneous talk, Dr. McClintock outlined to broadcasters what already has been done in the media’s collaboration with the Government and some of the things that are in prospect. He paid high tribute to the media for using its “potent voice” to accomplish the many unprecedented things which must be done in the war. Every medium has any understanding of the character of this struggle “salutes radio,” he asserted. Pointing out that early in the war advertising leaders saw the necessity for teamwork, Dr. McClintock said the Council was set up voluntarily to collaborate with Government in every possible way and to use the “skill and hard-hitting capacity” that unity of the media could provide.

During the last war, he pointed out, four-minute speakers were employed to sell liberty bonds, which was that era’s counterpart of radio. It was a slow, difficult system of contacting the people.

The Council dedicated itself to the single purpose of marshalling all of the forces of advertising in the common war interest. There were no conditions or qualifications, he said. By so doing, the greatest of all propaganda skills and mechanisms could be set to work in the proper moulding of public opinion. The goal is to influence and direct the hearts and the minds and the hands of all people in the war effort.

Dr. McClintock pointed out that in 1938 Hitler sent a mission of advertising men to this country, ostensibly to learn our propaganda methods. He said that Goebbels’ propaganda machinery used in a dictatorship unquestionably is based on knowledge gained by that mission.

The Council’s work in Washington during the last two months has tended to eliminate some of the confusion in dealing with wartime Government, he pointed out, recalling there is nothing so pathetic as the sight of a great democracy trying to go to war. But he called this very shortcoming a safeguard of our fundamental liberties.

**Pays Tribute to Work of W. B. Lewis**

The Council has contacted Governmental agencies and provided channels through which each medium could go quickly learn that which is most needed in the war activity. He revealed there are 20 great projects being developed touching on every aspect of advertising media operation. Thus far, he said, no medium has felt the impact of war more than radio. Great stress is being placed on the need to get their messages to the people speedily. If stations had devoted 60 hours per week to Government programming, it would not have absorbed all of the demands first made, he said.

Radio was bombarded to the point where “war fatigue” was getting into programs, according to Dr. McClintock. He paid tribute to William B. Lewis, associate director of OFF, for the time-pool and allocations plan worked out for Government operation. He has been forced during the last fortnight.

The ready cooperation of advertisers as well as media in this work has been demonstrated, he said. Of 183 commercial advertisers was asked to provide time for a particular project, he added, 180 responded affirmatively and immediately.

Looking to the future of war advertising, Dr. McClintock pointed out that heavy industries making durable goods constitute a new segment of the market. They want to tell their story as active participants in the war in this “greatest of social struggles,” he said, and at the same time keep alive their identity. Each industry as rubber, automotive and petroleum, which make up a large part of consumer advertising, have shown an eager desire to tell the public about their participation in the war effort and how to conserve materials, even though they have nothing to sell.

Dr. McClintock mentioned the gigantic new material salvage plan, which is advertising in reverse and which, he said, will entail some $3,000,000 in advertising expenditures. More than $2,000,000 of that already has been allocated and the other million is in sight. He went on stating that the vital job is to convince the people to bring back goods which they have already purchased, and to save the war effort. All of this $3,000,000 will be new money and not taken from existing appropriations, he pointed out.

The story of the new war bond selling campaign, drafted through the Council five weeks ago, was related briefly by Dr. McClintock. Secretary Morgenthau, he said, wants voluntary purchase of bonds, in the face of lagging sales. If this is not accomplished, there will be regulation of wages and salaries, with a fixed portion of pay going to purchase of bonds. The plan produced through the council was accepted immediately upon presentation. It encompasses the job of selling the war to the people.

Mr. Miller pledged cooperation of the broadcasting industry all down the line in the Advertising Council’s work.

**SAID THE NORTH CAROLINIANS to the South Carolinians, it’s a long trip. Left to right: Cille Carpenter, WPTF, Raleigh, N. C.; Mrs. G. Richard Shafts, WIS, Columbia, S. C.; Richard H. Mason, WPTF; Mrs. John M. Rivers, WCSC, Charleston, S. C.**

**Radio’s Vital Role Commended by Hook**

As one of the two luncheon speakers Wednesday, Charles R. Hook, president, American Rollin Mill Co. and former president of the National Assn. of Manufacturers, discussed industry’s role in the war offensive. But he took time out to commend radio in glowing terms for the confidence it has built up among all Americans.

“When the last piece of copy is set in type for the page in history describing this phase of radio’s contribution to the war effort it may justly be captioned ‘well-done.’”

After reviewing the transition of industry to war production, along with the obstacles which have been overcome, Mr. Hook said that our men now are being supplied with an abundance of the world’s best armament by free men in a free country. Calling this combination unbreakable, he declared industry has demonstrated again and again its determination to let nothing interfere with the all-out production effort that victory may be achieved at the earliest possible moment.

Radio’s job in reaching into every American home and in instilling the understanding, faith and confidence in the capacity of free enterprise needed to “get over the hump” was lauded by Mr. Hook. No industry nor association of industries could do that, but radio “could and did.” Subsequently, he said, radio has given aid and encouragement to every collateral phase of the war effort.

“Hitler is a loose,” Pierre J. Hurr, former Berlin correspondent of International News Service, told the luncheon session as second speaker. Recently returned from eight years as a Berlin correspondent, Mr. Hurr laid out Nazis and Nazidom, but warned against clever fifth column and other influences in the western Hemisphere.

He pointed out that in Germany no such luncheon session (attended by about 600) could be held. “Goebbels tells you how you should sleep, act and think,” he said, after having...
Calling 1942 the year of Hitler's defeat, Mr. Huss said the dictator in his heart "knows he's licked." He said he last talked to him in November, and described him as a "combination of a low actor, liar and bum."

Fifth column activities of Hitler also were described by the correspondent, who said men are smuggled into the country by submarine, with instructions to agents here or for other subversive purposes. He called Hitler "the devil behind all evils" in the war offensive.

The last speaker on the luncheon session was by remote control—Director of Censorship Byron Price, from Washington. In a confidential address carried over closed circuits of the networks to station executives and newspaper editors seated in their studios throughout the country, he told them how to handle news and broadcasts before, during and after an air raid. The instructions and suggestions were entirely confidential and not for publication and repetition, as have been past "closed circuit" informational transmissions to editors and broadcasters.

Status of Networks In NAB Discussed

At the concluding session Wednesday afternoon, the meeting was restricted to active members only, with non-members, associates and the press excluded.

Ellsworth C. Alvord, Washington tax attorney retained by the NAB to fight discriminatory taxes against the industry last year and this, told the convention what to expect in increased taxes under the new wartime revenue measure pending in Congress. He assured broadcasters there was no immediate danger of any special impacts against radio such as that experienced last year by John B. Haggerty, of the Allied Printing Trade's Union, and proposed again last month before the House Ways & Means Committee.

Coming to the issue of active versus associate membership for the major networks—the only controversial question to arise during the convention—several pro and con addresses were made from the floor.

John Shepard 3d, president of the Yankee Network and chairman of the Broadcasters Victory Council, gave a factual outline of his series of amendments, which in effect would deprive the networks as such of membership on the board of directors, except through district elections in which their managed and operated stations might participate.

He said there had been charges of network domination of the NAB and that in these times industry unity was necessary. He contended, however, that the networks as such are not network licensees but are in effect programming and sales organizations.

Need for Unity In Industry Stressed

Asserting that the NAB had lost a lot of members since the convention last year, largely because of purported network domination, he predicted that if they were admitted to active membership the NAB would be wholesale resignations. Mr. Shepard referred to the letter of Niles Trammell, NBC president, advocating associate membership for the networks at a nominal fee [Broadcasting, May 4].

F. M. Russell, NBC vice-president and an NAB director, told the convention that Mr. Trammell's views have not changed. Afterward he read the letter to the convention and urged approval of the Trammell proposal, which would permit network executives to qualify for election as directors-at-large but would give no posts as "a matter of right."

Don S. Elias, WWNC, Asheville, chairman of the NAB board's streaming committee, called for a united industry and asserted that he felt that since the networks are essential to the industry, they should be elected to active membership.

Edward Klauber, chairman of the CBS Executive Committee, was reported to have clinched the sentiment with his address. He pointed out that the NAB during the last two years has asked the networks to contribute money in addition to dues of their managed and operated stations for various enterprizes undertaken on behalf of the entire industry.

Ridiculing charges of network domination, he said he had only one vote on a board of 24 and that he sometimes dominated the board by the persuasion of his voice, but on other occasions was voted down. He said flatly that CBS did not care to be associated with the NAB as a network if it did not have active membership.

The vote on the four resolutions endorsed by the board, which accorded networks active membership and abolished the executive committee, was about 4 to 1. The vote varied on each resolution, with approximately 165 for, 32 against.

CBS Names Kesten For Post on Board

Mr. Klauber promptly nominated Paul W. Kesten vice-president and general manager of CBS, as the CBS director on the new board. NBC and the BLUE did not designate directors.

What position NBC and the BLUE will take with respect to membership in the NAB was not indicated. Mr. Russell declared the matter, insofar as NBC was concerned, would be decided by President Trammell, Mark Woods, BLUE president, did not immediately make known his decision.

By paying dues according to income scale, along with station members, CBS and NBC each would be levied $24,000 a year and the BLUE about $9,000 a year. This is exclusive of the regular sale paid by M & O stations in their income brackets. MBS is not a member of NAB.

Election of directors-at-large then took place. Mr. Elias was re-elected without opposition as one of the two regional directors, while Gene O'Fallon, KFEL, Denver, who was to retire as a district director, was re-elected without opposition as a director-at-large for regional stations.

There were contests in both the big station and the local station fields. Electric station directors were Edwin W. Craig, WSM, Nashville, and Joseph O. Maland, who, Des Moines both of whom served on the preceding board. Mr. Craig had retired as district director and succeeded James D. Shouse, WLU, Cincinnati as a director-at-large. Others nominated for large station directors were Martin Campbell, WPAA-WRAP, Dallas-Fort Worth; C. T. Lucy, WRVA, Richmond, and John McCormack, KWKH, Shreveport.

Herb Hollister, KANS, Wichita, and James W. Woodruff, Jr., WRBL, Columbus Ga., were elected local station directors, continuing on the board. Mr. Woodruff was re-elected, while Mr. Hollister, who had retired as a district director, replaced John Elmer, WCBM, Baltimore, as a director-at-large.

FROM HITHER AND YON came (l to r): Harold Buzel, WJZ, Baltimore; Lawrence Price, WBBM, Chicago; Mr. Alton, WNEW, New York; Gordon Brown, WSAY, Rochester; Roy Albertson, WBNY, Buffalo; Michael Hanna, WCHU, Ithaca, N.Y.; Harry Burdick, KGM, Albuquerque, N. M.; J. Bailey Short, WHCU, Ithaca; Leonard Callahan, SESAC. Mr. Brown came over from the MBS meeting.
work Affiliates Inc., told the convention there was nothing to the reports that this organization was anti-NAB. Calling for unity in the industry, he said NAI is pledged only to work in the best interests of network affiliated stations. He pointed out that of 94 NAI members, only 5 are not members of NAB.

Winding up the convention, the board in quick succession adopted a series of resolutions. These included the customary formal conveyances of thanks to the guest speakers, the hotel and the local arrangements committee.

Expression of thanks also was extended to Neville Miller and to his staff for the work performed during the preceding year and to the chairman of committees.

Resolutions also were adopted solemnly rededicating the industry to the preservation of the unity and morale of the American people; expressing appreciation of the confidence in broadcast advertising of General Motors in inaugurating its advertising campaign “Cheers From the Camps,” and to the War Dept. for its good offices in helping bring this about; commending its War Committee, headed by John E. Pietzer, WKZO, Kalamazoo, for its work in the war effort; endorsing the proposals made by President Miller before the House Interstate & Foreign Commerce Committee on the Sanders Bill.

The fair treatment which has been accorded to the broadcasting industry by the press generally, in its effort to keep radio free, was likewise commended by resolution.

The board adopted a resolution approving the Code Committee’s declaration that the broadcasting of race results, race by race, constitutes “bad radio”. This was aimed at sponsorship in several cities of all-afternoon sports programs giving such detailed accounts, which have been condemned as borderline if not in violation of law. It did not condemn the broadcasting of race results at the end of a day’s races, or condemn the broadcasting of descriptions of outstanding horse races such as the Kentucky Derby.

A resolution deprecating contingent, guaranteed or per-inquiry business, or other efforts to persuade broadcasters to relax their standards of ethics was adopted. Another commended the work of Frank Pellegrin, director of the Department of Broadcast Advertising, for his Manual of Radio Advertising.

Finally, the convention adopted a resolution, originally proposed by Tom Sharp, KFSD, San Diego, condemning “payola” or the exercise of influence over the selection of music performed over the air by music publishers, terming it a “pernicious practice” and “bribery”.

The retiring NAB Board held its closing session Wednesday afternoon, but took no final action.


MANAGED AND OPERATED station chieftains of CBS. Front row (1 to r): A. E. Joscelyn, WJT, Charlotte; Jack Van Volkenburg, WBMM; Merford R. Runyon, stations vice-president; Art Hayes, WABC, New York; Earl Gammons, WCCO, Minneapolis. Second row (1 to r): Harry C. Butler, Washington vice-president; Don Thornburg, Pacific Division vice-president; A. D. Willard, WJSV, Washington; Kingsley Horton, WEEI, Boston; Merle Jones, KMOX, St. Louis; Harold Fellows, WEEI.

CONVENTIONEERS meet the president (1 to r): Richard Westergaard, WNOX, Knoxville; Don Stratton, WTM, Cleveland; Thad Holt, WAPI, Birmingham; Haydn Evans, WTAQ, Green Bay, Wis.; Neville Miller, NAB president; Ed Norton, WAPI-WBMR-WFOY; William C. Roux, NBC; Ellis Atteberry, KCKN, Kansas City, Kan.

The Other Fellow’s VIEWPOINT

From Down Under

EDITOR, BROADCASTING

First, let me pay our respects to you in a national way and assure you that we feel today, throughout the radio industry, that we are linked more closely than ever with the United States of America, and, with so many of your own boys in this vast country of ours, the brotherhood which has always existed between these Pacific nations has become more firmly bonded.

We have felt it incumbent upon us to do what we can to make our American cousins feel absolutely at home in this country, and we feel you will be interested to know just what is being done in the way of entertaining United States troops whilst they are in this State.

We naturally cannot divulge any specific information as to the whereabouts of the camps in which United States troops are stationed, but can assure you that so far as this station is concerned, we are making every effort to keep them provided with entertainment. It is interesting to note, at this juncture, that Maj. Lynn Cowan (U.S. Army Morale Officer) is the Cowan of the vaudeville team of Bailey, Cowan & Stewart, which was world-famous and which toured this country several times prior to the war.

Our production manager, Leslie Ross, may also be remembered in your country as leader of the vaudeville act known as “The Three Australian Boys”, which had a most successful tour of the United States some years ago. On several occasions, the “Australian Boys” were billed on the same programme as Bailey, Cowan & Stewart, and therefore, your Maj. Cowan and our Leslie Ross are well-known to each other.

ARTHUR J. MATHERS

3UZ, Melbourne, Australia
April 11

CONTRACT covering all employees of WARM, Scranton, is now being prepared for signatures, following completion of negotiations between the station management and the American Communications Assn. (CIO), according to Sidney Adler, who represented the union. Contract covers some 25 employees and provides for weekly wage increases of $5 for all except several of the most highly paid workers, who will receive $5 increases.

Agronsky Honored

MARTIN AGRONSKY, NBC correspondent at General MacArthur’s headquarters in Australia, has received “in absentia,” the award of the year in journalism from Rutgers University, New Brunswick, N. J., for his “fearless and searching interpretation of world events.” The citation and bronze medallion were accepted in his behalf by his parents, in ceremonies at Rutgers, May 9. Agronsky, a New Yorker, is a graduate of the university.

The 5000 WATT Voice of the Tri-Cities

| WHBE | Basic Mutual Network Outlet | Full Time Time 1200 & R | THE 5000 WATT | Voice of the Tri-Cities |\n|---|---|---|---|---|
|\n| AFFILIATE OF ROCK ISLAND, ILINOIS RADIO |\n| ROCK ISLAND • Davenport • Moline |\n| BROADCASTING • Broadcast Advertising |\n| May 18, 1942 • Page 63 |\n
RUSS MORGAN records for LANG-WORTH
ALL-OUT SUPPORT OF WAR
The NAB regrets the situation expressed at the time of its 1940 and 1941 conventions with reference to its desire and its duty to cooperate in every manner possible with the Federal Government to make use of the front in the defense of our free institutions, and pledges its all-out support of the nation's war effort.

PLEDGE TO AMERICAN WAY
The NAB does solemnly re dedicate the American industry, with whose freedom it is entrusted to the advancement of the American way of life, and to the maintenance of the unity and morale of the American people.

TRIBUTE TO MCNAMEE
Whereas, the broadcasting industry lost one of its outstanding pioneers and the radio public lost one of its best known and most beloved voices last week in the death of Graham McNamee.

Therefore, Be It Resolved: That the NAB extends deep and sincere condolences to Mr. McNamee's family.

TECHNICAL TRAINING PROGRAM
The NAB expresses its appreciation to John Petzer, the chairman of the War Projects Committee and to those broadcasters who have served with that committee, who have given the industry, "Wartime Guide for Station Operation" in those critical times and for the opportunity in which the broadcasting industry has organized the current technician training program. The association also wishes to extend its thanks to the Office of Education and to the Signal Corps of the Army for their splendid cooperation in furtherance of this program.

ENDORSES SANDERS BILL
The NAB endorses the proposals made by its President before the House Committee on Interstate and Foreign Commerce in the hearings on the Sanders Bill (H.R. 5497) with a view to the enactment of new radio laws and urges favorable consideration thereof by that committee.

TO THE TIMEBUYERS
The NAB is deeply appreciative of the increasing recognition of the mutual problems of agency and station executives as evidenced by the attendance at this convention of the largest number of timebuyers in the association's history.

HORSE RACE PROGRAMS
Whereas, a scattered few broadcasting stations have been broadcasting horse race results, race by race, along with "off-the-time" programs, bets, odd and similar information of interest principally to bookmakers and their customers; and
Whereas, this practice has been called to the attention of the NAB as one which is of interest and value principally to listeners participating in illegal activity; and
Whereas, the Code Compliance Committee of the NAB has declared such "race-betting" results by beginning to broadcast "bad radio";

Therefore, Be It Resolved, that the NAB approves the Code Committee's declaration that broadcasting of horse race results, race by race, constitutes bad time.

Nothing in this resolution should be construed to condemn the broadcasting of the results of races at the end of a day's races. Nor should it be construed to condemn the broadcasting of descriptions of the running of outstanding horse races, such as the Kentucky Derby.

UNETHICAL PRACTICES LAUGHED
when the broadcasting industry, particularly vital to the nation in these times of war, is predicated on the observance of good business practices and high standards of ethics, both on the part of broadcasters and of those who would use broadcasting facilities. In cooperation with our Government, the broadcasting industry is doing its utmost in the promotion of the war effort, by disbursing unusual all-out contributions of time and talent.

Some organizations and movements outside the Government are seeking their commercial advantage or the promotion of selfish aims through the free use of broadcasting facilities, sometimes even under the guise of participation in the war program. All such efforts are regarded by the NAB as unwarranted, unseemly, and contrary to the best interests of the industry and the nation.

PRAISE FOR MILLER AND STAFF
The NAB hereby extends its thanks to its President, Neville Miller, and to the members of his staff for their untiring efforts in successfully scheduling and carrying out this convention and for their extremely effective work done during the year just completed.

FELICITATES GENERAL MOTORS
The NAB is deeply appreciative of the confidence in broadcast advertising expressed by General Motors in inaugurating its institutional advertising campaign, "Chairs From the Ompas," and to the War Department for its good offices in helping to bring this about.

WESTINGHOUSE RADIO STATIONS Inc. executive group (1 to r): Leslie Joy, KDKA, Philadelphia; George Harder, advertising manager; C. E. Young, WBZ-WBZA, Boston-Springfield; Lee Wals, general manager; James B. Rock, KDKA, Pittsburgh; J. B. Conley, WOWO, Fort Wayne.

the NAB as unwarrented, unseemly, and contrary to the best interests of the industry and the nation.

Simply, efforts by commercial enterprises to purchase radio facilities on a contingent, guaranteed, or per-inquiry basis, again sometimes even under the guise of patriotism, or, more reprehensibly, on the basis that the war emergency should persuade broadcasters to relax their standards of ethics, are declared by this association to lead to unfair and discriminatory practices, to an undermining of the entire structure of commercial radio, and to the deterioration of an industry vital to its Government and to the advancement of the American economic system.

Such efforts are, therefore, condemned as unethical, as contrary to the best interests of the industry, and it is enjoined to its logical conclusion as contrary also to the best interests of advertising in general and of the clients served by radio. It is the will of this association, therefore, that all such results be condemned by its members, and discouraged by every other means at their disposal.

APPROPRIATION OF PELLEGRIN
Whereas, the radio industry was greatly in need of a single source of information on radio as an advertising medium, and
Whereas, this need was more especially felt on the part of sales managers and salesmen of radio stations throughout the country, and
Whereas, such a source of information was developed earlier in this year under the title "Manual of Radio Advertising."

Therefore, for the NAB meeting in convention in Cleveland, May 13, 1942, express its genuine appreciation to the War Department for its support to Pellegrin, Director of the Department of Broadcast Advertising of the association.

PERNicious MUSIC PRACTICES
Whereas, there has grown up in the radio broadcasting and the music publishing industries pernicious practices whereby bribery and other corrupt and illegal means are used to foster the performance by radio of musical compositions regardless of their merit or popular appeal; and
Whereas these practices have recently become so intensified that it is the subject of common knowledge and open admission; and
Whereas such practices have been condemned by legitimate authorship, public enterprise and labor, and are contrary to the best interests of radio broadcasting and to the public it serves.

Now, Therefore, be it hereby resolved:
That it is the duty of all broadcasters to exercise and maintain proper supervision of radio programs and do all in their power to prevent the exercise of any influence over the selection of music used on such programs other than by merit, public interest and availability; and
Be It Further Resolved:
That the NAB is hereby directed to make all possible efforts to terminate said pernicious practices, and to make such recommendations to its members for the elimination of said pernicious practices as may be considered necessary and/or advisable in the premises.

EIGHT DELEGATES representing many phases of the industry (1 to r): Frank Chizzini, NBC Thesaurus, Chicago; George Dunham, sales promotion manager, CBS managed and operated stations, Harold Essex, WSJ, Winston-Salem, N. C.; Maj. E. M. Steier, Hearst Radio; Gunnar Wiig, WHEC, Rochester; Ronald Woodyard, WING, Dayton; Ray Linton, KFBI, Wichita; Oliver Grumling, Press Assn. Inc., New York.

DEEP IN CONFERENCE are (1 to r) Frank E. Mullen, NBC vice-president and general manager; Vernon Pribble, WTAM, Cleveland; Warren K. Williamson, WRN, Youngstown.

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ARMY HOUR RIDES JAMMING BY AXIS

IN ANOTHER attempt by the Axis to jam American broadcasts, a German radio station, believed to be located along the east coast of Europe, in Belgium, Holland or France, tried to drown out a May 10 pickup from Curacao, Dutch Guiana, during the Army Hour on NBC.

Tuning in on the same frequency as the Curacao station, the Nazi-controlled station released a seven-minute blast of piano music, which did not completely jam the broadcast, although it was difficult for NBC listeners to hear the Army and Navy officials, speaking from a U. S. Army post in the Dutch West Indies.

Similar attempts have been made to jam every one of the pickups from remote Army posts, featured on the Army Hour, since the series started over a month ago—the first occurring when the Japs successfully jammed a pick-up from Chungking.

Fly's View on Monopoly
Aired at Senate Probe

IN HIS ADVOCACY of the telegraph merger legislation before the Senate Interstate Commerce subcommittee May 12, FCC Chairman James Lawrence Fly answered the charge that the Commission was departing from its “trust-busting” course to create monopolies by differentiating between broadcasting and communications.

Chairman Fly told the Senate body the FCC in its broadcasting regulation was attempting to “close the control of the nation’s radio stations throughout the country by a few people in New York.” But in the case of the telephone service, they were considered “natural monopolies” in the rendering of service under strict regulation, he said.

Thanks to KGEI

GRATEFUL for the broadcasts of General Electric’s KGEI, San Francisco, to our forces in the Far East, members of the officers’ mess of one American warship, since sunk, solemnly pledged that the first of their group to reach San Francisco would personally thank KGEI. True to the promise the commander of the ship recently appeared at KGEI in khaki fatigue clothes and naval officer’s cap explaining he was fulfilling his mission on land without even taking time to change his clothes.

Kansas City Pact

AGREEMENT covering technicians employed at KCMO, KHBC and WDAF, Kansas City, was signed last week by the stations and the Radio Broadcast Technicians Unit 1250 of the International Brotherhood of Electrical Workers. The agreement, standard IBEW contracts, provide wage adjustments, vacations, and military service leave. Strike and lockouts are banned. Two other Kansas City stations, KCKN and WHB, signed IBEW contracts a few months ago.

KRTVA, San Antonio, in the interest of Pan-American good will installed lines and sent a special events crew 70 miles to pick up the recent Pan-American Fiesta at Gonzales, Mexico.

WFBG ALTOONA, PA.

- NBC RED
- BLUE NETWORK
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

OVER THE TEACUPS this group discusses business prospects (l to r): Lowry Crites, General Mills; Fred Thower, BLUE sales manager; John Norton, BLUE station relations manager; James Neale, Blackett-Sample-Hummert, Chicago; Ray Bright, KTTR, Houston.


EYES TURNED away from the camera were these (l to r): James Woodruff Jr., WRBL, Columbus, Ga.; Carroll Newton, BBDO, New York; C. C. Jones Jr., WGPC, Albany, Ga.; Ralph Powell, Presto Recording.

CBS EXECUTIVE and station group at CBS cocktail party (first row, l to r): Edgar Bell, WMBD, Peoria; J. G. (Jay) Gude, station relations; Tom Connolley, program service; Jack Cowden, station relations; Ned Midegeley, sales service. Second row (l to r): Owen Uring, WJR, Detroit; George Storer, Fort Industry Co. stations; Jerry Sill, station relations; William F. Malo, WRGC, Hartford. Third row (l to r): Leo Fitzpatrick, WJR; Edward Klauber, CBS vice-president; Herbert V. Akerberg, CBS vice-president; Melford R. Runyon, vice-president; Dr. Frank Stanton, director of research and sales promotion.


CBS 50,000 WATT STATION COVERS BOTH RICHMOND AND NORFOLK DOWN IN VIRGINIA!

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MYRON EARL, control operator of WGN, Chicago, is one of three additional members of the engineering staff to be assigned to civilian duty with the duration of four overseas duty to install equipment; Art Avery, former engineer with the special events radio staff of WNCR, has been assigned to the Repeater Interceptor Command; John J. Turner, maintenance department, has been assigned to Chicago duty.

EDWARD STAIBER, control engineer of WBYN, Brooklyn, has joined Pan American Airways to do radio work in Argentina. Before joining WBYN, formerly of WDDC, Washington, has joined the engineering staff of WBYN.

CLAUDE M. GRAY has been named chief engineer of WTCO, Savannah.

LEN OBERHAUER, technician, has joined KEPR in San Francisco, replacing Paul Williams, who resigned to join the Army Signal Corps as a civilian.

ROSS GRIFFITH, of Stamford, Conn., has joined WDEC, Hartford, as an operator at the transmitter building of WDBL, Cincinnati. Bill Kenneth is chief engineer of the station.

JOHN O'NEILL, technical supervisor of the Greenwich Police Radio, has joined WOR as assistant general manager.

CHARLES WILLIAMS, chief engineer of WQCV, Charleston, W. Va., has rejoined the Marines and is stationed at Quantico.

BYRON LINDSEY, control engineer of WABX, Norfolk, Va., last week for civilian duty with the U. S. Army Signal Corps. He had been training at a school at Lexington, Ky.

ALBERT PEPMEYER, formerly with Columbia Recording Corp., New York, recently joined the engineering staff of KVOO, Oklahoma City, after a tour of duty in the Navy.

ZACK YATES, formerly of WLPJ, Suffolk, Va., has joined the engineering staff of WABX, Norfolk, Va. Mr. Yates replaces Mr. Grether, brother of WABX's technical director, J. L. Grether, who has left to enter the service.

LEWIS SMITH, formerly control room technician of WCVO, Minneapolis, has taken military leave to join the Army Signal Corps at Ft. Monmouth, N. J.

JACK TRAPKIN, a transmitter engineer at WWRL, New York, for the past two years, has been promoted to chief engineer. Trapkin served for a time as maintenance and construction engineer for a wealthy New York family and also serves as a transmitter engineer for the Transmitter Equipment Mfg. Co.

JOHNNY BART, engineer of KYON, Tulsa, has rejoined the Army. Capt. White, of the engineering staff, has resigned, rejoining the service of Capt. Neil Jr., formerly of KPLT, Paris, Tex.

JOHN B. COLEMAN, of the RCA Mfg. Co., has been elected president of the Philadelphia section of the Institute of Radio Engineers. The annual election meeting May 7, William P. West, of Franklin Institute, was elected vice president, and R. E. Snyder was reelected secretary-treasurer.

RICHARD A. KELLEY and Charles Blanchard Jr., formerly of WBAA, Lafayette, Ind., have joined NBC-Chicago as relief studio engineers.

Auld Lang Syne

DAMON AND PRYTHIAS friendship of Merrill Mitchell, chief engineer, and Neal Tomy, publicity man and conductor of Uncle Neal shows of WABC, New York. Tomy observed with a 20th anniversary celebration May 4. Merrill and Neal in 1925 opened WCX, old-time WABC station absorbed 13 years ago, then came to WJZ.

ARRL Re-elects Bailey

GEORGE L. BAILEY, executive assistant of the American Radio Relay League, was re-elected president of the League at its meeting recently in New York. Mr. Bailey is also editor of the League's publication, The Radio Amateur's Handbook.

Television Operators Granted Respite Allowing Four Hours Minimum Weekly

GIVING television operators the respite they sought April 9 at the special television conference held by the FCC, the Commission last Tuesday amended its rules to reduce the minimum number of hours work per week instead of the 15 hours required heretofore.

The step was taken, the FCC said, "to prevent a recession of this nature from becoming a hazardous or laboratory stage and to keep it alive, ready to flourish as a public service after the war emergency."

The consensus of the more than two-score representatives of television licensees and permittees who attended the April 9 conference was understood to have favored reduced operation for the duration of the war and it was said at the Commission that its move was based on a canvass of television permits on construction progress reports and the reports given at the conference.

Vitaly Affected

That television would be seriously affected by the war was a foregone conclusion of industry representatives and it was pointed out at the conclusion of the session that restrictions or changes in materials, loss of technical manpower to the military services and the virtual stoppage of receiver production had combined to bog down public and industry interest.

Several spokesman at the conference indicated a desire to suspend operations during the war because of inability to procure necessary materials. Television, under War Production Board ruling, was not given a higher priority rating than standard broadcasting which until April 24 had an A-10 rating. On April 24 the WPB granted all radio an A-3 rating for replacement and repair, which gave broadcasters some access to certain critical materials such as steel and copper.

Many Precede A-3

However, the A-3 rating given radio has been said by industry manufacturers to have "lost its punch" since there have been so many other industries given ratings above A-3 which, it is said, brings radio into the same position that pre- viously it held on the priorities list despite its ostensibly high rating.

Compared with problems prior to the WPB ban was said by industry manufacturers to have "lost its punch" since there have been so many other industries given ratings above A-3 which, it is said, brings radio into the same position that previously it has held on the priorities list despite its ostensibly high rating.

Compared with problems prior to the WPB ban on construction in excess of $5,000 was said by the DCCC and the FCC recommending stoppage of all new or changed broadcast construction, the television industry was also faced with the WPB ruling that the A-3 rating given radio would not permit use of materials for plant expansion or improvement. These rules permit licensees and experimental stations to construct stations to serve "in situations of crisis, or to serve a great need of the public or to serve in a public emergency."
Bendix Names Buchanan
Consider Radio Return
BENDIX AVIATION Corp., South Bend, Ind., which last fall and winter for a 13-week period sponsored the Treasury Hour, a weekly program on the BLUE promoting the sale of war bonds and stamps for the Treasury, has appointed Buchanan & Co., New York, to handle its advertising. Although not using radio currently, Bendix may use a network show later this year. No details are available.

Mike to Alleys
DIFFICULTY was encountered when Johnson Hour, veteran sports writer and sportscaster of WHAT, Philadelphia, became manager and scheduler of the chain of bowling alleys. His new duties required his presence at a certain hand in every alley at the time he should be conducting his nightly sports feature. Milton Laughlin, WHAT manager, solved the problem by bringing the mountain to Mohammed, i.e., originating the programs from the ten pin plant.

CBS Promotion Clinic
A TWO-DAY clinic for sales promotion managers of CBS stations will be held May 18-19 in Chicago under the direction of George R. Dunham, CBS supervisor of promotion for those stations. The discussion will deal with individual stations' sales promotion activities and problems as related to the network. Among those present will be Dr. Frank Stanton, CBS director of research; George Moskovics, CBS West Coast director of sales promotion, and the sales promotion managers, David S. Garland, WEEI, Boston; Milton Laughlin, WWRL, New York, and John Heiney, WJSV, Washington.

MARGARET WYLIE
DISPELLING the fiction that a woman or an artist could never succeed in a business career, Margaret Wylie, timebuyer of J. Walter Thompson Co., Chicago, has succeeded so well that she has little time to devote to her art—music. Dark haired, attractive Peggy Wylie, stated, Miss Wylie can succeed in business careers years ago as an interviewer of radio talent. Modestly, she says her work consisted principally of holding hands of nervous opera singers and consoling rejected talent. The journey from interviewer to timebuyer, while not a logical one, is an indication of Miss Wylie's unusual success.

Through her approach and conscientious in her follow up, Miss Wylie handles all phases of network and spot buying from preliminary estimates to the signed contracts. When lining up stations for a spot campaign, such as the current, extensive list for Kellogg's Corn Flakes, Miss Wylie can be found at her desk working into the evening hours.

During her rise to the position as one of the country's leading timebuyers (over $3,000,000 spot and network in 1941), Miss Wylie has maintained that cordiality that has earned her the respect of the entire midwestern radio fraternity.

She currently buys time for Swift, Kraft, Kellogg, Bowman Dairy, Cole Milling, and Libby, McNeil & Libby.

Her hobby, and her sole connection with her old muse, is collecting symphonic records.

ADAM HAT STORES, New York, will sponsor the broadcast of the lightweight bout between Johnny Cole and Antony Cirelli on WJZ radio, the Chicago Stadium over 105 BLUE stations, May 20. Account is handled by Glickman Adv., N. Y.

CENSUS PROCEDURE
ON RADIO REVISED
STATISTICS covering radio homes in each individual State will hereafter be issued in advance of the printed Second Series Housing Reports, in which the information is recorded along with other census data based on the 1940 decennial census. The Second Series Bureau announced May 16. On that date it issued a special housing bulletin covering radio homes in the State of Maine, and showing that 184,348 homes reported radios, 28,856 reported radios and 5,764 failed to report on the radio questionnaire.

Up to then the Census Bureau had issued six of its printed Second Series Housing Reports, covering data on Nevada, New Hampshire, Vermont, Wyoming, Montana and Idaho. Breakdowns and interpretations for the first three States were published in the March 16 BROADCASTING; for Wyoming, April 13; for Montana and Idaho, May 11.

The Maine report does not give percentage breakdowns, but shows total dwelling units with and without radios by counties and in the three cities of 25,000 or more population, namely, Bangor, Lewiston and Portland. The radio figures are also broken down by rural-nonfarm dwelling units and rural-farm dwelling units. Copies of the report are obtainable without cost from the Bureau of the Census.

The detailed Second Series Housing Report for Maine will be issued later, and will be interpreted in a later issue of BROADCASTING.

WWRL Adds 37 Hours, Preparing for Fulltime
WWRL, New York, which has been sharing time with WCNW, Brooklyn, on 1600 kc, has been granted permission by the FCC to operate full-time on that wavelength, now that WCNW, becoming WLIB, has been assigned to 1190 kc.

Effective May 13, WWRL added another 37 hours to its previous schedule of 70 hours a week, and is now heard 16 hours a day, 8 a.m. to 12 midnight. The station also has received FCC permission to increase its power from 250 to 5,000 watts, and is currently installing a new Western Electric transmitter to be ready for operation this fall.

Where But
Syracuse
CAN You Get a Basic
NBC Red Station
covering Central
New York?

May 18, 1942 • Page 67
A Wife Goes to the NAB Convention

But Cleveland Session Wasn't Quite What She’d Expected

Editor’s Note: These impressions by the wife of a prominent New York agency executive who accompanied her husband to the Cleveland convention, will serve to reassure non-attending wives that this was no fizzle, that their spouses somehow survived their enormous war responsibilities, that attending a convention is business—and nothing else.

By MRS. WALTER J. NEFF

BOYS! It’s a dirty trick! You’ve disillusioned me so completely, that never again can I complain when my lord and master leaves his happy home to attend one of your conventions. As a matter of fact, hereafter, if I don’t urge him to attend, I’ll be lax in my duties as an encouraging, progressive spouse. Boys! You couldn’t have done this to me!

Through a series of circumstances, which I don’t think I’ll explain right here, I was taken along to your NAB convention in Cleveland. I must admit the idea tickled me pink. Here was my chance to see a convention in action—to watch it operate from a ringside seat, and to find out for other wives the mystery behind these frequent gatherings of business men in cities distant from home.

We’ve always thought—wives who are usually left behind—that an ulterior motive lay hidden underneath the word “convention”, and that the little letters served to shroud in the cloak of decency a mass misbehavior. In other words, we’ve secretly believed that a convention was nothing better than one big brawl.

Did They Raise Hell?

But what did I find in Cleveland? A bunch of drunken bums, playing fascinating songs from the duties of both office and home? A bunch of overgrown boys out for a good time, cavorting at night clubs and staggering down the corridors of a hotel? A series of rowdy parties with champagne flowing freely, and loose women a dime a dozen? No—I found not even one of those things. Here’s what I saw.

I saw over 1,000 business men, and perhaps a hundred or more business women, gathered together at a mutually convenient hotel, for one purpose—a purpose which was carried out effectively and determinedly.

They met to discuss with one another the complexities of a business which is beginning to grow up; they met to solve the problems created in that business, as in most others today, by an America at war, and an America with victory as its goal; they met to find a way for the radio industry to do its part toward attaining that victory; and they met to exchange ideas, good or bad, with others in the same line of work. It was the most inspiring thing imaginable.

The men and women worked harder and longer than they could possibly work at their offices. There were breakfast sessions at 8:30 in the morning, with speakers having had time to brush the fog of sleep from their eyes before addressing their audiences. There were sessions throughout each entire day, and even luncheon and dinner were served to the tune of the “Star-Spangled Banner”, followed by informative talks by qualified speakers.

Small groups, which usually grew larger as the evening progressed, gathered in various spots after dinner each night, to discuss, pro and con, many questions relating to their work. Business meetings were held in abundance, with resolutions adopted, or sometimes turned down, affecting the greatest good for the greatest number.

Breakfast Sessions

Some of these meetings had to be held in the wee hours of the morning, after the full day’s schedule was completed. But with only a few hours sleep under their belts, these conventionists attended the early breakfasts en masse.

Yes, there was some drinking—quite a lot, I suppose—but it was done quietly and decently, as one would do it in one’s own home, and I had not even the satisfaction of seeing a single “drunk”. And the women who attended left behind them the glamour and feminine wiles that bespeak their sex—they were in Cleveland, as were their male associates, to share their radio ideas with their brother-men, and to glean important new ideas to guide them in future operations—and that’s exactly what they did!

I left Cleveland, convinced more than ever before, that the American way is definitely the right way, but I’ll never go to another convention. They aren’t any fun!

CARTHAGE’S YOUNG RADIO DUO

Thomas Martin, Simon Goldman, Raised Together, Now Manage Stations in New York

THE VILLAGE of Carthage, nestled in the foothills of the Adirondacks, is justly proud of two of its young natives who have carved names for themselves in the radio industry. These two young men, whose careers have followed such a close parallel that it’s a tip for the believers in Mr. Nice Fellow theory, are Thomas E. Martin, station manager of WNYN, Watertown, and Simon Goldman, station manager of WJTN, Jamestown.

Both young men are 29 and were born two months apart in Carthage. As youngsters they played together, and when it came time to go to school, they were classmates. They were graduated from Carthage High School in the same class. Both had musical inclinations for the same instrument—the violin—and were first violinists in the Carthage High School orchestra.

To College Together

Upon graduation, both returned to Carthage High School for a post graduate course. They played leading roles in the post graduate play, “Smilin’ Through”, in 1931. In the fall of that year, both entered Syracuse as freshmen. Both joined fraternities and the chapter houses were directly across the street from each other. Goldman was affiliated with Sigma Alpha Mu while Martin joined Beta Theta Pi.

Graduation in 1935 found both young men receiving their diplomas together. During Martin’s senior year, he did some news announcing for the Syracuse U station WSYU, at that time affiliated with WSYR.

In college, Goldman went into advertising as a major, while Martin spent his time in journalistic endeavor. Both went to work at WSYR, Syracuse, in 1935—Goldman in the sales promotion department, Martin as news editor and staff announcer.

Today, seven years later, they are among the younger radio executives in the industry. Goldman was sent to Jamestown by Col. Harry Wilder as commercial manager. He later returned for a brief period to WSYR, but went back again to Jamestown where he has remained. When Col. Wilder sold WJTN, Mr. Goldman was retained as station manager.

Mr. Martin, after two years experience at WSYR as news editor and staff announcer, went to WIBX in Utica where he branched into special events and some radio production. Later he went on to WGY, Schenectady, working for NBC as continuity director, production man and newscaster. He organized and directed the WGY Junior Players and handled the WGY Saturday morning children’s program.

In December, 1940, Martin went to WJS, NBC outlet in Columbia, S. C., as announcer, sportscaster, special events man, news editor and continuity writer. In March, 1941, he was engaged as station manager of WWNY, owned and operated by the Watertown Daily Times.

LAW GNAWS the news at KSO-KRNT, Des Moines. Gunning the drop copy is 8-months-old David Winston Law, son of Glen who is news editor of the two stations.

Gory Galluses

APPELLANTLY determined to see that its affiliates are not caught with their pants down, NBC handed out to broadcasters at the NAB convention in Cleveland last week some 200 pairs of bright red suspenders, and it walked away with the mythical station relations promotional award. To take care of the above-the-belt department, Sheldon Hickox, NBC’s station relations director, had a bright red rose placed at every plate at the NAB banquet Wednesday night.

Page 68 • May 18, 1942 • BROADCASTING • Broadcast Advertising
Have YOU Started the Pay-Roll Savings Plan in YOUR Company?

Like a strong, healthy wind, the Pay-Roll Savings Plan is sweeping America! Already more than 32,000 firms, large and small, have adopted the Plan, with a total of over seventeen million employees—and the number is swelling hourly.

But time is short! . . . More and more billions are needed, and needed fast, to help buy the guns, tanks, planes, and ships America's fighting forces must have. The best and quickest way to raise this money is by giving every American wage earner a chance to participate in the regular, systematic purchase of Defense Bonds. The Plan provides the one perfect means of sluicing a part of ALL America's income into the Defense Bond channel regularly every pay-day in an ever-rising flood.

Do your part by installing the Pay-Roll Savings Plan now. For truly, in this war, this people's war, VICTORY BEGINS AT THE PAY WINDOW.

Plan Easy to Install

Like all efficient systems, the Pay-Roll Savings Plan is amazingly easy to install, whether your employees number three or ten thousand.

For full facts and samples of free literature, send the coupon below—today! Or write, Treasury Department, Section C, 709 Twelfth Street NW., Washington, D. C.

MAIL THIS COUPON NOW

Treasury Department, Section C
709-12th St., NW.
Washington, D. C.

We want to do our part. Please rush full information regarding the Pay-Roll Savings Plan.

NAME:

POSITION:

COMPANY NAME:

ADDRESS:

NUMBER OF EMPLOYEES:

INDUSTRY ANSWERS THE CALL!

32,145 Firms With Over 17,700,000 Employees Have Installed the . . . PAY-ROLL SAVINGS PLAN
FCC Diathermy Registration Will Cover 100,000 Machines

REGISTRATION of diathermy apparatus must be completed by June 5, according to announcement by the FCC last Saturday. The order followed a recommendation by the Defense Communications Board for registration of every piece of apparatus capable of generating radiofrequency energy whether transmitted as a signal or not, including thus diathermy apparatus.

Thousands of physicians, osteopaths and physiotherapists who use diathermy apparatus will be affected by the order which is designed to prevent use of any apparatus capable of being transformed into long-range transmitters for illicit purposes.

The FCC reports that more than 100,000 diathermy machines are in operation throughout the country. The order was pointed out that an "appreciable" proportion of them are owned by individuals for private use.

Vital to War

The DCB in issuing its order last month said it had determined that the national security and defense and the successful conduct of the war "demanded that the Government have knowledge of all persons who possess apparatus equiped for transformation of radio frequency energy" [BROADCASTING, April 20].

Under the order the FCC was designated as the registration agency and the Commission's order establishes that registration will be made on separate forms which it will furnish in Washington and through its field representatives. It was noted that the registration forms must be returned to the Secretary, FCC, Washington, and not to field offices.

Registration was made in the FCC order for classification of diathermy apparatus for which there is "no valid registration certificate outstanding, and any apparatus for which the name of the manufacturer and serial number shall have been obliterated, removed or altered after the date of this order." The order states that such apparatus shall be "subject to closure and removal in such manner as shall be prescribed at the time by the Commission."

Exemptions to the order include apparatus which is in the possession of the Government, its officers and agents, or apparatus under contract for delivery to the Government.

Following registration of the diathermy units, the FCC will issue a non-transferable registration certificate to the applicant, the order states, but stipulates that such certificates will be issued only "if the Commission finds that sufficient and reliable information has been furnished."

The order also provides for theft or destruction of apparatus by demand that the FCC be notified within five days of any such con tinuity.

Many instances have been reported of diathermy and other radiofrequency apparatus, other than broadcast equipment, being transformed and used illicitly for signaling purposes, and it is believed the DCB-PRP orders were promul gated to prevent any such use in this country.

MILITARY BONUSES AMENDED BY CBS

REVISING its plan of bonus payments to employees entering the country's armed forces, the network included as drafted, the FCC is now paying such bonuses to all regular employees of six months or longer standing, excluding only those who go into service as officers.

Each employe at the time of induction will now receive an amount equal to the difference between his CBS and his Army earnings, for periods ranging from two weeks for men who have been with CBS for less than a year up to four months for those who have been with CBS for more than six years.

The network also continues to contribute to the cost of insurance coverage for employees injured under the CBS cooperative life insurance plan, and will continue to make available to employees called into active service under the terms of the Selective Service Act an opportunity to re-enter the employ of CBS at the conclusion of the national defense service. The benefits of the plan apply not only to CBS employees but also to employees of its subsidiary, Columbia Broadcasting Co., and to managers and supervisory employees engaged in production of war equipment.

IT&T Grants Free Use Of Patents During War

PLANS for a consolidation of International Telephone & Telegraph Co., and the Federal Telegraph Co., both subsidiaries of IT&T, were disclosed in the 1941 annual report for 1941 released by Col. S. Sethnes, president of IT&T. The two companies at present are engaged in research and the production of communications equipment, mostly for war purposes.

Simultaneously, it was announced that IT&T has offered the use of all of its 1,300 of its patents and those of its subsidiaries, both here and abroad, for the duration of the war. In addition, Col. Behn said, such patents are being made available to representatives of manufacturers engaged in production of war equipment.

IT&T is currently exporting 25% of its output to countries of the Western Hemisphere, the balance going to the armed and related services of the United Nations. The system holds 9,200 patents and more than 450 trademarks in 81 countries.

Forbes Joins RAF

DON FORBES, for about three years a team member of the six-weeks' program "Richfield Reporter," sponsored by Richfield Oil Co. on NBC West Coast stations, has transferred to the RAF. John Waid, second half of the newcast ing team, has taken over the entire broadcast, with Franklin Bingman named as commentator-announcer.

WOT, SchenECTADY, recently was forced to cut its power by a lightning bolt in a pre-summer shower. A fire in the operation offices had to be extinguished by the operation crew, headed by Kenneth Hol ingworth.
Bolstering Sales Boosting Morale

War Plants Scene of Local Disc Show
In Cleveland

By LLOYD H. ROSENBLUM
Advertising Manager,
Rosenblum's Inc., Cleveland

"HOW can we give 'em a civic program without being stuffy? How can we help the country by telling people what's going on at home? How can we boost sales by bolstering morale? How can we be different?"

The three of us—Leroy Lustig, head of the advertising agency bearing his name, Carl Mark, WHK-WCLE producer and myself asked each other those questions some months ago at a conference to find a new program idea for Rosenblum's, our Cleveland department store. Well, we hit on the idea. And it clicked!

It Builds Sales

Actual war served to make the show more timely. Three reasons for its success are: The program is entertaining; it boosts morale of war plant workers and civilians; it is very merchandisable, thus builds sales and goodwill.

Carl Mark, a staff of engineers and myself, contact and make transcriptions at pre-arranged war plants and places around town. We get all the data we need, then go to work and record about 20 minutes. We use the WCLE Mobile Unit. We strive for one thing: Get an unusual but factually "sound" story about what goes on behind the scenes, what the workers think about, how all aspects of the plant fits into the national effort.

We build the show around the idea of a "friendly, honey" visit. Once recorded, we edit the transcriptions, cut out any mis-statements or uninteresting portions and put them on the air...five different broadcasts per week at noontime.

We're concentrating more and more on war plants because we get mighty interesting shows without divulging any secrets, names or anything that goes on in the plant that is censorable. The shows get a lot of fun out of hearing the broadcasts played back to them on their lunch-hour. It makes good listening to hear these employees tell, while at work, how they and their plant are speeding up production, what they are personally doing to help the country, what their bosses are doing to help them keep healthy, happy, fit and productive.

On other days we visit various manufacturing firms or interesting places. On these programs we tell an actual "sound" story of how a business operates, how a product is made from start to finish, and how that business is affected by national restrictions. We told listeners how coffee was roasted, they heard it being roasted on the air, they heard beer being brewed, musical instruments being actually manufactured.

We visited a pretzel maker, sausage maker, baker, cigar maker, gardener, laundry, manufacturer, beekeeper, lumber plant, the street-car company, a dancing studio, children's nursery, flower show, the theatre, an effective agent, the post office, bus line, cab company, bowling alley, etc.

A food manufacturer tells how food can help civilians keep up pep and vitality...and each company shows what is its share in the national effort. The all important thing is the "sound"...for the audience to know, and pictures tell the story. We keep the programs lively.

Cooperation Tremendous

Cooperation from participating firms has been tremendous. We knew people pride in their own business, but we had no notion they would help us and them get so much publicity in every way. We don't allow profuse commercialism of a product but owners and employees all enjoy hearing their voices and telling real facts about their businesses. Consequently the goodwill from employers has been amazing. For each place we employ a reporter who helps special broadcast of their program or learn about the regular broadcast through a meeting, bulletin or card.

We furnish the latter. Each firm publicizes its participation through its regular channels...a restaurant on their menu, an ice cream company that puts its dairies to its customers, a photo finisher inside packages of prints, a theatre by a trailer, etc. We plug each firm in a newspaper ad. Funny accidents have occurred that brought publicity in the papers, such as the time Carl Mark fell from a tree while broadcasting a coin chase before a crowd at the Sportmen's Show.

People Are Talking

Yes, we applied the "sizzle" to these shows by making them fast-moving, chock full of human-interest stories, chatter and sounds, and void of speeches and statistics. At a bowling alley we talked to the pin boy while working, at a food terminal, we caught the chant of the auctioneer. While we do promote other companies, it merely complements the value of the program to us. People have started to talk favorably and often about our store. That's what we want.

Above all, by telling listeners what goes on the industries of this city and by giving them an inside tip of what the workers are doing and thinking about, we've succeeded in bolstering the morale of these workers and other civilians who tune in. We're getting results by educating and entertaining those of us fighting on the home front.

While this idea has already proved and honest-to-goodness sales and goodwill builder for Rosenblum's, it seems to me it might easily be adapted for Government use as a morale builder on a national scale. What better way than through an intimate radio program such as "Let's Go Places!", can be found to make people up, urge them on to work harder, stay healthy and "live" only for victory?

Evans Heads WSAZ

FLEW EVANS, formerly of WPAR, Parkersburg, W. Va., has been named station manager of WSAZ, Huntington, W. Va. He replaces Mike Layman who has enlisted in the Navy. Mr. Evans first broke into radio in 1934 with WSAZ.

DON WILSON, Hollywood announcer on the NBC Jack Benny Show sponsored by General Foods Corp. for Jell-O, has been given a featured role in the Republic picture, "Hi, Neighbor!"

BOB GARRETT, Hollywood newscast-announcer, has been signed as an announcer for the weekly CBS "Tales of the Unusual" series sponsored by P. Lorillard Co., Old Golds.
OPERATORS OF FM REFLECT OPTIMISM

PROMINENCE OF FM on the military communications front promises advancement and general spread of knowledge of high-frequency radio, according to replies to a survey just completed of all FM broadcasters, by N. H. Terviliger, sales promotion manager of Zenith Radio Corp., Chicago.

Optimism, despite prospects of reduction in schedules because of shortages of personnel and equipment, is prevalent among the 64 broadcasters who replied. Questionnaires were sent 100 FM licensees and applicants.

Answers show 41% of the operators favor FM with the "average station" or more than half of those who answered, is licensed to use 13,950 watts and is actually using 5,950 while it broadcasts 11½ hours a day. Location for most FM stations was found to be on a tall building transmitter tower. Unusual distances from transmitter to studio were W41MM, Winston-Salem, 146 miles; and W30B, Boston, 100 miles, both using relay setups.

New Lumber Order

DELIVERY OF SOFTWOOD "construction lumber was frozen for a period of 60 days, May 13 under an order of the War Production Board. The only exceptions are the needs of the Army, Navy and the Maritime Commission. This order particularly applies to wood materials commonly used in building construction. And it leaves factory shop and lumber free for normal trade channels. However, all persons are prohibited from accepting deliveries of softwood.

Col. Browning Moved

LISJUT. COL. HARVEY F. BROWNING, Chief of the Army Communications Branch under Brig. Gen. Frank E. Steere, has been assigned to the 8th Corps Area as signal officer with headquarters in San Antonio, Texas. Browning, who served with the Southwestern Bell Co. before he entered the Army in World War I, had been signal officer in the Canal Zone until he was given the Washington post last fall. He is succeeded by Maj. Carl H. Hatch, formerly of the Wisconsin Bell Telephone Co.

CARL SMITH GETS AWARD FOR RADIO WAVE DEVICE

THE HICKOK award for the best paper in the Cleveland section competition of the American Institute of Electrical Engineering will be given to Carl E. Smith, chief engineer of WHK and WCLE, Cleveland, it was announced last week.

Mr. Smith's paper, which was submitted in competition with other members on new technical developments in the radio field, was a treatise on "An Electro-Mechanical Antenna Pattern Calibrator," outlining details of the construction and operation of a machine he has invented to mechanically calculate the direction and distance radio waves go after leaving the transmitting antennae.

The machine, said to be the only one of its kind in the world, is now in operation at WHK-WCLE. It was said that the machine's calculation is as accurate as the mathematical method of computing antenna patterns and cuts the time required from days to a few minutes.

Robert D. Hickok, Sr., president of the Hickok Electrical Instrument Co., Cleveland, for whom the award is named, will make the presentation May 21.

Carl Smith Gets Award

For Radio Wave Device

Fly's 'Buddy'

WERE FCC Chairman James Lawrence Fly, and Soviet Commissar Voroshilov at the NAB convention in Cleveland last week? If one believed the convention badges worn on the labels of a pair of broadcast- ers, who were constant companions, the answer would be "yes." One broadcaster wore a badge reading: "James Lawrence Fly, FCC, Washington." His companion's read: "Voroshilov, Moscow, USSR".

Fly's 'Buddy'

DAYS, Delhi, correspondent, formerly stationed in India, heard news of D., 7-13-42. Watts, unlimited time application for extension to D., 7-13-42.

D., March 30, is granted, nor time and

New Business

DOMESTIC

GENERAL MILLS, Minneapolis (Sperry Flour Mills), on June 10 will end on 7 CBS Pacific coast stations (KROY Kirkland, WAKI KFPR Portland, WNZR), thru Fri., 7:15-7:30 p.m. Agency: Westco Adv., San Francisco.

Renewal Accounts

GENERAL MILLS, Minneapolis (Sofasafic cake flour), on June 1 renews for 52 weeks on 7 CBS Pacific coast stations (KROY Kirkland, WAKI KFPR Portland, WNZR), thru Fri., 7:15-7:30 p.m. Agency: Blackett-Sample-Humment, Chicago.

SPECIAL INSURANCE Co. of America, Newark, on May 31, renews for 52 weeks stations, Sun. 5-5:15 p.m. Agency: Benton & Bowles, New York.

BAYUK CIGARS, Philadelphia (Philibites), on June 30 renews for 13 weeks Inside of Syrup, on 52 CBS stations, thru Mon., 6:45 p.m. Agency: National Network, 1:45-5:45 p.m., Tues., Thurs., and Sat.; and 9:45 a.m. to 12:15 p.m., Thurs., Fri., and Sat.; and 9:45 a.m. to 12:15 p.m., Tues., and Fri., on 56 CBS stations, 8-11 a.m., Mon. thru Fri. Agency: Digney & Perez, Philadelphia.

PILLSBURY Flour Mills Co., Minneapolis (flour and cereals), on June 7 discontinues Musical Midweek on 50 BLUE stations, Wed., 7:30-8:00 p.m. Agency: Kohrt & Ryan, Chicago.

Network Changes

CAMPBELL SOUP Co., Camden, N. J., on June 25, will discontinue Alka-Seltzer and the Alka-Seltzer Network, 7:45-8:00 p.m., Tues., Thurs. and Sat.; and The Big Hurt, 7:00-8:00 p.m., Tues., Thurs., and Sat.; and Sealed Air, 2-3:30 p.m., Fri., on 56 CBS stations, thru Fri. Agency: McCann-Erickson, Chicago.

PILLSBURY Flour Mills Co., Minneapolis (flour and cereals), on June 7 discontinues Musical Midweek on 50 BLUE stations, Wed., 7:30-8:00 p.m. Agency: Kohrt & Ryan, Chicago.

WNEW CLARIFIES NETWORK POSITION

ROLE OF WNEW as an independent station in New York will remain unaltered by its participation in the Atlantic Coast Network. Its new regional chain [see page 28], according to announcement May 13 by the WNEW management.

"The arrangement contemplated is for WNEW to remain an independent outlet and all time presently on WNEW will remain with WNEW," said the statement. "However, where time is available on WNEW the network is in a position to sell it, such time will be available to the network at WNEW's card rate. WNEW will, of course, continue to sell its own time and no options have been granted, nor will any be granted, to the network.

"WNEW will give its best efforts towards aiding the new network insofar as such efforts are not inconsistent with its own activities. As an opportunity to provide expanded public service, WNEW welcomes participation in the network facilities will provide, the management stated.

CLARENCE G. ALEXANDER, NBC television program operations manager, is leaving this week as a first lieutenant in the Army Air Force.
Help Wanted

ENGINEER—For Southern NBC station. Permanent position. Salary expected and good fringe. Box 486, BROADCASTING.

Operator—With third class license or better. FCC approved combination needed. Operate transmitter. Permanent position to right party. KELD, El Dorado, Arkansas.

Chief Engineer—$500 Walt station. Write giving full details first letter. No drudges or drunkards. WRKC, Toccoa, Georgia.

Operator—Splendid permanent opportunity. Will assist with station installation and transmission line, antenna resistance and fault strength measurements, etc. Good man can earn and learn. Your chance to grow with station. WSNY, Schenectady, N. Y.

Technician—Combination man preferred. Salary $400, 40 hours weekly. West Coast Station. State full qualifications and draft status first letter. Box 487, BROADCASTING.

Operator—Any license qualifying for broadcast station operation. Give full details first letter. WRKC, Toccoa, Georgia.


If You Want to sell time that sells merchandise for the man who bought it, and think you can get over the head of local accounts on one of the finest Eastern local Network stations and earn more than a $40 weekly drawing account, write full details of your experience, record, draft-status, enclosed photo. Our staff knows of this ad. Box 477, BROADCASTING.

Two Combination Men—One first class, one hundred forty month. One second class, one hundred twenty-five month. Location Southwest. Regional Columbia affiliation. Box 491, BROADCASTING.

Engineer Wanted—For studio and transmitter work. Pleasant working conditions. Position first permanent. Good first information, including draft status, to Station WCOS, Charleston, South Carolina.

Engineer—For 250 watt, full time station. Western Electric equipment. State qualifications and draft standing. Box 488, BROADCASTING.

Situations Wanted

SALES—Give references, salary, experience first letter. Box 482, BROADCASTING.

Operator—Desirous of change, first class license, draft exempt, presently employed. Box 480, BROADCASTING.

NEED AN ANNOUNCER?—Two available—both twir-ble. Crossroad High, squeaky voice, irritating personality. Edison Gramophone recordings available. (Well?) We'll take slight. $60.00 weekly—better hurry. Local board help. Your trail. Both illustrate but what can you expect in these times? Added attraction: ten pounds of sugar—spare tire and chrome bumper thrown in. Write immediately. Box 484, BROADCASTING.

Program Director—Draft exempt, age 34. Over ten years experience. Reliable, dependable, with good public departmental work. College background. Several years in present position. Only applicant considered. References. Box 495, BROADCASTING.

Urgently Need—Approved Broadcast modulation monitor. State type, condition, cash price. Box 494, Broadcasting.

Situations Wanted (Cont’d)

MANAGERIAL EXPERIENCE—NBC Mutual regional groups. National sales manager for independent local Network. Senior position, 15 years radio, publication, and tour experience. Employed; seek position as sales or assistant station manager requiring above average ability. 45, exempt. Box 478, BROADCASTING.

Station Manager—Versatec radio man available for top position. Now employed in poor market. This man knows management—sales—and showmanship...and is competent an executive producer, writer. Best references. I. A. Virginia or Southeast preferred. Box 496, BROADCASTING.

Seven Years—Two stations, Married. Family. Employed. Progressively newspaper reporter, announcer, copy writer, salesman, program director network affiliate. Five first with University. Box 476, BROADCASTING.

PROGRAM-PRODUCTION MANAGER—Now employed. Ten years experience one market. Can handle news, sports, publicity and promotion. Six years play by play baseball for General Mills. Newspaper and trade-paper background. Excellent references. Prefer station connection East or Middle West. Allow experience in all departments, married, children, draft exempt. Address Box 486, BROADCASTING.


Chief Engineer—500 watt station. Wants chance. $52.50 week. Box 474, BROADCASTING.

GENERAL—COMMERCIAL MANAGER—Ten years every phase radio. Married, family. 45, exempt. Two references. Box 492, BROADCASTING.


Announcer or Program Director—Draft exempt. Now with Chicago 56 kw, net experience three out of town. Box 475, BROADCASTING.

Practical Radio Engineer—Long experience broadcasting up to 50 kw. Concise, clear, concise, better feed. Good references. A1. One year experience, mobile, draft exempt. Box 488, BROADCASTING.

Wanted to Buy

Direct Reading Field Intensity Meter—WFBC, Greenville, S. C.

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

For Sale

1 KW Broadcast Transmitter—Western Electric: 300, including tubes, etc. Good condition. Reasonably priced. Box 481, BROADCASTING.

Collins 1,000 Watt Transmitter—Model 20 V to V Excellent condition. Available immediately. KTKC, Visalia, California.

230 PL Blaw-Knox—Self-supporting radio tower for immediate delivery. Box 489, BROADCASTING.

RCA Frequency Monitors—Type 476-A. Serial No. 161 and Type 476-A, Serial No. 163. Box 490, BROADCASTING.

Shortwaves (Continued from page 52)

one or two occasions why the great American radio organizations ask for money on the air. I was stumped and replied rather angrily that they must have been listening to some other country. Later I got to thinking about it and decided some station probably had an international account supported by contributions. I have not caught such a program but I suppose my English friends did.

Since then I have been disturbed at the thought of the reaction of someone less kindly directed to America than an Englishman hearing such a program. They probably assume that that rich America is not so rich after all—so why believe anything their radio stations say. A bit complicated, isn’t it? Not quite as simple as just keeping the air alive with, perhaps, half an hour of military band records.

To wrap this thing up, the job has to be done. It can be done—as cheaply as the cost of the stupid broadcasting that is now being done. The small items I have mentioned as symptoms. There are many larger questions which I would rather not discuss at this time—questions of the handling of news and news interpretations, questions of jamming and interference, questions of cooperation with friendly nations, etc.—but which must ultimately enter the picture.

I came over here as a plain good American broadcaster. I’ve learned much from this job—very much.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY—An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING National Press Bldg., Wash., D. C.

JOHN BARRON—Consulting Radio Engineers Specializing in Broadcast and Allocation Engineering Early Building, Washington, D. C. Telephone National 7757

HECTOR R. SKIFTER—Consulting Radio Engineer (Incorporated) Points of Sales—Station Location Surveys CUSTOM BUILT EQUIPMENT SAINT PAUL, MINNESOTA

CLIFFORD YEWDAK—Empire State Bldg., NEW YORK CITY An Accounting Service Particularly Adapted to Radio

RINE & CLARK—Consulting Radio Engineers WASHINGTON, D. C.


PAUL F. GODLEY—CONSULTING RADIO ENGINEERS MONTCLAIR, N. J. MO 2-7859

GEORGE C. DAVIS Consulting Radio Engineer Munsey Bldg., District 8456 Washington, D. C.

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.

RING & CLARK—Consulting Radio Engineers BROADCASTING for RESULTS!

Munsey Bldg. • Republic 2347

BROADCASTING • Broadcast Advertising

May 18, 1942 • Page 73
54 Hours a Day for Latin Listeners

Rockefeller Group to Expand Busy Radio Schedule

By DON FRANCISCO
Director, Radio Division
Office of Coordination of Inter-American Affairs

THE INCREASING interest of the other American republics in the United States, its problems and its people is reflected in the growing number of radio programs now beamed southward by United States shortwave broadcasting stations.

Shortwave stations now broadcast a total of 54 hours each day to Central and South America, 15 hours of which are devoted to news programs. In the last year these news broadcasts have increased from 39 to 63 periods daily and shortwave stations have stepped up their transmitting power from 2 to 52 kw. One station has tripled its staff within a year and another has doubled its personnel in the last month.

The OCIAA has reports indicating that programs originating in the other republics are being heard increasingly in the United States. The number of such United States programs can be heard each week which are based on inter-American subjects, and 17 of these are carried on major national networks.

Commercial Cooperation

Since its inception the policy of the Radio Division of the OCIAA has been to help commercial broadcasting companies stimulate interest between the republics of the hemisphere as much as possible. The Division now continually acts in an advisory capacity on program selection and has supplied many suggestions and much material. Since the declaration of war, the Radio Division has participated more and more in the actual production of programs keyed to the United States war effort.

As an example, the program, This Is War! written for United States audiences under auspices of the Office of Facts & Figures, was broadcast also in Spanish and Portuguese by the Radio Division of the OCIAA.

The script for each program was released to the division upon final clearance, re-written in Spanish and Portuguese and broadcast shortwave at approximately the same time that the United States program went on the air. Owing to the audience differences, the script must often be revised or restored and different sound effects substituted, as well as using new voices and actors. This was done entirely by writers of the Radio Division.

Another program prepared with the cooperation of the Radio Division for a shortwave network is entitled Americanos Todas. This is broadcast nightly between 8 and 8:15 and brings to the microphone prominent men and women of all the American republics, discussing problems of common interest to the hemisphere. In recent months, listeners in the southern republics have heard Henry A. Wallace, Mexican Foreign Minister Ezequiel Padilla, Bolivian Ambassador Luis F. Guachalla, Brazilian Ambassador Sousa Acesa, Costa Rica's Minister of Finance Carlos M. Escalante and many others.

News Programs

Two news commentary programs also are prepared under the supervision of the Radio Division. One of these is a Brazilian program, broadcast from New York six nights a week over the Brazilian Government network under the direction of, and with comment by, four noted Brazilian journalists: Senhores Julio Barata, Origins Lessa, Raymundo Magalhes, Pomeu de Souze. The other program is a news commentary sent by point-to-point communication to Argentina, Uruguay and Bolivia, with Roberto Unanue acting as commentator.

Sports enthusiasts throughout Central and South America may listen each Sunday night to a transcribed sports program of weekly events, tied in with the war effort, and broadcast by Luis Alcivar, Ecuadoran swimming champion. Still another program produced for shortwave stations is written by the Radio Division, a dramatic presentation entitled Salute to Our Heroes. This program is on the air Sunday evenings between 8:30 and 8:45 and dramatizes deeds of bravery in the war, such as General MacArthur's defense of Bataan.

The Radio Division helps in other ways. One of these is the recording for transcribed programs of background material on the cultural and economic life of the United States as it is geared to the war effort. Such recordings are distributed to local stations throughout the other American republics, many of them musical recordings of famous symphonies and programs of celebrated artists of the entertainment world.

The Radio Division also has encouraged networks to establish affiliates throughout the southern republics which will pick up and rebroadcast their shortwave programs. As an example, the Argentine news period is sent out locally over 12 Argentine and Uruguayan stations and one Bolivian station, while 89 local Brazilian stations rebroadcast the Brazilian shortwave news commentary.

More in the Works

In addition, special feature programs are arranged for South and Central American audiences. On April 14, Pan American Day was celebrated with an especially transcribed half-hour program, incorporating the speech which Mexican Foreign Minister Ezequiel Padilla made at the Rio de Janeiro Conference of Foreign Ministers. Nearly 30 other important events have been the subject of special broadcasts.

The Radio Division is now planning many more features to augment those programs now beamed at the other republics of the hemisphere. For example a project tentatively entitled The United States and Industry involves the production of 26 transcribed programs in Spanish and Portuguese and is modeled after the program Defense of America, recently broadcast by one of the United States networks.

Another series of 300 transcription of musical programs also will be released for local usage in the other American republics. These include music by United States Army, Navy and Marine bands, Negro spirituals and symphonic music and talks on current affairs.

RAIN GROUP PLANS NETWORK CAMPAIGN

ASSN. of American Railroads, which has not used radio before, is understood to be starting a network show in June to promote the cooperation and assistance railroads are giving to the war effort.

It is feared that the association might start its program June 7 on NBC in the 7-7:30 Sunday evening spot vacated May 31 by Jack Benny. It is assumed that the General Foods Jello-O series Oct. 4. No confirmation has been made last week, however, and no network has been definitely selected. Also uncertain was the general format of the show, although members of the group have been listening to various recorded programs for the past few weeks.

Raymond Gram Swing MBS writer, has been suggested as a possible commentator for the series. Agency handling the account is Arthur Rubenstein, New York, which stated that no decision on the program would be made for at least a week.

U. S. Aiding Free French Build Station in Africa

THE United States, through the office of the Coordinator of Inter-American Information (Donovan Committee), is assisting the Free French in establishing a powerful shortwave broadcasting station in Brazzaville, French Congo.

The project was announced by Jules Dassin, the United Press reported last week. The station, the report said, will be used to "bombard" Africa with United Nations news and propaganda broadcasts, beginning particularly in India.

It was said that COI representatives will be sent to Brazzaville to arrange the station's broadcast and station's full support of efforts to secure verification from the Washington offices of the Donovan Committee were unavailing due to an apparent policy of secrecy shrouding practically all of its radio operations since the departure of Nelson Poynter, radio chief, for Hollywood on a special mission for the Office of Government Reports [Broadcasting, April 20].

Patriotic Series

COOPERATING in the celebration of "I Am an American Day" May 17, MBS broadcast a half-hour of the New York ceremonies in Central America, which were carried for their full two hours by WNYC, city's municipal station; Texas Co. turned out the last half of its Fred Allen broadcast for a patriotic program presented by the Treasury Department, and various local stations carried special programs. WBNN, New York, featured talks by naturalized citizens whose sons are fighting with the United States armed forces, for its program prepared with German, Greek, Italian and French periods and also with a special salute program in the evening presenting Polish, Spanish, Armenian and Lithuanian parents.
What makes Boston’s Brahmins BOOMPS-A-DAISY

THEY’RE UNBENDING. Letting down their hair. From behind those ancestral brick fronts have come hints of rug cutting as the radios of all music connoisseurs are tuned to the magnetic W O R L number on the dial. Into the aristocratic locale of Boston has stolen a refreshing new influence... the “920 Club,” a program that is becoming as popular with Back Bay intellectuals and Beacon Hill socialites as with all the varying strata that goes to make up America’s fourth largest market. Universal in its appeal, presenting a distinct personality, it is perhaps the most unique local radio program in America, with a class and mass following which guarantees active response to products of all types and all price ranges. Both national and local advertisers who participate in the “920 Club” recognize it as the short cut to major results with a minor advertising appropriation.

WORL
BOSTON, MASS.

May 18, 1942 • Page 19
Weber Sees Stronger Position
For Mutual by Next Autumn

Claims Network Is Victim of Unfair Practices; Affiliates Endorse Stand on FCC Rules

MUTUAL Broadcasting System has lost business through "unfair practices and unsound concessions" of its competitors, but the network will be in a stronger position next fall when it will be able to guarantee sponsors exclusive Mutual outlets in an increasing number of major markets, Fred Weber, general manager, told a meeting of about 75 MBS affiliates at the Cleveland Hotel called the day before the NAB convention. Since MBS is not a member of the NAB, the meeting was held independently of the NAB proceedings at the Statler.

New billing operations and origins of the network, Mr. Weber said MBS will have to forego many immediate inducements to challenge competition in this decisive year. Controversies on the FCC network monopoly rules, Mr. Weber denied that MBS had instigated "any investigation of network practices."

Option Rule
"Despite opposition by all parties," he said, "Mutual was responsible for a petition which extended the licensing period for individual stations and modified rules as to allowable option time to separate network broadcasting, but not continue option time as a competitive abuse." At one juncture Mr. Weber's statements were challenged as "defeatist" by H. G. Wall, owner of WIBC, Indianapolis.

Neal Ivey, president of Ivey & Ellington, Philadelphia, agency for Byron Cigars, said large MBS advertiser, spoke briefly on the sales potentialities of the network. Robert A. Schmid, MBS sales promotion director, also addressed the affiliates on sales promotion plans. This Is Mutual, a recorded satire on network operation, written and produced by Lester Goldstein, MBS publicity director, was played for the affiliates.

The meeting of the affiliates was preceded earlier in the day by a board of directors meeting at which a plan for the standardization of rates was announced. Under the plan, it will be possible for an advertiser not using volume discount to determine the exact cost of any combination of Mutual stations. Scheduled for discussion at the board meeting was a broadening of the base of the network's volume discount plan, but no action on it was announced.

Attending the board meeting were: A. J. McCook and Theodore C. Streibert, WOR, New York; H. K. Carpenter, WHK-WCLE, Cleveland; John Shepard, 3d, Yankee-Colonial networks; Keith Masters, counsel, WGN, Chicago; Leonard Kappner, WCAE, Pittsburgh; I. R. Lounsberry, WKBW-WGR, Buffalo; Hubert Taft Jr., WKRC, Cincinnati; Lewis Allen Weiss, Don Lee; J. L. Campeau, CKLW, Winder-Detroit; H. W. Batchelder, WPRR, Baltimore.

On the following afternoon about 40 affiliates met at the suggestion of Robert Convey, KWK, St. Louis, and passed a unanimous resolution endorsing the MBS stand on the FCC rules, pledging support to "carry on to the ultimate conclusion."

The resolution was proposed by Gordon Brown, WSAY, Rochester, and Steve Cisler, WGRC, Louisville.

Larger problem also came in for an airing, with the NAB criticized for its inactivity on labor problems. Ed Wood Jr., MBS sales manager, commented on the outlook for next fall and predicted heavier use of radio for institutional purposes, spurred on by the reentry of General Motors into network advertising.

A resolution was passed setting up a two-man committee to stimulate sale of small regional networks affiliated with MBS, and to establish a salesable rate card for these networks. Named to the committee were John Boler, North Central Broadcasting System, Minneapolis, and A. E. Wannemaker, of the newly-formed Tobacco Network, Wilson, N. C. Fred Fletcher, WRAL, Raleigh, was temporary chairman of the meeting and Robert Convey, permanent chairman.

KLO Joins MBS
KLO, Ogden, Utah, 5,000-watt day and night station, operating on 1430 kc., on Sept. 1 becomes a full-time exclusive affiliate of Mutual. Station is currently also a Blue affiliate.

Yet They Came
CONSPICUOUS in the halls and at the meetings of the NAB Cleveland convention were many of the breeders who during recent intra-industry squabbles resigned from the association, including some who had indicated they wouldn't be present. Several registered and were accorded full convention privileges, except voting. Most notable absentee from the convention scene were the equipment exhibitors.

N.AI Decides On Permanent Setup, Fights Superpower
Opens Ranks to Locals, Plans Executive in Washington

ESTABLISHMENT of Network Affiliates Inc. as a permanent organization working apart from but not against the NAB, was voted at a meeting in Cleveland last Tuesday of some 80 network affiliated stations. Retention of a paid executive and of a publicity director, to be headquartered in Washington, was authorized, with an estimated annual budget of $50,000 to be contributed by member stations.

Will Oppose Superpower
Eugene C. Pulliam, WIRE, Indianapolis, president of NAI, announced following the session that the organization would militantly pursue its opposition to superpower, and would seek to collaborate with the nationwide networks in furtherance of program, business and operating policies.

Originally established last year largely on the so-called superpower issue, the organization had an anti-NAB flavor. This, it was said, has been entirely dispelled, save for the views of three or four members who have been outspoken in their opposition.

Permanent organization of NAI came almost coincident with the dissolution of Independent Radio Network Affiliates, formed in 1937, and which has been relatively dormant during the last year. NAI'S dissolution was announced Monday in Cleveland.

Locals May Join
It also was agreed to revise membership requirements to allow local stations having network affiliation to qualify for membership. Here-tofore locals, along with clear channel outlets, network managed (Continued on page 47)

Page 20 • May 18, 1942

BROADCASTING • Broadcast Advertising
Here are a few suggestions for prolonging the life of pure-tungsten-filament tubes. Specific installation and operating instructions are available for every General Electric tube, as well as general instructions for water-cooled and air-cooled types. Send us a list of the G-E tubes you use. We shall be glad to furnish you with complete service information. A brief review of these instruction sheets will enable you in many cases to get thousands of extra hours from hard-to-get tubes. General Electric, Schenectady, N. Y.

1. Keep filament voltage as low as possible consistent with output and permissible distortion.

2. Minimize anode dissipation by careful tuning of transmitter.

3. Be sure there is plenty of water flowing on water-cooled anodes and plenty of air on air-cooled anodes to prevent hot-spotting and gassing.

4. Keep plenty of air on the glass bulb—particularly on the seals where glass joins metal or leads go through—to reduce electrolysis and gas evolution from glass.

5. Switch leads every 500 hours, preferably once a week, when filaments operate on d-c.

6. During starting cycle be sure the instantaneous current does not exceed 150 per cent of normal current.

7. Raise plate voltage in easy steps when starting.

8. Prevent damage caused by overloading the plate circuit. Use protective devices such as a fuse or relay.

9. Hard water (over 10 grains per gallon) should not be used for water-cooling. Distilled water will reduce scale formation on anode.
More persons listen to WKY morning, afternoon and evening in Oklahoma City than to all three other stations combined. For the February-March, 1942, period measured by C. E. Hooper, Inc., WKY had 55.6% of the morning listeners, 55.7% of the afternoon listeners, and 57.4% of the evening listeners, or a total index of 56.6% for the period from 8:00 a.m. to 10:30 p.m.

With more persons listening regularly to WKY, more consumers—consumers of everything—listen to WKY. More smokers, more users of drugs and toiletries, more consumers of food comprise WKY's regular audience.

Selling messages, therefore, have more chance to make more sales, make more customers for any good product whether it be cigarettes, soap or salad oil. Is YOUR radio advertising reaching enough persons in Oklahoma City... in Oklahoma? It is, if it's on WKY!

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