"5 Months Make One Year—WAR EDITION" is a handbook on summer radio selling and listening which should be on the desk of every agency timebuyer and radio advertiser. It tells you briefly, helpfully, among other things, what war work, continuous college curriculums and backyard vacations will do to radio listening in the summer months of 1942. More specifically, it gives you ideas—to make more business with. It names sponsors who have used WOR successfully in the summer and how they’ve done it.

A copy may be had by writing or calling WOR
at 1440 Broadway, in New York
“THE CHIEF’S GETTING TIRED OF PLAIN STEWS. HE SAYS TO TUNE IN MARTHA CRANE ON WLS.”

We have no cannibals out our way, but cooks all over the Middle West do listen to Martha Crane and Helen Joyce on the WLS “Feature Foods” program. They listen and respond. For instance:

WLS received the greatest number of returns at the lowest cost per inquiry for one advertiser. “Homemaker” type programs were used on WLS—and on 11 other stations. Twelve programs, with the same offer, were used on each station. WLS received 11,242 replies—almost twice as many as the next station! And our cost per inquiry ranged from 5c to 73c less than the other stations used!

What is true of the “Feature Foods” program is likewise true of many other WLS programs. We can show lots of further evidence that WLS Gets Results. Just write WLS, Chicago, and ask us . . . or ask any John Blair man.

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

Represented by
John Blair & Company

CHICAGO

Management affiliated with KOY, Phoenix, and the Arizona Network — KOY Phoenix • KTUC Tucson • KSUN Bisbee-Lowell
PREFERRED BY ADCASTERS

The list of leading advertisers on WDRC—all experienced adcasters—reads like the "Who's Who" of broadcasting.

Their judgment in using WDRC has been proved over a period of years. Their experience with radio in Hartford has been uniquely successful.

Out of their knowledge has come this formula, which we can recommend to you: to sell Connecticut's 1st Market, get all 3 on WDRC! Use WDRC's winning combination of coverage, programs and rate.

BASIC CBS HARTFORD

WDRC
CONNECTICUT'S PIONEER BROADCASTER
Storage bin on Nebraska farms. Under the all-out farm production program, storage facilities are burdened to the hilt, with crops ready for sale at record prices.

Giant steel vehicles used for rolling thousands of tons of Nebraska grain to the mills, which pay Nebraska farmers premium rates for their grain.

Container which nowadays is filled largely by the efforts of sugar beet farmers, who are hard put to supply both civilian and industrial needs. Acreages are being expanded, with a consequent expansion of income.

Poured into Nebraska farmers' wallets and cash boxes, in trade for the contents of cribs, freight cars, and sugar sacks. Farm families are receiving more cash than ever. And they'll spend it with you, if you tell them what you sell. Contact these families over "their" station, KFAB. You need KFAB, to do a complete selling job throughout Nebraska and her neighboring states.

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Subscription $5.00 a Year  *  Canadian and Foreign, $6.00

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Get the Facts from WOL — Washington, D. C. — Affiliated with MUTUAL BROADCASTING SYSTEM

**WOL, WASHINGTON**

AND WASHINGTON IS FIRST IN EFFECTIVE BUYING POWER

**first**

IN THE FIRST THREE

* NEWS
* SPORTS
* MUSIC

**WOL, WASHINGTON**

AND WASHINGTON IS FIRST IN EFFECTIVE BUYING POWER

Get the Facts from WOL — Washington, D. C. — Affiliated with MUTUAL BROADCASTING SYSTEM

**SPOT SALES, INC.** Representative

**BROADCASTING** • Broadcast Advertising
OUR PRICE CEILING IS 10 YEARS OLD

It's a fact that WCAU is still selling a 1942 market at 1932 prices. Our new rate card #22 has been modernized. It looks different from its predecessors but its basic structure is just the same. That was fixed voluntarily a decade ago.

Today, WCAU's commodities—coverage and listeners in the rich Philadelphia Market—are more valuable than ever. For instance the number of radio homes in WCAU's primary area have increased 24.7% since 1932. Yet, you pay no more to reach them because—“Our Price Ceiling is 10 years old”.

50,000 WATTS IN ALL DIRECTIONS
George W. Norton, Jr.
President, WAVE, Louisville

In March, 1942, when George Norton resigned from his highly-successful business and entered the U.S. Army Air Forces, he was simply continuing a life-long record of unselfish service to his city, his state and his nation. For in his quiet way, and without being in the least a sentimental "uplifter", George Norton is one of the most public-spirited young men we have ever known. Our hat is off to you, George, and long may you "WAVE"!

Speaking of service and public spirit, today all of us here at Free & Peters, like you yourself, are eager above anything else to serve our country wherever our experience can be of greatest use. Two of us—Arthur Barry and Ewart Blain—have decided their greatest usefulness is in the armed forces, and have therefore enlisted, on leave of absence from F&P for the duration. But much as we envy Art and Ewie, the rest of us feel that since radio is so vital to morale, communications and the war effort, our present greatest usefulness is in this industry. So here we'll stay, until our experience is needed more, elsewhere.

To take the places of those who are going into service, we of F&P are acquiring experienced older men, and are so organizing our efforts as to sustain and even broaden our old ideals of "Free & Peters service". And that's the way we'll continue to work in this group of pioneer radio-station representatives.
Inconsistency With Policy of WPB Seen

CREATION OF a broadcast equipment pool to stretch industry resources serves to the ninth degree irrespective of present ownership is in the offering but its size, shape, scope and administration still are far from settled.

Nothing has happened in a tangible way since the War Production Board on May 21 received from the Defense Communications Board the ambitious and far-reaching plan evolved by the Domestic Broadcasting Committee of DCB for the creation of an overall pool, with the FCC doing the bookkeeping and policing.

Steps To Aid Stations

Last weekend the proposal hadn't made its way to the WPB Communications Branch, headed by Leighton H. Peebles, or to the Radio Section, directed by Frank H. McIntosh, formerly technical supervisor of the Federal Communications Commission. It is evident, however, that the plan as projected is not regarded as consistent with WPB policy, largely because of its mandatory rather than voluntary aspects.

Meanwhile, steps are being taken in the Communications Branch of WPB toward alleviating the plight of stations nearing or already down to their last tube, condenser or resistor. Nevertheless, the critical material situation grows tighter almost daily and use of copper in other than military production is practically foreclosed. Revision of WPB regulations, however, is being considered with a view to allocating sufficient critical materials to take care of minimum needs.

Precisely what will happen to the DCB committee plan, which would place the FCC in the driver's seat on allocations of materials from the pool to stations in need, cannot be stated with certainty now. Official observers, however, see a number of glaring defects in the plan, inconsistent both with WPB policies and with availability of materials and possibly outside the authority vested in WPB, DCB or the FCC.

There is no opposition, so far as can be ascertained, to a pooling plan as such. But the wisdom of necessity for so broad-gauged a plan as that projected by DCB, and so vigorously supported by DCB-FCC Chairman James Lawrence Fly, is questioned.

The only serious equipment bottlenecks are tubes, first and foremost. Most dangerous; condensers, secondarily; and then such items as resistors and miscellaneous parts. Therefore, it is argued that a pool covering every type of broadcast equipment and replacements is not necessary. Moreover, it is felt that it would excite broadcasters into extraordinary activity in attempting to procure 100% replacements up and down the line, which they don't do even in normal times.

Plans Studied

Several plans have been under consideration at WPB, which thought about a pooling arrangement. It appears, however, that the matter was presented by Mr. Fly, who urged the Domestic Broadcasting Committee [Committee No. IV] to get one out so speedily as possible. Originally WPB had in process of development a plan to freeze all spare tubes and parts in the hands of stations or manufacturers until a complete industry inventory could be taken. That process was concluded, however, Committee No. IV had drafted its plan, which received DCB approval at the May 21 meeting.

Means of prolonging life of tubes to overcome the most serious threat to continued station operation have been under WPB consideration for some time. Thought is being given now to a proposal where dealb output would be reduced, enhancing not only the life of tubes but also other transmitter equipment. There would be no discernible inconvenience to prevent or lessen the public, yet longevity of all equipment would be extended.

Revision of existing orders relating to repair and maintenance of equipment also is in process, which would have a bearing on any pooling arrangement ultimately evolved. One plan is to limit the number of spare tubes in the hands of stations to 100% replacements, except in stages requiring a multiplicity of tubes. Proposals having to do with revitalizing of tubes and with repairing of condensers, through arrangements with equipment manufacturers, also are under consideration.

Thought even has been given to having equipment manufacturers themselves maintain the equipment pool on a voluntary basis. Their proficiency and experience in handling such parts would mean less confusion and complication in delivery, it was pointed out, as well as reduce breakage to a minimum.

Matter of Authority

The mandatory conservation and pooling plan [Broadcasting, May 25] was approved by Committee IV by a vote of 18 to the WPB. Only Harry C. Butcher, CBS vice-president, voting negatively. The latter's position, however, was sustained by the NAB board of directors at its post-convention meeting in Cleveland last month when it resolved that the pool be maintained voluntarily by the industry in collaboration with WPB.

Question has also been raised about the procedure proposed in the plan, which would vest in the FCC final say on interchange of inventoried equipment among the 17 radio districts into which the country would be divided. It is difficult to find any basis in the law, it was pointed out, whereby the FCC could order any station to relinquish its equipment, for pay, to another station. Moreover, question has been raised about the authority for or the wisdom of a plan under which stations would be called upon to defray the expenses of district administrative boards based on a quarter-hour rate assessment.

Despite all that, the preponderant opinion in the industry is in favor of a conservation and pooling plan that will keep all stations on the air as long as possible. But they are wary about inviting a new regulatory procedure, even under the stress of wartime requirements, if the project can be accomplished without it.

Advertising Tax Status Draws Morgenthau, Henderson Views

STATUS of advertising as a possible source of tax revenue remained unchanged last week although promotion expenditures were given much publicity by Secretary of the Treasury Morgenthau and Price Administrator Henderson. As reported [Broadcasting, May 25], the success of any attempt to tax such expenses hinges on the definition of "ordinary and necessary".

Must Be Reasonable

In a statement May 28 to the Joint Congressional Committee on Taxation, Secretary Morgenthau was chiefly concerned with the attempts of war-work plants to escape the burden of wartime taxation as well as with the limitation of individual incomes. Although his statement did not overlook the possible revenue to be derived from advertising it was more a recognition of a source than a specific directive.

This is instantly apparent in Secretary Morgenthau's reference to advertising when he said, "The test of whether expenditures for advertising is deductible is whether they are ordinary and necessary and bear a reasonable relation to the business activities in which the enterprise is engaged." He pointed out that he did not intend to "exclude institutional advertising in reasonable amounts".

His only objection was to expenditures which are seemingly "extraordinary and unnecessary" and not in direct proportion to the size of the company or comparable to a company's advertising budget in the past. Such expenditures would be disallowed, he held.

Price Administrator Henderson announced May 27 that the general maximum price regulation doesn't require manufacturers to continue to grant the usual advertising allowances to distributors of their products. The announcement came with no explanation for its issuance but it was received with satisfaction by national advertisers.

Retailers viewed this development with some concern, fearing manufacturers may take advantage of

(Continued on page 51)
Butcher Takes Post in Navy; CBS Considering Successor

HARRY C. BUTCHER, CBS vice-president in charge of Washington activities, has been called for active duty June 1 as a lieutenant commander in the Navy, terminating his CBS position for the duration. A naval reservist since 1938, Comdr. Butcher has received orders to report to the Office of the Director of Naval Communications, Washington, for duty at the headquarters office for the time being.

Designation of Comdr. Butcher's successor has not yet been announced by CBS, though the matter was discussed last week with President William S. Paley. Paul W. Kesten, CBS vice-president and general manager, is on leave and the appointment will await his return next week. It is expected a CBS executive either from New York or from the field will be assigned to the Washington post until Comdr. Butcher's discharge from active duty.

Wide Acquaintance

Comdr. Butcher earlier this year had served a brief tour of active duty in the Navy to familiarize himself with operations. Capt. Joseph E. Redman is Director of Naval Communications and Comdr. Butcher will be assigned to his office. His precise assignment has not been announced.

Comdr. Butcher joined CBS in 1930 as its Washington director. Two years later when the network acquired WJSV under lease, he became its directing head also. Since 1934 he has been Washington vice-president. He is reputed to number among his intimate and personal friends more men high in Washington officialdom than perhaps any other man in radio.

While Comdr. Butcher is assigned to Washington headquarters, it is presumed he will be available for consultation by CBS. Meford R. Runyon, senior CBS vice-president in charge of stations, will take over Comdr. Butcher's duties as a member of the Domestic Broadcasting Committee of the Department of Communications Board, on which he has been an alternate. A. D. Willard Jr., general manager of WJSV, will continue in that capacity, and Kenneth Yourd, CBS Washington counsel, will take over certain of the Government contact duties, particularly in connection with maintenance and supplies through War Production Board. He recently succeeded Paul Porter, now an assistant director of the Office of Price Administration.

Until Comdr. Butcher's successor is named, policy matters will be cleared through the executive staff in New York. Edward Klauber, chairman of the Executive Committee, who has directed CBS long-range policies, is frequently in Washington, particularly in connection with current hearings on the Sandford-Birchfield bill cause Interstate & Foreign Commerce Committee.

Mr. Kesten has been in Arizona for the last week and plans to spend another week vacationing.

Big Kellogg List

KELLOGG CO., Battle Creek, has placed one-minute transcribed announcements on over 100 stations starting June 1 for 13 to 20 weeks and promoting Rice Krispies. Announcements are produced on a miniature program basis with 30 seconds of music and 30 seconds of copy. W. W. Thompson Co., Chicago, is agency.

Drop Damrosch Series

WALTER DAMROSCH'S program, Music Appreciation Hour, BLUE educational program, which went off the air May 1, at the start of the school vacation period, will not be heard in the fall. One reason given is the difficulty of maintaining a full orchestra personnel.

BABBIT'S BUSINESS BOOSTED BY RADIO

SALES of B. T. Babbit's products on the West Coast have increased substantially since the recent start in the Pacific section of the nation's radio program David Harum, also heard on both NBC and CBS five times weekly in the East, according to Duane Jones, president of the Duane Jones Co., New York, Babbit Agency.

Mr. Jones returned last week from a trip to Los Angeles with Alan Mendelson, executive vice-president and general manager of Babbit, during which they investigated production and packaging for Babbit's plans for home radio, which manufactures Bab-O and other cleansing products for West Coast distribution.

Advertising for Babbit will continue without reduction, Mr. Jones stated, arrangements having been made at the Vernon plant to convert to cardboard packaging with metal tops and bottoms. In connection with this new package, a premium offer is now in preparation at the agency for promotion on the David Harum program on both coasts.

SCHUDT RETURNS TO CBS JUNE 8

WILLIAM A. SCHUDT Jr., for the last two years manager of the transcription division of Columbia Recording Corp., CBS subsidiary, returns to the network June 8 in an executive capacity.

Mr. Schudt, who came to CBS from the WOR transcription department in 1940 and has worked with Mr. Schudt on sales and policy, took over as manager of the division June 1.

Exact position Mr. Schudt will assume at CBS was not made public last week, but it was learned he will report to H. V. Alkerberg, vice-president in charge of station relations. Move is believed to be part of a realignment plan now in the works at CBS and expected to be announced shortly.

Mr. Schudt is a CBS veteran, leaving his newspaper work to join the network, shortly after its formation as a news and public relations man. In 1938 he was made head of the CBS television department and after two years of experimenting with this infant art was sent to Charlotte as manager of the WBZ, CBS M & O station in that city. In 1938 he transferred to another of the network's stations, WCAU, Philadelphia, where the CBS said it was returned to New York.

Ten-B-Low Spots

TEN-B-Low Co., Columbus (ice cream concentrate), has placed one-minute transcribed announcements seven and 14 times weekly for 18 weeks on WBN WCWA WLW WNAC WOKO WOR WTAM. Agency is Ralph H. Jones Co., Cincinnati.
ASCAP Explains License Procedure

Possibility of Justice Dept. Legal Action Is Foreseen

POSSIBLE reopening of the litigation against ASCAP because of purported violation of the consent decree is expected to be formalized this week unless ASCAP can get favorable agreement from representative licensees to broadcast.

This week was reported following a conference held by ASCAP officials with Holand Baldridge, chief of the litigation section of the Dept. of Justice anti-trust division. John G. Paine, ASCAP general manager, and Herman Finkelstein, ASCAP counsel, conferred with Mr. Baltridge, chief adviser to Thurner Arnold, Assistant Attorney General in charge of the anti-trust division, who last month had asked ASCAP for an explanation of charges of consent decree violation [Broadcasting, May 25].

While no formal word came from the Department of Justice conference, it was learned that the acts complained of actually had occurred, they would be construed as in violation of the consent decree only if required to do so by a suit filed by ASCAP specifically to prevent its findings from being used as evidence in any case. The Justice Department would like to have the ASCAP findings used in its own case against ASCAP.

Refusal to Comment

Mr. Baldridge left Washington immediately after the conference for an inspection of an anti-trust division branch office.

Upon their return to New York, the ASCAP representatives declined to discuss details of the conference beyond saying that Mr. Finkelstein is preparing a memorandum for the Department, outlining ASCAP’s position on the matter. Mr. Paine asserted he was “pleased with the reception we received and with the sympathetic attention given by the Dept. of Justice to the problem.” He expressed the feeling, however, that any statement at this time should come from the Department officials.

It is presumed no decision will be made until Mr. Finkelstein submits his report and the matter is considered further by Assistant Attorney General Arnold and Mr. Baldridge. The Department’s concentration is on the establishment of a comprehensive program of performance rights by ASCAP writers is specifically provided for under the consent decree. ASCAP, on the other hand, contends that under its current rate structure, the ASCAP writers, licensees cannot be issued direct or through competitive companies.

WPB Asks Information On Vinylite Requirement

Availability of Vinylite for use by the transcription industry in the month of June remains the subject of investigation by the War Production Board. Although Production Board officials declined to reveal the extent of this reduction, they explained that the reductions were necessary because they have been met with the use of the substance as a replacement for shellac.

It was stated that the WPB that would not allow any substitution or other change of substance made because of the supply situation.

MBS Files Reply In Damage Action

Answers RCA-NCBA Demands For Specific Information

LITIGATION against the major networks pending before the Federal District Court in Chicago has been heard by both the Department of Justice, alleging violation of the anti-trust laws, and by MBS against RCA-NCBA, seeking $100,000 in purported triple damages, which is due in the near last week but with no immediate indication of trial. Thus far, only preliminary pleadings have been filed.

MBS, in its triple damage suit against RCA-NCBA, submitted a brief last Monday in answer to the defendant’s request for a bill of particulars. The reply, filed by the Government, provides specific information as to which stations were allegedly damaged and “when and where by whom” the allegations occurred.

The information, unnecessary, the Government-MBS contended, so a detailed answer can be drafted to the MBS charges. MBS, on the other hand stated in its answer that the complaint charging violations of the Sherman anti-trust act have been fulfilled and that MBS allegations are open to proof upon trial.

Further Delay Seen

It is thought the MBS case will not come upon the docket for some time, particularly so it is promised upon the Dept. of Justice suit alleging anti-trust act violations.

NBC and CBS last Tuesday were granted a two-week extension to answer the Government charges, or until June 9, in the light of the pendency of the jurisdictional case bearing on the FCC network-monopoly regulations in the Supreme Court. Both cases have been assigned to Judge John P. Barnes.

NBC has retained Edward H. Valentine, Chicago attorney, in both the Government and MBS suits. John T. Cahill, chief counsel of RCA-NCBA in New York, and Joseph A. McDonald, Chicago, are also active in both cases. Keith Marshall, of the Chicago firm of Kirkland, Fleming, Green, Martin & Ellis, is MBS chief counsel.

Holland Furnace Dices

HOLLAND FURNACE Co., Holland, Mich., through its newly appointed attorney, Headley & Co., will open its Chicago office June 8, according to Mr. W. H. Kelly, the firm’s chief executive.

The move will be accompanied by the establishment of a sales and service office in Chicago.

Holland Furnace Co.

of Milwaukee, and before that radio director of the Chicago office of Ewing, White & Co. and program director of WRBM, Chicago, has joined the announcing staff of WGN, Chicago.

Foreign Tongue Code Group Heads Feed
And Refuses NAB Office Space Offer

ANOTHER indication of the hopelessly strained relations between FCC Chairman James Lawrence Fly and the NAB came last week in connection with efforts of the newly-formed Foreign Language Broadcasters War Time Control Committee to establish headquarters in Washington.

At a meeting with Chairman Fly last Tuesday, it has been reported from several quarters that the FCC head served notice he would have nothing to do with the group if it became identified in any way with the NAB. Word had permeated radio circles in Washington that the chairman charged the NAB wth being dominated by CBS officials.

It was indicated that he would no longer accept the hands of the whole project if the foreign group associated itself with NAB or any other association of broadcasters.

From Two to One

The chairman, long at loggerheads with the NAB and its president, Neville Miller, in the past has refused to indicate how the association was being dominated by "two New York corporations" and on occasions has mentioned them by name as NBC and CBS. His refusal of space on CBS was also mentioned.

Mr. Ryan has been in Washington since June 1, as part of the annual convention in Cleveland last month.

The foreign language group, interested in the welfare of some 200 stations which carry such programs, is trying to bring about an agreement with the stations, together with a code of practice designed to afford maximum protection over subservience activity or propagandizing in foreign tongues.

The whole matter was discussed not only with Chairman Fly, but informally with J. Harold Ryan, assistant director of censorship.

Chairman Fly, it was reported, agreed to issue a statement or letter to foreign-language stations supporting the self-regulation move, but he made it clear that the FCC, which do not comply will file the FWC’s wrath. He definitely said, however, that if the foreign-language group associated itself with the NAB or any other trade association, he would not collaborate, according to reliable sources.

Reads Riot Act

With Mr. Fly at the Tuesday conference was Nathan David, FCC attorney and head of the defense section of its law department. Representing the foreign station committee were Arthur Simon, WPEN, Philadelphia, and Griffith Thompson, WBYN, New York, co-chairmen; and Lee Falk, radio chief of the foreign language division of the Office of Facts & Figures.

After the one-hour session, the group visited Mr. Ryan and consulted with him on censorship aspects. Mr. Ryan is interested in the move and has indicated his approval of the move, which was seen as a revision growing out of NCB’s refusal thus far to accept active membership in the NAB, pursuant to the agreement approved at the annual convention in Cleveland last month.

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FCC Places Bans On Radiotelegraph

Ease of Outside Monitoring Cited in Closure Order

CLOSURE of all public domestic point-to-point radio telegraph circuits within the Continental limits of the United States was ordered last Thursday by FCC-DCB Chairman James Lawrence Fly, acting for the full Commission. The order becomes effective June 30 with the provision made that upon proper showing to the FCC that a particular circuit is necessary to meet public needs, the DCB will "seek ways and means to meet that need".

Censorship Problem

Reason for the closure order, it was said, arises from the fact that transmission of private messages over domestic radio circuits can be heard and easily monitored outside the United States and that possible censorship of these messages has been "deemed insupportable within reasonable limits of available man power and funds".

It was also stated that in many instances the nature of private messages over the radio circuits can give information of value to the enemy. It was added that in any event these abuses which would be necessary if these circuits remained would involve a delay in transmission not necessarily found in the case of domestic wire circuits.

If any particular circuits are permitted to remain in business, Mr. Fly said, "it will follow as a matter of course that they will be effectively censored."

In carrying out the order, it was stated, the FCC and NCSC will continue to enforce the regulations of the older radio services which are covered by wire circuits.

Soldier Letters Watched

DISAPPROVAL of correspondence between soldier correspondents known to them was announced by the War Dept. last week. Army officers who write under no circumstances, sanction any plan to encourage or promote such correspondence. In notifying this fact publicly, the War Dept. did not overlook the kindly motives of many but pointed out the opportunity for abuse by unscrupulous persons.

Vast New Strides for Radio After War Foreseen by Trammell in DePaun Talk

"Radio is FREE and must be kept that way," Niles Trammell, president of NBC, declared in delivering the commencement address to the 1942 graduating class of DePaun U., Green- castle, Ind., May 31. The school awarded Mr. Trammell an honorary Doctor of Laws degree.

Pointing out that "the first act of dictators, in their own peoples or conquering others, is to seize control of broadcasting stations," Mr. Trammell contrasted the peace and freedom in war broadcasting with the "government-owned, government-controlled or government-subsidized broadcasting in other parts of the world.

An Arm of Education

"We who are in positions of responsibility in broadcasting," he stated, "are keenly aware of the vital necessity for preserving our democratic rights of free discussion. We must guard with all zeal against those abuses of speech which incite discussion to endanger the national goal of victory. Broadcasting must not be used to stir up racial and religious bigotry, to drive a wedge between the laborer and the employer or to create distrust.

"Radio broadcasting in our country has justified itself fully as an instrument of common understanding in peace and in war. Radio is a great arm of education, adding much to man's ability to learn, and to form his judgments."

Mr. Trammell, who is the former radio amateur, inaugurated the station.

After the War

"Straining at the leash will be television with tremendous possibilities as a post-war industry. It has already become an art, with distinct technical standards and practices. What it will mean to equip a nation with the electronic eye in addition to the electronic ear can hardly be expressed in terms of dollars. It must be thought of in terms of opportunity.

"On the world stage, possibly the most dramatic role which radio can play will be in the development of our post-war economy.

Lt. Scripps

Scripps in Air Force

Stationed in Washington

WILLIAM J. SCRIPPS, general manager of radio of the Detroit News, which operates WWJ, W45D, FM outlet, last week was notified of his appointment as first lieutenant in the Army Air Force and ordered to report for duty in Washington. He will be assigned to the communications branch of the Air Force ground service.

Mr. Scripps' brother, Robert War- ren, expects to be called for active duty in the Navy soon. Both sons of William E. Scripps, president of the Detroit News Assn., publisher of the Detroit News and operator of the stations, Lt. Scripps, a former radio amateur, was graduated from the service, the successor to his "ham" station.

WTAG Names Krueger

For Commercial Post

APPOINTMENT of Herbert L. Krueger as commercial manager of WTAG, Worcester, Mass., was announced May 27 by E. E. Hille, managing director of the station. Krueger has been sales promotion manager for a local and market research director of the station and its affiliated newspapers, the Wor- cester Telegram and Gazette, and will assume the new post June 8.

He joined the organization in 1937 as an assistant in the business office in charge of research and sales promotion. Earlier he worked on a station in St. Louis, and worked with Dr. George Gal- lup from 1931 to 1935 in reader interest and public opinion studies.

LOCATED BY RADIO

Canadian Station's Listeners

Trace Lost Plane

Radio rescue provides the plot of a real-life story from Canada. On May 24, RCAF officials in Ottawa knew the DC-3 of the DCB Air Transport Co., Ltd., had lost contact and were unable to locate the plane's coordination address to the plane's probable location of the plane within a 200-mile radius. On the following day a call from the Northern Ontario Power Co. exclusively informed the station the plane had made a forced landing within 20 miles of the station. After traveling 12 miles by car a searching party composed of Mrs. W45D, FM outlet, last week was notified of his appointment as first lieutenant in the Army Air Force and ordered to report for duty in Washington. He will be assigned to the communications branch of the Air Force ground service.

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C. ROY HUNT, general manager of KOIN and president of KAWE, Portland, Ore., died May 21 at the Community Hospital, Riverside, Cal., of a prolonged illness.

Mr. Hunt had been in critical health for some time, necessitating a major operation at Rochester, Minn., last October. He went to Palm Springs to recuperate, but a second operation became necessary. He failed to rally.

He is survived by his widow and a son, Roger, active in the broadcasting business in Sacramento. Mrs. Hunt is the sister of Theodore Kooreman, manager of KAWE. Funeral rites took place May 27, with a service in Portland and interment at Salem, Ore. KOIN and KAWE observed brief silent periods the day of Mr. Hunt's death.

Tribute by Myers

One of the major builders of broadcasting development in the West, Roy Hunt joined KOIN in 1929 after having served as manager of KXL, Portland. Before that, he was with KLZ and KFXR in Denver. He also had been interested in the manufacture of radio equipment prior to his entry in the broadcasting field.

C. W. (Chuck) Myers, KOIN president and close associate of Mr. Hunt, through years said: "Roy Hunt is missed by thousands, both in and out of the radio industry. That's putting it mildly. His loss will be felt by all who knew him."

Mr. Myers largely attributed KOIN's success to Mr. Hunt's ability, personality and untiring devotion to radio. In 1949, KOIN operated with 1,000 watts as an independent. The station became affiliated with CBS in 1931, and Mr. Hunt shared in guiding it to its present status as a 5,000-watt, 24-hour-a-day operation.

A California native, born March 16, 1892, at San Miguel, Roy Hunt studied law at the U of California, but entered up a merchandising career upon completion of his schooling. A diligent worker all his life, he turned a few years ago to horses as a hobby and soon became a prominent figure in the Thoroughbred circles. Among several famous horses in the Hunt stables was The Dictator, which he rode to an international championship in the walk-trot class. When The Dictator was retired a year ago, both horse and trophy were presented by Mr. Hunt to his wife. Mr. Hunt was a Mason and a member of the University Club of Portland and the Advertising Club.

Proposed Anti-Trust Law Suspension Not to Halt Pending Government Suits

LEGISLATION to suspend the anti-trust laws for the duration and for six months after the war, if enacted, would have no automatic effect upon the pending anti-trust suits of the Government against RCA-NBC and CBS directed against network-affiliated contracts and other former and prevailing relationships, according to Senator Van Nuys (D-Ind.), chairman of the Senate Judiciary Committee.

Hearings were being held Thursday before a Senate subcommittee headed by Senator O'Mahoney (D. Wyo.) to suspend the anti-trust laws to help in the prosecution of the war. Senator Van Nuys asserted that practically all top Government officials identified are in favor of such legislation.

The U. S. Justice anti-trust suits filed at the turn of the year in Chicago, Senator Van Nuys said, would in no way be immediately affected, since the proposed statute would not be retroactive and would not affect any pending suits.

Answers to the suits, after a series of postponements, were due May 26 but Federal District Judge John P. Barnes allowed a postponement until June 9 because of the pendency of the litigation in the Supreme Court on the FCC's chain-monopoly regulations.

The RCA-NBC and CBS answers in the Chicago suits—which have alleged violation of the Sherman anti-trust laws to divest networks of purported domination of broadcasting—largely will be premised upon the action of the highest tribunal, it was indicated. The court is expected to render its decision June 1 or June 5, probably during the summer recess. The appeal was from the three-judge court in New York purely on jurisdictional grounds. If the highest court decides the three-judge court erred in upholding the FCC's contention that the networks had sought to litigate business, then the whole case will be remanded to the New York tribunal for trial on the merits. If, on the other hand, the Supreme Court sustains the lower court's finding of violation, it is expected the networks will seek to litigate elsewhere.

Up to the WPB

The anti-trust legislation simply would formalize the exchange of memoranda between heads of Government agencies to terminate war production with President Roosevelt, dealing with the same matter. Under this exchange, it was agreed that the head of the War, Navy, and Post Office Production Board, could certify to the Attorney General that a particular company was engaged in vital war production and that therefore anti-trust laws should be suspended to avoid impeding the war effort.

Senator Van Nuys said it would be up to President Nulay, as WPB head, to determine whether an industry is specifically engaged in war work and was essential to the war effort. If, in the case of the networks, it would make such a determination, the proposed legislation would suspend any future litigation against the networks for the duration, plus six months.

Senator Van Nuys, apropos radio, said the Government was fully aware of the "morale and propaganda value of radio." He declared, however, that the determination regarding future anti-trust legislation would rest entirely with Mr. Nelson, or the heads of the Army and Navy.

Fitch to Switch

LISTENERS this summer to the NBC Fitch Bandwagon will have a chance to hear their favorite bandleaders as guests for the Sunday evening series with the inauguration of the program by Tobe Reed. A refurbished version of the old radio stations are excluded, and listeners are asked to send in votes for bands which are not part of the national build-up, but are favorites in their own communities. Agency for the show is L. W. Ramsey Co., Davenport, Iowa.

New Clapper Series

RAYMOND CLAPPER, Scripps-Howard columnist and BLUE commentator, will start a series of broadcasts which will go on the air beginning the evening of June 11, 8:45-9 p.m., occupying the spot held by Dorothy Thompson, BLUE commentator, who goes off the air this evening with his expiration of a contract by her sponsor, Triumph Clothing Co., New York. Clapper will discuss his first Sunday night commentaries heard at 9:45 p.m. on BLUE. His Friday night programs will be extended for two more broadcasts, June 5 and 12.

BROADCASTING • Broadcast Advertising
Heavy Goods Firms Keep Brand Names Alive
General Motors, Studebaker, Allis-Chalmers Air Plans

AUTOMOBILE and other manufacturers of heavy consumer goods are rediscovering the value of radio in keeping their brand names alive through the war and as well as performing a public service. General Motors Corp., Detroit, in addition to its full-hour network shows 

Cheers From the Camps,

which starts June 9 on 115 CBS stations, is including a twice-weekly quarter-hour network-transcribed series to be placed on stations in the various cities where GM plants are located. Format of the transcribed morale program to be placed is understood, is approximately 40 stations, has not been announced, but it is indicated these stations will be major local tie-ins. Campbell-Ewald Co., Detroit, is directing the account.

Allis-Chalmers Spots

Allis-Chalmers Mfg. Co., Milwaukee, manufacturers of farm equipment, has placed three-weekly one-minute spot announcements urging purchase of War Bonds on 40 stations for nine weeks between June 1 and 16. The stations are: KGNC KSL KBFI KTSF KJMY WJGB, WBBM KJQ KBAB KFSD WDZ KKW KGW KFPP KLRL WIBA KOMO WSM WEF KPEQ KHGL WNAX WYQ WTAQ WTD WTIB WLS WGW WBG WMS WCB Balloon. Agency is Bert S. Nightingale Co., Milwaukee.

Meanwhile Studebaker Corp., South Bend, through Roche, Williams & Cunnyngham, Chicago, has been continuing on a month-to-month basis basic 30-minute and four-hour quarter-hour programs of news and sports casts on 76 stations. Plans are said to be under consideration for the continuance of current schedule.

Axtom-Fisher Will Test New Product in Florida

AXTON-FISHER TOBACCO Corp., Louisville, will put out its cigarette, Axtom, All Americans, starting June 8 with chain breaks in Tampa, Miami and Jacksonville, Fla., on three unannounced stations. Axtom in Florida was chosen as a test State, it was explained, because of the absence of competition.

The cigarette, a king size with 24 in a package, has been in preparation since last year [Broadcasting, Dec. 1, 1941], and the company has sold private promotional-marketing difficulties which held up the introduction for some months.

If the Florida tests are successful, it is understood the product will be groomed as a potential competitor of the "big five", and radio is expected to play an important part in the advertising plans. Blackett-Semple-I hummer, Chicago, which also handles Spuds, another Axtom-Fisher product, is agency for All Americans.

LYSOL ON THE AIR—and Quick

Decides at 11 a.m. to Use Spots in Flood

Area, Gets Action in an Hour

By FRED STOUTLAND

Radio Department

Lennen & Mitchell, New York

The last week, when Lohn & Fink Products Co., for Lysol disinfectant, ran a series of on-minute spot announcements over stations in the flood area of Eastern Pennsylvania, a time buyer had a chance to see an example of how quickly radio can be made to deliver the advertiser's message to radio listeners.

People in radio are generally well aware of what a fast moving medium it is. On-spot news programs and special-event broadcasts have accustomed them to its lightening-speed. However, in the more prosaic field of timewaying it is only rarely that an opportunity to feel radio's fast-moving pulse is presented.

Everyone knows about the series of floods which swept across Eastern Pennsylvania early last week. They also know about the mud and germ-laden filth left by the receding waters in homes, factories, and farms throughout the stricken areas. One of the most serious dangers of floods is the risk of infection and epidemic which may follow as a result of contaminated flood waters. And so Lysol decided to go on the air over a two-day period with announcements instructing listeners in the flood area how to protect themselves and their families from the dangers of infection and epidemic.

At 11 o'clock Tuesday morning the radio department of Lennen & Mitchell received word that Lysol wanted to run the announcements starting immediately in the Scranton, Allentown and Easton areas. By 11:30 we had the spots selected from a list of available hours and the copy was on the teletype. Listeners in the flood areas heard the first-one minute announcements shortly after noon, less than an hour-and-a-half after we got the word to go ahead on the campaign.

BUFFALO PETITIONS SET FOR HEARING

TO INQUIRE INTO a purported secondary clause in certain contracts covering acquisition of WKBW and WGR, Buffalo, renewal applications of the stations were designated for hearing last Tuesday by the FCC. The stations, licensed to Buffalo Broadcasting Co., are transferring through temporary dispositions pending determination of the renewals.

The stations have been operated by BBC for more than a decade, having been acquired originally from the Churchill Evangelistic Co., Inc., under a lease and purchase arrangement. It is this transaction, it is understood, that the FCC proposes to look into; it having been contended that there had not been disclosed to the Commission the full terms of the contract under which one or both of the stations might revert to the original licensees in certain conditions. The FCC for several years has held that contracts having clauses whereby former licensees could reacquire the facilities are not in compliance with the statute. Litigation by the FCC in the good areas of Easton, Philadelphia, Roche, Wil- lington, Jackson, and WAPI, Birming- ham, were founded largely on reversionary clause provisions.

According to FCC records, WGR was assigned from Federal Radio Commission to WGR in 1928, and to BBC in 1930. WKBW was assigned from the Churchill Assn. in 1930 to WKBW Inc., and to BBC the following year.

More Bonds for WTCI

A TELEGRAM to Secretary of the Treasury Henry Morgenthau Jr. from Paul W. Morency, general manager of WTCI, Hartford, has announced that the entire station's staff of 74 persons has pledged an average of more than 10% of their income to the purchase of War Bonds through salary deduction. This is in addition to the purchase of one or more bonds which the members of the staff subscribed for in January.

Quaker Planning Summer Activity

Quaker Oats Co., Chicago, will be active in summer radio with tests of one-minute singing announcements for months to start a week on WBEN, Buffalo; WCAE, Pittsburgh; KLZ, Denver; WEEI, WNN-NAC, Boston. The company has also placed five-minute transcribed program for Aunt Jemima pancakes a week on WEAF and WOR, New York; KNX, Los Angeles and once a week on KFI, Los Angeles.

For the first time, Quaker is continuing its network radio throughout the summer with that of Aunt Jemima pancakes. The first test is Wednesday, at 7:30-8 p.m., promoting Sparkles during May, June and July instead of Quaker Oats.

The company's plans will run the next few weeks.

Agency for Muffets and Aunt Jemima pancake flour is Sherman K. Ellis, Chicago, for Sparkles and Quaker Oats, Ruthrauff & Ryan, Chicago.

Headliners to Select 1942 Series of Awards

PLANS are near completion for the ninth annual Headliners' Frolic sponsored by the Press Club of Atlantic City, June 26-28, with headquarters in the Claridge Hotel. The National Headliners' Club has again made inroads in the radio, newspaper, newreel, cartoon, news photography and allied field. The presentation of silver plaques to the winners will be made during a broadcast June 27 at the Claridge Hotel, to be carried by CBS.

Judges who will select the winners will meet in Atlantic City June 6-7. The New Jersey board includes Don Rose, Philadelphia Bulletin; Andrew Bernhard, Brooklyn Eagle; W. P. Montague, Paramount News; Arthur Robb, Editor & Publisher; Melvin Christenson, Washington AP Bureau; Cliff Prevost, president of National Press Club and Washington correspondent of the Detroit Free Press; Bredon Quinlan, New Jersey Journal at Pennsylvania State College; Walter Rundle, UP promotion man; the picture editor of the New York Daily News; Fred Gainey, Jersey Journal; Jack Ostreicher, INs, New York.

Jack Johnstone, director of "The Perfect Crime" series on NBC's Columbia network, has written his first book, a collection of short stories based on psychic phenomena and titled Who Knows?
Sterling Is Appointed to Head Intelligence Division of FCC

Comdr. Webster Called to Post With Coast Guard's Krebs Chief of Safety & Special Service Unit

Creation of the Radio Intelligence Division of the FCC's engineering department, with George E. Sterling, chief of the former National Defense Operations Section, elevated to the status of assistant chief engineer in charge, was announced last Tuesday by the FCC.

The change was effected coincident with the call to active service of Comdr. E. M. Webster as chief of communications of the U. S. Coast Guard, a post he held prior to his retirement from the service to join the FCC engineering department.

Long Federal Careers

Comdr. Webster has been assistant chief engineer and chief of the Safety and Special Services Division of the engineering department. He has been acting assistant chief engineer and chief of the maritime unit of the division since 1933.

The two new appointments become effective June 1 and continue for the duration. Comdr. Webster, as in the case of other FCC employees called to active duty, will return to his regular post after discharge from armed service.

Mr. Sterling, a 20-year man in Government radio, has headed the National Defense Operations Section of the Intelligencer Division before the outbreak of the war. The Commission raised the status of the section to a division and changed its name, because of the "vital importance of the work," under supervision of Chief Engineer E. K. Jett, directs the operation of 101 monitoring stations in the Intelligencer Division and has a staff of 700 employees. It is by far the largest branch of the FCC.

Mr. Sterling's regular assignment is that of assistant chief of the field division, headed by William D. Terrill. In his new capacity as assistant chief engineer, he will draw $7,500 a year. Mr. Krebs, as chief of the Safety & Special Services Division, will have a P-5 status at $6,500 a year. The executives will revert to their regular status upon conclusion of the war, all other things being equal.

Comdr. Webster succeeds Capt. J. F. Farley as chief of Coast Guard communications. As such, he will become the Coast Guard member of the coordinating committee of the National Defense Communications Board, top advisory committee of that wartime policy-making body.

He also will serve as alternate for Herbert E. Gaston, assistant secretary of the Treasury, member and secretary of DCM. Capt. Farley has been elevated to an important Coast Guard assignment.

Camel Replacement

As A SUMMER replacement for R. J. Reynolds Tobacco Company, Winston-Salem, N. C. (Camels), on June 29 will start a new musical show built and Ed Vanot MON. and his orchestra in the CBS Monday night 7:30-8 p.m. The program will originate in New York for the first time. The opening of the show will be widely noted.

Training: He saw service as a radio instructor in the Signal Corps with the AEF during the last war and received a citation from the Chief Signal Officer of the AEF for meritorious service.

William N. Krebs, new chief of the Safety and Special Services Division, was born in Baltimore in 1904. His radio experience began in "the spring of 1919, when he became an amateur. He became a Navy radio engineer in 1926 and served until 1930, when he was appointed associate radio engineer with the Safety and Special Services Division, thereafter transferring to the FCC. From 1937 until Jan. 1, Mr. Krebs was chief of the Marine Section, engineering department. On last Jan. 1, he was made assistant chief of the Safety and Special Services Division, to fill the vacancy created by departure of Lt. Col. E. L. White for active duty in the Army.

Milwaukee Road Using Minute Announcements

CHICAGO, MILWAUKEE, St. PAUL & PACIFIC R. R. CO., Chicago, Ill., has placed one minute dramatized announcements, promoting passenger trains "where the Olympian," will run a total of 16 to 54 times weekly through June and July, between the following stations: WSAU WTQ WTCN KSTP KGIR KRBM KFPA KGLO KABR WKBA KRTN WJHL WPAG WASS WHAL WJRM WDAI KSOS KELO KMO KIRO KOMO KFPP KHQ KGVO KOBH. Agency is Riebel, William & Cunningham, Chicago. Campaign was planned by J. V. Gilmour, account executive, and George A. Gemmlow, advertising agent of the railroad.

Don't Waste Time on Any Applications Contrary to Regulations, Fly Advises

SOUNDING another discouraging note to hopes for future station construction, FCC-DCB Chairman James Lawrence Fly at his press conference last Monday said he "strongly" advised that "aplicants should not waste time, energies and money of themselves or of the Government in endeavoring to pursue applications contrary to the rules." Regarding pending applications for construction permits, Mr. Fly said "a great many applicants directly or indirectly are continuing to press for permits which involve construction and use of materials."

"It is a very natural tendency," he said, "for each applicant to stress his case as being particularly meritorious—possibly he has some materials on hand, because of previous delays in handling his case, expenditures of the applicant, etc."

Wartime Problems

"Needless to say," Mr. Fly continued, "the Commission would like to recognize these cases, get grants and get the stations going. But we are faced with the requirements of the War Production Board and the rules adopted to meet the wartime situation.

These rules are deemed essential for war purposes." He concluded that "we have no alternative but to live by the rules" and that "we expect to make no exceptions except those provided for on the facts of the cases themselves." Mr. Fly alluded to the FCC memorandum opinion adopted April 27 [BROADCASTING, May 4] which outlined policy and procedure for handling broadcast applications following DCB recommendations.

The memorandum adopted the DCB recommendation that there be no future authorizations involving use of materials "to construct or change the transmitting facilities of any standard, television, facsimile, or radio relay station." However, the Commission deferred action on FM and non-commercial educational stations.

Indicating that broadcasters high-lighting other CBS program enjoyed status quo, Mr. Fly said that "what we can do in the broadcasting field is to consolidate our position to endeavor to keep broadcasting on a firm, successful foundation for the period of the war."

"In that endeavor," he added, "the industry will have the full cooperation of the FCC consistent with requirements of active war work."

KYCA Petition Denied

PETITION of KYCA, Prescott, Ariz., to revive an application for transfer of control now in the pending file under Order No. 64, which deals with newspaper ownership, was denied last week by the FCC. Under the provisions of the Communications Act, the General Manager of KYCA, sought to transfer 66 of his 115 shares to Mrs. R. L. Williams, the 48.4% stockholder in KYCA, thereby giving KTAR 74.4% control. KTAR Broadcasting Co. operates KTAR, Phoenix, which is 77.3% owned by the Arizona Publishing Co., publishers of the Phoenix Arizona Republic, and Frank H. Van Waechter, Phoenix Courier, and is of the same ownership as KVOA, Tucson, and KYUM, Yuma, Ariz.

Hill for Macfadden

WITH THE cancellation last week by American Oil Co., Baltimore, of Ed Mc Gleish's program three-weekly on CBS, Macfadden Publications, New York, took over the WJZ program "The Newcast" cast by Hill to promote Liberty Magazine, and continues the "Newcast" as it continues on CBS sustaining. Macfadden agency is Erwin, Wasey & Co., New York.
Fly, Craven, MBS and NAI Officials Slated to Appear Next

Hearings on the Sanders Bill (HR-6497) will conclude this week, or next, before the House Interstate & Foreign Commerce Committee, depending upon the length of FCC testimony and whether industry rebuttal will be allowed, if requested.

Resumption of the hearings on Tuesday, following a two-week defferment, will bring before the Committee spokesmen for MBS, as well as FCC Chairman James Lawrence Fly and Commissioner T. A. M. Craven, representing opposite regulatory viewpoints. At least one other Commission witness, probably an engineer to rebute some of the technical testimony previously offered the Committee, also will testify at Chairman Fly's request.

Hayes Appearing Tuesday

First witness at the Tuesday hearing, according to Committee plans, will be Arthur Garfield Hayes, general counsel of the American Civil Liberties Union, New York. The Union has opposed the FCC's newspaper-divorcement proceedings, on grounds of discrimination.

Network Affiliates Inc., regional station group opposed to high power, also is an eleventh hour participant, having requested opportunity to answer testimony of Victor Sholis, director of Clear Channel Broadcasting Service, who testified on May 21 against disintegration of clear channels. Paul D. P. Spearman, Washington attorney and counsel for NAI, will testify, to point out to the Committee that there are "two sides" to the clear channel story.

Following these appearances, MBS will present its testimony. It was stated at the Committee that they hope to reach the FCC by Thursday, with Chairman Fly as the first witness.

Need of Legislation

Both Chairman Lea (D-Cal.) and Rep. Sanders (D-La.), author of the bill, have stated that they desire to bring the hearings to an early close, with the hope of getting legislation through the House as quickly as possible. The latter, of course, is contingent upon a determination by the Committee that new legislation is needed—a fascinating image that has appeared evident to most Committee members since the hearings got under way nearly two months ago.

While a number of members of the Committee have expressed satisfaction over the testimony thus far, several Congressmen have evinced concern over the failure of certain witnesses to come forward with recommendations.

There is the general feeling, however, that a change in the Communications Act is necessary and that there should be clearer specification of the FCC's functions, particularly in connection with such matters as newspaper-ownership, delving into purely business aspects of broadcast operation, and other regulatory reforms undertaken by the FCC majority.

The Sanders Bill itself proposes a rewriting of the Communications Act of 1934, which actually carried over the original 1927 provisions. Instead of a seven-man body handling all phases of wire, telephone and telegraph communications, Rep. Sanders would divide the Commission into two three-man autonomous divisions, one handling public communications, or broadcasting and related services, the other private communications, covering telephone, telegraph and record services. The chairman would become the executive officer, with no regular vote on either division.

Drastic changes in appellate and procedural provisions, to assure every applicant or licensee of his full day in court, are also proposed in the Sanders Bill, as well as in recommendations projected by the Federal Communications Bar Assn. and by the NAB, through President Neville Miller. Moreover, the Sanders Bill would spell out the precise functions of the FCC in regulating broadcasting to eliminate all ambiguities and doubt as to its functions.

MBS to Appear

A number of witnesses, notably those speaking for the Newspaper-Radio Committee and the Clear Channel Broadcasting Service, took the overall position that the law was sufficiently explicit as now written. Their approach was that the inequities have grown out of administration, rather than through the inadequacy of the statute itself. Most of the Committee members, however, judged by their questioning, do not go along with that concept.

Witnesses expected to testify for MBS, which has supported the FCC majority's regulatory contentions with respect to the network-monopoly issue, are Alfred J. McCooker, president of Clear Channel, and chairman of the MBS board; Fred Weber, MBS general manager; Louis G. Caldwell, Washington attorney and chief counsel for MBS.

Mr. Caldwell also has been in the forefront of the newspaper-divorcement issue, opposing vigorously the FCC's Order 79, which envisages ultimate separation of newspapers from station ownership. He likewise is counsel for several independently-owned clear-channel stations.

Following the MBS presentation, Chairman Fly is slated to appear. Indications are he will present prepared testimony, to answer all of the criticisms against FCC procedures voiced during the hearings. Chairman Fly, among other things, is expected to blast the recommendations for alteration of appeal and procedural provisions.

Commissioner Craven, an engineer, will be called by the Committee, it is indicated, to present the FCC minority viewpoint. Along with Gov. Norman S. Case, he has consistently opposed actions of the FCC toward broadcasting and business aspects of broadcasting. Likewise, they have steadfastly opposed the whole newspaper-divorcement proceeding. On occasions, other members have supported the Craven-Case viewpoints but they have seldom mustered a majority on any of the more controversial issues.

Upon completion of the testimony of Commission witnesses, Chairman Lea will determine whether rebuttal will be allowed. Customary Committee procedure, it was pointed out, is to permit rebuttal, particularly in cases where conflicting claims have been made. Once the Committee completes its hearings, executive sessions will be held to determine whether new legislation should be recommended to the House (regarded as likely at this stage), or whether the matter should be dropped.

White Bill Pending

Assuming an affirmative vote, the Committee then will revise its bill and report the measure to the House. This would require anywhere from several weeks to several months, depending upon the magnitude of the rewriting task. Once acted on by the House, the legislation would go to the Senate. Whether hearings will be held before the Senate Interstate Commerce Committee, of which Senator Wheeler (D-Mont.) is chairman, would depend upon the legislative situation.

Pending before the Senate Committee is the White Bill (S-1806) proposing a somewhat similar reorganization of the FCC, as well as the resolution (S-Res-113) by Senator White (R-Me.) to stop the FCC dead in its tracks on all of its regulatory reforms until such time as that Committee completes its rewriting of the law. Hearings were held a year ago, but nothing has happened to the resolution.

Ultimately, if normal processes are followed, there may evolve the White-Sanders Bill, a compromise between the two measures, for FCC reorganization and revision of the 1934 legislation, which was the work of the late Chairman of the House Merchant Marine Committee when the original radio act was written, is regarded as the best-informed man in Congress.

Meanwhile, the Cox Resolution (HRes-426), introduced on Feb. 2, aimed at Chairman Fly, continues to slumber before the House Rules Committee. Rep. Cox (D-Ga.) has accused the FCC with attempting to "Federalize communications and broadcasting" and with "maladministration of a good law". Chairman Fly afterward countered with charges that the industry was being dominated by "two New York corporations".

There afterward developed the revelation that the Department of Justice was investigating charges that Rep. Cox improperly had accepted retainer from WALR, Albany, Ga. Rep. Cox called this an "attempted smear" and promised to answer the charges on the floor of the House. Nothing has happened since. Meanwhile, the Rules Committee has been directed by the Rules Committee to change the status of the Cox Resolution, though the Georgian insists the charges will not go unanswered and that his resolution will be reported.

WHILE WAR PRODUCTION continued at capacity during April, consumer spending showed a general slowdown, of WUTI, and chairman of Nation's Business for June which publishes this map of business conditions as of May 1 compared with the same month last year. Rapidly expanding war production maintained industrial output and payrolls at high levels during April notwithstanding drastic curtailments of many defense lines.

Courtesy, Nation's Business

Page 14 • June 1, 1942 BROADCASTING • Broadcast Advertising
"Be it ever so humble..."

THERE'S NO PLACE BUT HOME THIS SUMMER

Throughout WABC's vast Primary Listening Area (virtually all of it within the gasoline ration territory) summer in 1942 will be markedly different than ever before.

Home-sweet-home, and local beaches and lakes, are this year's Vacationlands for WABC's millions of families. Long trips — whether by car, train, or boat — will be absent from the itineraries of 1942's vacation schedules. (Item: for the first time in history, New York City's 35,000 school teachers will remain on active duty during the summer.)

So WABC's "regular listening families" (4,000,000 strong in the daytime; almost 5,000,000 at night) will turn to radio — and WABC — as frequently in July and August as they do in ten other months of the year. In this unusual summer of 1942, WABC will decisively outrank every other section of America as the country's largest, and first, market!

24-HOUR SERVICE TO THE WORLD'S LARGEST MARKET

Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales.
Dr. J. R. Brinkley, Border Operator, Claimed by Death

Storvny Career Ended After Amputation Complications

Dr. JOHN R. BRINKLEY, 56, onetime Kansas and Mexican border broadcaster, widely known as a "goat gland" rejuvenation specialist and twice candidate for Governor of Kansas, died May 26 in San Antonio. Present at his bedside were his wife, Mrs. Minnie Brinkley, and son, John R. 3d, 15. He is also survived by three daughters, Mrs. W. E. Shattuck and Mrs. John Brinkley, both of Chico, Calif., and Mrs. James Palmer, Ft. Worth.

Dr. Brinkley had suffered a series of heart attacks since the amputation of a leg several months ago and had been in ill health since last year when a Federal court had adjourned his bankruptcy,-listing debts of $1,118,064 and assets of $35,000. He remained under indictment in Federal court in Little Rock for alleged misuse of the mails in offering his sex-rejuvenating treatments in his hospital there.

Hectic Career

Death brought to a relatively obscure end a stormy career, centered largely around radio. In 1930 the old Federal Radio Commission refused to renew the license of Dr. Brinkley's station KFBR, Miller, Kans., where he also operated a hospital, on the grounds that his broadcasts were inimical to the public health and welfare. Appeals to the courts failed, and thereupon he established a hospital at Del Rio, Tex. and the 150,000-watt XERA, across the Rio Grande in Mexico.

From this station, highest-pow-
ered broadcasting outlet in North America, he continued to advertise his treatments and the specifics which were marketed through his Brinkley Pharmaceutical Assn., membership of which was extended to drug stores in mid-western States, in which he would agree to market the "medicines" he pre-
scribed via the microphone to those writing to him and describing their ailments.

The Brinkley radio operations on the Mexican border were a constant cause of irritation between U. S. and Mexican radio officials, and the Mexican Government at one time seized the station and dis-
man ted it. Later Dr. Brinkley con-
tinued operation through other border outlets, and also offered his talks to U. S. stations via trans-
scriptions, but these were frowned upon by the Washington authori-
ties and few stations accepted them.

Dr. Brinkley amassed an enormous fortune basically through his drug and his radio-prescribed medicines, his arrangements with the drug-
gists being that they should re-
sell, or hire, to him the profits of their col-
lections for bottles of "medicines."

(Continued on page 42)

Civilian Use of Copper Banned by WPB
Affecting Production of Replacements

MANUFACTURERS of radio equipment, including receivers, broadcasting equipment, commercial aircraft, phone and similar equipment, last week were notified by the War Production Board that civilian use of copper must cease May 31.

However, at a meeting of RMA-
WPB officials last Thursday it was decided that the tube manufac-
turers could use their inventories of copper and copper alloys for the production of replacement tubes until June 30.

It was also said that a definite plan may be developed by the WPB to allow a manufacturing program of 40,000,000 tubes for 1942, with quotas to be divided among manu-
facturers. It is expected that a limitation order, authorizing the 40-
million tube plan will be issued by the WPB next week.

Most serious effect of the order will be the suspension of produc-
tion of replacement parts which manufacturers had hoped would be allowed. However, success in clamp-
downs by the WPB on allocations of mica, lead and zinc, preceding the copper order clearly indicated that a parts program could not be allowed in the face of acute short-
ages of these materials.

Mica Ruling
While manufacturers may appeal from the copper order, the effect of appeal has been nullified by the WPB ultimatum that no ap-
peals will be allowed except in cases where the war effort will be promoted. Closing up all loopholes, the WPB also ordered that success-
ful applications would be limited to situations which "would interfere with the war work."

Adding to the manufacturers' woes, a more stringent limitation order on mica was also issued by the WPB last week to take effect June 1.

The order stipulates that mica may not even be used for Army and Navy products unless the prod-
uct is an "implement of war." No use of mica has been permitted in civilian products since March 6, when the original order was is-
ued, except with the permission of the WPB.

Manufacturers have been given some hope with regard to the cop-
ner order by the vigorous plea of the Radio Manufacturers Assn. and the WPB Communications Branch, headed by Lighton Pee-
bles and Frank H. MacInlouch, chief of the WPB radio section, who have urged provision for con-
tinued production of radio replace-
ment parts to maintain receiving sets in public use.

A Few Exceptions
However, the WPB copper sec-
ion has contended that every ounce of available copper is "urgently" needed for war production and it was added that war contract rat-
ing of higher priority is likely to have been nullified by the increasing number of manufacturers given ratings above A-3.

The copper inventories of manu-
facturers after May 31, under the order, must either be sold or will be requisitioned by Government agen-
cies. Such inventories, the WPB said, may be used in military radio production, but "cannot be used in any other manner without appeal to the WPB copper section."

Some exceptions for extension of set manufacture to June 7 have been made, the Radio Manufactur-
ers Assn. reported, but it was ex-
plained that the exceptions were granted in anticipation of the issuance of the copper order, the exceptions taking precedence. The RMA said about 10 manufacturers were given extensions.

It is stated that the copper or-
der: does not prohibit "or restrict use, sale or shipment, either of tubes or parts by manufacturers of completely fabricated tubes and/or parts," is only the future processing was banned.

BLUE SHOW TELLS
HOME WAR EFFORT

ANOTHER slant on the battle on the home front in the BLUE'S new program, This Nation at War, pre-

sent in cooperation with the National Assn. of Manufacturers. CBS network, 9:30 to 9:55 p.m. (EWT), the program originates in New York with a narra-

tor to tie its various parts to-
together and then shifts to weekly selected spots throughout the country for descriptions from ship-
yard, farm, or sales outlet. Viewers can fire home front from the most re-

mote small town to the biggest produc-
tion center.

The program gives the BLUE'S an opportunity to show what is being done to help ter-

ritories by individuals and business orga-
nizations. Each affiliate has been asked to submit ideas which, when accepted, will be handled by local commentators or announcers, either as a studio interview, a pick-

up directly in a factory or an industrial plant. Engineering and production is handled locally.

Johnstone's Idea

Program is the idea of G. W. Johnstone, BLUE director of news and specials, who wanted a weekly half-hour program, with three local commentators from three different areas. Mr. Johnstone had directed Helen Hiett to devote the last five minutes of her daily Today's News, to an inquiry and report on individuals, in line with the "I am fighting" idea.

More than one thousand letters were sent to Helen Hiett by test from Miss Hiett's listeners. NAM learning of the projected series is said to have written the "out of pocket" costs.

First broadcast on May 26 came from New York, where James Bicott, the operator, has listened to blue's ideas of the program's scope and purpose, then was shifted to the West Coast and then back to New York for the final set up.

The program, according to Miss Johnstone, is not merely doing to help war,

"The war!" Broadcast then was shifted to the BLUE'S Hollywood studio where Cleo Roberts, BLUE West Coast commentator, inter-

viewed a spot welder in the Lock-

head aircraft plant in Burbank, Cal.; back to New York; to Chica-
go, where through WENR, Warren Shoemaker, vice-president of American Broadcasting, explained the nature of the food problem and the packing industry's activities; to Albuquerque where an an-
nouncer from WCO was his micro-

phone set up in historic Trinidy and returning finally to New York for a return by telephone to about 10 manufacturers were given extensions.

Dr. Brinkley's among the that the copper or-
der: does not prohibit "or restrict use, sale or shipment, either of tubes or parts by manufacturers of completely fabricated tubes and/or parts," is only the future processing was banned.

Page 16 • June 1, 1942
Detroit has gone to war and Detroit will win it! Nowhere else in all the world has such a concentration of industrial might been swung unequivocally and unsparingly into the balance of the fight against the Axis powers.

Can there be any doubt as to who will win? Detroit is already ahead of production schedules and Detroit has just begun to fight. Let us repeat Detroit is at war and will win it.

And so is WWJ at war. For the duration, everything pertaining to the war effort takes precedence over all else.

Yes, WWJ will attempt to carry on as much normal broadcasting as the circumstances permit, but always, the war effort comes first. Therefore, time reservations should be made as far in advance and as flexible as possible so that broadcasts may be fitted into crowded schedules most advantageously.
EFFECT OF WAR ON PACKAGING
Radio, Advertiser, Marketing Viewpoints Are
Discussed at Luncheon Roundtable

BECAUSE 23% of the advertising on WOR, New York, is placed by
manufacturers of food products, and 78% of the station’s advertis-
ing is dependent on packaging, the station last Tuesday arranged a
war luncheon in cooperation with Modern Packaging Magazine serv-
ing “Victory Vituals in Priority Packages” at the New York home of
WOR’s Woman Commentator, Miss Beatty.

Present were members of adver-
tising agencies and of the radio
and packaging industries, as well as
practically all of Miss Beatty’s sponsors.

The figures quoted on WOR’s ad-
vertising were used by Rufus Maddrux, vice-president of the
association, to illustrate his introductory speech how im-
portant to radio advertising are all
changes in packaging brought out
by priorities.

All Packages
To help the situation faced by
food manufacturers, a station
should do everything possible to
keep advertising on the air, Mr.
Maddrux stated. He then introduced
Miss Beatty to the guests.

In her talk, Miss Beatty pointed out
that everything served at the
luncheon was a packaged product
except the salad, while honey
served as a substitute for sugar.

Among the national advertisers
represented were R. B. Davis Co.,
(Coonoat); Albert Ehlers Inc. (coffee);
Frosted Foods Sales Corp. (chicken);
Thomas J. Lipton (soup); Borden Co. (milk);
Faton Corp. (honey); and Rock-
wood & Co. (cookies).

As a prelude to the round-table
discussion on the effects of the war
on food and packaging, Miss Beatty
stated that the business men who
can substitute for their prod-
ucts during the emergency are the
men whose companies will survive
the war.

Headed by C. W. Brown, editor of
Modern Packaging Magazine,
participants in the discussion in-
cluded C. D. Malcolmson of Robert
Gee Co.; E. W. Love, Bristol-
Myers Co.; Robert T. Kesner,
Frosted Foods; W. S. Ross and C. A.
Breakin of Modern Packaging.

Also at the speakers’ table was
Lieut. King, King of the Army Quar-
crmaster Corps and Procurement
Planning Division, and Theodore
Streibert, WOR general manager.

Asked how much longer users of
collapsible tubes could expect to
obtain tin for Bristol-Meyers products,
Mr. Love reported that the tin con-
tent of the tubes had been cut April 1
to 7 1/2%, and that a possible de-
velopment in the near future might
be lead tubes with specially pro-
cessed linings.

Lack of Machinery
Although the company had re-
ceived as many as 100 ideas for
all-paper tubes, Mr. Love said, the
biggest problem was getting some-
one to fabricate such tubes in quan-
tities sufficient to meet the needs
of a national distributor. No new
machines can be obtained to make
and handle new paper packaging, he
reported.

A possible answer to this ma-
achinery problem might be found in
the use of paper. According to
Mr. Breakin, who stated that exist-
ing machines can be used on plas-
tic material without any serious
conversion problem.

Another packaging problem
caused by priorities—the paper
shortage—was discussed by Mr. Maddrux, who reported that the
waste paper salvage campaign last
fall, in which radio was widely
used, had proved extremely success-
ful. Only one additional drive, but that a
similar drive might be necessary
next fall.

Modern Packaging had also ar-
 ranged an exhibit at Miss Beatty’s
home to show how the packaging
industry was cooperating with and
aiding the war effort. Divided into
four groups, the packages included
those used by the Army and Navy
to ship shells and guns; those used
to send articles to forces abroad;
and a before-and-after group show-
ing the changes in commercial product
packaging, and a group devoted to
new developments in the packaging
field such as a paper lipstick con-
tainer and a paper compact.

ASCAP Sued
OPERATORS of 14 Brooklyn
theatres have filed suit in the New
York Federal Court against
ASCAP under the Sherman anti-
trust act asking for $25,619 plus
attorneys’ fees of
$25,000. Suit charges the theatres
were forced to buy the entire
ASCAP catalog although using
but a small part of it and names the
Society and two of its
officers, Gene Buck and Gustave Schirmer,

As an illustration, action follows that
of a group of 157 eastern theatre
operators, which April 9 sued
ASCAP, its directors and
members for $66,784
damages and
$50,000 legal fees [Broadcasting, April 13].

CANADIAN Dept. of Agriculture
planted 11 western Canadian stations for a
selective quarter-hour trial May 25 on
wheat planting. Account was placed
through J. J. Gibbons Ltd., Regina.

PLAGIARISM pleases Red Skelton,
star of the weekly NBC Red Skel-
ton & Co., when the Los Angeles
Herald-Express took his famous
radio gagline, “It’s to
headline Brig.-Gen. James H. Doolittle’s
bombing of Tokyo. Tickled pink was
Skelton, so garnish the newspaper
plug on his coast-to-coast show
and then sent a telegram of congra-
tulations to Gen. Doolittle, “the
Los Angeles boy who made good”.

Gleeful group are (1 to r): Har-
et Hildard, vocalist on the show;
Red Skelton; newspaper file; Dy-
ie Nelson, program musical direc-
tor; Edna Skelton, comedian’s wife
and his scriptwriter. Sponsor is
Brown & Williamson Tobacco Corp.
As gripping as it is grim, this poster won First Prize in a contest "to promote silence regarding the movement of military equipment and personnel"... sponsored by the U.S. Army and WBZ, Boston. Open to all art-students in Massachusetts, this contest was won by a 16-year-old girl against 269 competitors. The newspapers cooperated... the students brought their creative faculties to bear on the war-effort... the Army got a poster of terrific impact... and Westinghouse Radio Stations again demonstrated their ability to assume a leading role in the current scene, their power to deliver real public service.
Hudsons to Sell WJZM
To | Former Publisher
SALE of WJZM, local in Clarkesville, Tenn., for a reported price of "$26,500, is sought by William D. Hudson and his wife, Violet Hutton Hudson, licensees of the station, in an application to the FCC last week. The Hudsons propose to voluntarily assign the license to Roland Hughes, former newspaper publisher now in the general insurance business.

WJZM has been in operation less than a year, having originally been granted to the Hudsons Feb. 19, 1941, and going on the air during the winter. Mr. Hudson is the mayor of Clarkesville and is a member of the Tennessee Railroad & Public Utilities Commission.

FCC Operator Requirements
Again Eased to Meet Shortage

Small Stations Especially to Benefit by Change
In Rules to Permit Still More Laxity

BRINGING into the broadcast technician field a new operator's classification, the FCC last Tuesday further liberalized its technical personnel requirements to grant operation permits to persons "certified by a station licensee as familiar with their respective broadcasting equipment," provided the certain person holds a restricted radiotelephone license. Previously the permit-holder needed FCC endorsement. Board certificates were allowed to operate under restrictions. Under the new ruling the operator will be endorsed by the Commission upon certification of the station licensee.

The FCC stated that it will still take cognizance of such facts as citizenship, background and other information requested on FCC operator-license applications.

The order, 91-B, follows recognition by the FCC of the acute operator shortages caused by the war, especially critical in cases of small stations.

Limited Functions

On April 21 the FCC, following recommendations of the DBC, ordered the relaxation of operator requirements to allow station operation by holders of a restricted radiotelephone permit only in the event the permit-holders had been endorsed by the Commission to show proficiency in radiotelephone theory, through examination [BROADCASTING, April 27].

The order was further regulated by the order of Feb. 17 which permitted operation of stations by any class of holders of first or second-class operators' licenses, provided one or more first-class operators were employed for the technical operation of the station.

Under the new order persons certified by station licensees as capable of handling their equipment would be limited to operations at a specified station and would be required to shut down the station in technical emergencies until further notice. This was the general emergency code. Another requirement provides that persons obtaining a restricted permit would have to pass an FCC examination on radio theory within six months to permit them to do similar work at any station.

According to the FCC, radio engineering experts have declared that women could easily meet the present requirements for restricted radiotelephone operator permits. The FCC also stated that it believes people of average intelligence should be able to pass the examination for the new restricted permit after eight or 10 hours of study of the FCC study course for this examination. The Study Guide and Reference Material for Commercial Radio Operator Examinations may be obtained from the Superintendent of Documents, Government Printing Office, Washington, for 15 cents.

Further indicating that its new order was aimed to relieve the smaller stations, the FCC said that "this latest action of the FCC war-time policy of coming to the aid of broadcast stations on the matter of operation and personnel requirements is specifically directed to the problem of low-powered broadcast stations operating on frequencies assigned for local service."

Text of the Order

Full text of the order follows:

The Commission having under consideration its Orders No. 91 and 91-A and the request of the Defense Commerce Board, the Commission, after consideration of the proposal of the DBC and after full and complete weighing of the matters of policy involved, and after consideration of the effect of the recommendations of the DBC upon the public interest, convenience and necessity of the users of this medium of communication, and, having examined the facts and circumstances surrounding the situation of small broadcast stations now in operation, and having reviewed the evidence and the recommendations of the DBC, to which the Commission referred said DBC's recommendations, is of opinion that the said recommendations are in the public interest, convenience and necessity of the users of this medium of communication and, therefore, will order:

1. That the Commission consider further relaxation of its rules and regulations governing the requirement of broadcast licensees of small broadcast stations in order to be permitted to operate under restrictions. Under such relaxation, the small broadcast stations may be operated by holders of any class of license who, by reason of actual inability to secure the services of an operator or operators of a higher class could not otherwise be operated, may be operated by holders of any class of license as limited by this order.

2. That the Commission will relax the requirements regarding the FCC endorsement of operators, for purposes of the certification of small broadcast stations, to the extent that holders of licenses to operate as restricted radiotelephone operators may be endorsed by the FCC as being capable of performing the restricted duties.

3. That the Commission will further relax the requirements regarding the FCC endorsement of operators, for purposes of the certification of small broadcast stations, to the extent that holders of licenses to operate as restricted radiotelephone operators may be endorsed by the FCC as being capable of performing the restricted duties.

4. That the Commission order that all classes of commercial operator licenses shall be valid for the operation of broadcast stations upon the condition that one or more first-class radiotelephone operators be employed, and that the new restriction shall be responsible at all times for the technical operation of the station and shall make all adjustments of the transmitter equipment other than minor adjustments which normally are needed in the daily operation of the station.

Provided, however, that all classes of commercial operator licenses shall be valid for the operation of broadcast stations upon the condition that one or more first-class radiotelephone operators be employed, and that the new restriction shall be responsible at all times for the technical operation of the station and shall make all adjustments of the transmitter equipment other than minor adjustments which normally are needed in the daily operation of the station.

Provided, further, that a broadcast station may be operated by a holder of a restricted radiotelephone operator permit only in the event such permit has been endorsed by the Commission to show the operator's proficiency in radiotelephone theory as ascertained through examination.

Provided, further, that a Class IV station on a local channel frequency may be operated by a holder of a restricted radiotelephone operator permit which has been endorsed by the Commission to show the operator's proficiency in the operation of the particular station concerned, as ascertained by examination of the first class radiotelephone operator in charge of the station, on condition that in a technical emergency the restricted radiotelephone operator shall not attempt to make any adjustment, but shall immediately shut down the station, and on further condition that the restricted radiotelephone permits shall show proficiency in radiotelephone theory as ascertained through examination not later than 6 months after the date of the above endorsement.

Provided, further, that nothing contained herein shall be construed to relieve a station licensee of responsibility for the operation of the station in exact accordance with the Rules & Regulations of the Commission, and provided, further, that the provisions of Section 13.101 of the Commission's Rules & Regulations Governing Commercial Radio Operation shall remain in full force and effect except as modified by this order.

Columbia Baking Discs
COLUMBIA BAKING Co., Atlanta, will continue to be the sole sponsor for Over the Back Fence With Allen Prescott, NBC Radio-Recording transcription which continues through the summer on 55 radio stations in the South. A total of 72 transcriptions have now been made for the program, which advertises Southern Bread and Redi-Cut Cake on the show. Agency for Columbia is Freitag Adv., Atlanta.

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BROADCASTING • Broadcast Advertising
The smart radio buy in Chicago is

\$\$\$\$

**WENR**

\$\$\$\$

Costs less per thousand families than any other major Chicago station

Our proof? The NBC all-county survey which measures all stations on the same basis. When you’re after the rich Chicago market, be sure to investigate the opportunity for intensive, economical coverage offered by WENR.

Basic Blue Network Station

**50,000 WATTS ON A CLEAR CHANNEL—890 k. c.**

IT'S EASY TO DO BUSINESS WITH THE BLUE!

WENR is represented nationally by these Blue Network Spot Sales Offices

New York  Chicago  San Francisco
GLASS MASTER DISCS
NOW READY FOR DELIVERY

Presto 17¼" Glass Base Master discs are now in stock awaiting your order. Transcription manufacturers have been processing samples of the Presto Glass Master for several months and report it perfect in every respect, easily adapted to their plating equipment, thick enough (.135") for safe handling and having the exceptionally quiet surface characteristic of all Presto discs.

The Presto 17¼" Master is made in two styles. Type 917-D has a removable metal center insert to allow its use with overhead cutting mechanisms driven from the center of the turntable. The 917-E has a solid insert for tables having independent cutting head drive (Presto 8-C).

Priced only slightly higher than previous aluminum master discs. Sold by Graybar Electric Company and leading radio parts distributors throughout the United States and Canada.

PRESTO
RECORDING CORP.
242 WEST 55th ST. N.Y.

BROADCASTING • Broadcast Advertising
ALBANY'S SENDOFF TO DRAFTEES
Induction Day Turned Into Celebration
For Servicemen by WOKO

ENTERTAINMENT for inductees is the latest contribution of WOKO, Albany, to the uplifting of the morale of boys entering the service.

Accordingly, starting May 13 and every induction day thereafter, the new soldiers were marched down the street with band and all to the Radio Centre studios. There at 2:30 p.m., a full hour of entertainment was provided by WOKO talent as well as volunteers from hotels, night spots, etc. Snacks and refreshments for the occasion were provided gratis by interested individuals and business concerns.

At 3:15 p.m., the inductees broadcast their own show on the air. Program includes group singing, roll call of the recruits, swearing into the service and the playing of the Star Spangled Banner. Later in the afternoon with the same

Service Problems:
DRAWING on the information amassed by a newspaperman, who writes a column for service men resulting in an average of 10,000 queries a week, WHN, New York, has started a weekly program, At Your Service, to answer problems facing soldiers, sailors and marines, and their families, as well as those about to be inducted into armed forces. Service men and relatives take part in the program, which is conducted by Al Binder, of the New York Daily News.

Civic Merit
CLUB LEADERS in civic and social groups are being recognized for their contributions to the war effort by WBAB, Atlantic City, with a certificate of merit. These presentations are made each Wednesday, "Honor Club Day", in the Woman's Page of the Air series. Peggy Johnson, program hostess, invites club officers as her guests to discuss their activities.

Simple and Easy
SIMPLE ANALYSIS of news on rationing, priorities and other wartime regulations touching consumers is given by Donald McGilvey, news analyst of WBBM, Chicago, on Facts for Freedom, new quarter-hour twice weekly. The program is produced in cooperation with various Federal wartime agencies.

Victory Varieties
DRAMATIZING the war effort in music and plays as well as handling the various requests for war aids by the federal and local war agencies, KSO-KQNT, Des Moines, is presenting Victory Varieties.

Propaganda Analysis
AXIS PROPAGANDA is analyzed from a psychological standpoint by Lawrence Gould, consulting psychologist, clergyman, journalist and radio interpreter, in a weekly series on WINS, New York, titled Aiding the Axis.

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New Song Lists
REVIEWS COPIES of the newly-published Finding List of Songs & Choruses have been released by Hall & McCreary Co., Chicago publishers. The company reports copies of the list are being sent to all stations and it is claimed an aid to program builders in clearing numbers for broadcasting. Hall & McCreary is associated with SESAC Inc. and all copyright numbers of the company are available to SESAC-licensed stations.
A NOVEL method was used to stimulate interest in the five-weekly quarter-hour Sperry News by Sam Hayes starting June 1 under sponsorship of General Mills (Sperry Flour), on 6 CBS Pacific Coast stations (KNX KARM KQW KROY KOIN KIRO KFPP), Monday through Friday 1:15-1:30 p.m. (PDT). To inform them of details Hayes, prior to start of the series, delivered a personal telephone call to each company salesman in cities where program is released.

So there would be no slip-up, the commentator made a special personally addressed and delivered to each salesman. Delivered to a central point, it was released over the telephone after contact was made. Detailed information on the program and why it was chosen, and other data of value to the salesman was given. Merchandising and promotion details to support the radio series were also revealed by Hayes during the telephone call.

**Merchandising & Promotion**

**Personal Calls—Schubert Display—Quiz Cards**

**News Windows—Newspaper Plug**

All for Schubert RADIO activities of Paul Schubert, news analyst of WOR, New York, for a program that will be no more. The day before the show, Schubert delivers his book *Sea Power in Conflict*, published by Coward-McCann, New York. The exhibit includes a large world map, a photograph of Schubert, a microphone, and copies of his most recent scripts, in addition to a blow-up of a statement by Schubert in behalf of the Navy Emergency Relief Fund.

**Flags To Kiddies**

SETS of three American flags in rubber suction holders are awarded boys and girls sending in best questions to be used on the Junior Genius kids' quiz of KOA, Denver.

**SOMETIMES the OLD WAY IS BEST!**

We decided on a new show the other day—and fancy stuff was out.

No garrulous m.c.'s . . . no escapist drama . . . nothing but the good old-fashioned entertainment that gave Radio its start—NEWS and MUSIC.

It's on the air now—1 to 5 P.M. across the board. On the hour, top-flight MBS commentators. On the half-hour, world wide news flashes. And in-between—MUSIC!

We think there's something about war time that calls for this old-fashioned kind of program. And preliminary surveys tend to bear us out.

At any rate, we're giving war-occupied Pittsburgh what busy people will take time to hear.

And right now, Pittsburghers are busy!
A CONTRIBUTION of $12,000 by CBS was listed last week by Postmaster General James A. Farley, chairman of the national corporations committee of the USO campaign.

**FORTH ANNIVERSARY of Dr. Kate, NBC coast show, was held recently in new NBC Radio City, San Francisco. **Radio hosts for the party were the “Sherwood Family” on Hawthorne House, John W. Elwood (center), new NBC-KPO manager, holding cake assisted by E. A. Parker, sales manager of Sperry Flour Co., sponsors of Dr. Kate (left) and John Dawson, sales manager, western division, Wesson Oil and Snowdrift Co., sponsors of Hawthorne House.

**'TOWN HALL' PICKED Will Launch OCD Series Of War Talks**

THE OCD has selected the June broadcast of America's Town Meeting of the Air on the BLUE to launch a project for a series of Town Meetings for War" for discussion of war problems in towns and cities throughout the country under auspices of the 9,000 local defense councils. The Town Hall broadcast was selected as the first of the series, to set the pattern for discussion of current issues. Later discussions will not be broadcast.

“What Can I Do to Help Win the War?” will be the topic of the June broadcast, to originate from WWVA, Wheeling, W. Va. Speakers will be James M. Landis, director of OCD; Leon Henderson, administrator of OPA; William P. Witherow, president, NAM, and presidents, Blaw-Know Co., and Helen Biet, reporter and commentator of BLUE.

**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**
Hollywood to Clarify Film-Radio War Issues

TO CLARIFY the position of radio in relation to motion picture talent and that industry’s broadcast efforts for war purposes, the Hollywood Victory Committee’s coordinating committee, headed by Don E. Gilman, BLUE western division vice-president, will meet with Nat Wolf, West Coast liaison officer of the Radio Division of the Office of Facts & Figures in a session tentatively set for June 3.

On the committee with Mr. Gilman are Sidney Stroitz, NBC Western division vice-president; Lewis Allen Weiss, vice-president, Don Lee Broadcasting System; Donald W. Thorburn, CBS West Coast vice-president; Charles Feldman, president of Feldman-Blum Corp., talent agency, and JVC talent committee chairman; Bert Allenberg, vice-president of Phil Berg Bert Allenberg Inc., talent service, and Fred Beets, executive vice-president, Assn. of Motion Picture Producers Inc.

RADIO EMBLEMS NOW AVAILABLE
Industry Offered Chance to Buy Symbolic Shield—at Cost; First Shown at Convention

THE RADIO service emblem which made its appearance at the NAB Cleveland convention as a gift of WJR and WGAR made such a hit that at the suggestion of those stations BROADCASTING has agreed to receive all requests for additional pins and make them available to the industry at cost in whatever quantities desired [see advertisement on page 49].

From the radio response accorded the emblem at the opening luncheon addressed by Archibald MacLeish, it is apparent that the radio industry has discovered a shield which is symbolic of the service which radio broadcasting is rendering in the war effort on both the home front and the fighting front. This simple medallion showing a striped shield across which flashes the lightning bolt of radio surrounded by an eagle with wings spread, carries the slogan, “In Service of Home and Nation”.

Sought in Quantities

Many broadcasters have been so taken with the idea of the pins they have wanted to know if they can have quantities of these made up for each member of their organizations. BROADCASTING, impressed by the timeliness of the promotion for the entire industry and with the idea that it will give broadcasters a symbol of their service in the war effort, has agreed to aid in the distribution of the pins.

Fuller & Smith & Ross, Cleveland advertising agency which designed the shield, has also arranged to furnish reproductions of the art work and full permission for the use of the shield in advertising or promotion which any American radio station may want to do.

John F. Patt, vice-president of WGAR, who coined the phrase “Radio—in Service of Home and Nation”, asked BROADCASTING to take over the project as an industry matter rather than as a station promotion.

“We are receiving so many requests from radio stations to supply radio service pins that we are reordering in a fairly large quantity at once,” he said. “The cost, including excise tax, with silver pins hand-tinted in the three colors, red, white and blue, is 60 cents each, although if the order is large enough, this may reduce slightly.

Industry Unity

“We are glad that several stations have decided to adopt the shield in their advertising and promotion because we feel something is needed to express the service which radio broadcasting is rendering in the war effort, on both the home front and the fighting front; and if this little emblem does it as well or better than anything else, it will serve a great purpose and will help to unify the great broadcasting industry.

“We do not want or seek any special credit for either the emblem or the pins, and we would like to see some aggressive, impartial organization like Broadcasting Magazine take over this project as an industry matter rather than as a station promotion. BROADCASTING therefore will accept orders for any number from one to several dozen that stations may desire. These orders will be forwarded to Cleveland and filled by WGAR and its agency at no profit to themselves or to BROADCASTING.

Sunday Morn Sponsor

IN ITS FIRST major radio venture, Lorstan Studios, Newark (photographs), will sponsor Coast to Coast on a Bus, half-hour children’s program on WJZ, New York, every Sunday, 10-10:30 a.m. With 33 portrait studios in the Middle East, and with an expanded advertising budget, the company will aim its promotion at families with growing youngsters, launching a personality child photo contest on the first broadcast, May 31. Children up to 14 will be invited to have their pictures taken free at a Lorstan studio, and will receive 53 prizes in war savings bonds. Contest will last two months. Contract is for 62 weeks. Coast to Coast on a Bus, has been on the air ten years, and is currently heard on BLUE as a sustaining. United Advt., Newark, handles the account.

50,000 WATTS
CLEAR CHANNEL
AFFILIATE NBC
MEMBER TQN

WOAI
San Antonio

Taking Up the Slack!

Today’s advertising dollars deserve careful allocation. The war effort suggests streamlining—taking up the slack.

In San Antonio, WOAI provides more than three times the listening audience of the second station and nearly twice that of all stations combined.*

Add to this 50,000 watts on a clear channel and you will see why your messages over WOAI go farther—at lowest per listener cost!

*E. Hopper Listening Index, Feb-Mar.

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BROADCASTING • Broadcast Advertising
WASTE TABOO at WOR is increasing efficiency besides saving supplies. Here are before and after desks. At work are (l to r) Edythe Meserand of the press department and Edyth Meserand of special features.

By J. R. POPPELE,
Chief Engineer, WOR, New York

TO LEAVE a motor idling, a faucet dripping, to throw away cans and toothpaste tubes and tinfoil—all this was commonplace. In fact before Dec. 7 conservation was chiefly a theory, rarely a practice. But now, within a very few months, nearly everyone has found a way to aid the country's war effort. Here at WOR the change was swift and noteworthy. From the moment of our entry into war, WOR's Suggestion Committee began receiving countless ideas from the station's employees on how to save, how to conserve essential materials. The executives, embodying many of the staff suggestions, decided to go further, and a station-wide campaign was started to save supplies and materials. With such slogans as "Don't Throw it Away—Stow it Away" and "Waste Saved Is Victory Gained", WOR has declared war on waste.

The first step was the organization of our staff. As Chief Waste Warden, a committee, composed of a member from each department, was selected to serve with me. We then hit upon a method to graphically illustrate what was being wasted in day-to-day activities, and how we proposed to eliminate this waste. It was essential to conserve if we were to continue to use what we had on hand.

With the cooperation of the porters and page boys we collected discarded material, and sorted the daily contents of the waste baskets. We found countless rubber bands when we emptied vacuum cleaners; we found pencils only two-thirds used; we found hundreds of large sheets of paper on which only a few words had been written; we found many sheets of carbon paper which had been used only a few times, and hundreds of clips which were apparently serving no purpose, but which were still usable.

Put on Exhibit

The waste material that was collected in one day was put on exhibit in one of our studios. It dramatized our story, and gave the staff a better understanding of what we were trying to do. Two desks were brought into the exhibit. One was untidy and contained a vast quantity of supplies in helter-skelter fashion; the second desk was neat and orderly. The two desks contained exactly the same amount of material yet one looked crammed full, the other half empty. The story was evident. The sloppy desk owner ruined many of his or her possessions, and re-orders supplies unnecessarily.

Two files were also on display. One was neat and properly used, the other contained rubbers in the rear compartment, an old hat, maps and telephone books from years gone by. If this file had been cleaned out and the useless

(Continued on page 40)
Lou Smith
NATIONALLY KNOWN AND
GREATEST PLUS CO
Sports Authority

BASEBALL EDITOR CINCINNATI ENQUIRER;
OFFICIAL SCORER CINCINNATI REDS;
SIGNED FOR YEARS!
EXCLUSIVELY AS SPORTS COMMENTATOR
OVER ...

WCKY
L.B. Wilson

VERAGE STATION
50,000 WATTS CBS
Now or Never

IF NOTHING MORE comes of the Sanders Bill, designed to rewrite the antiquated Communications Act so as clearly to define and delimit the FCC's functions, the hearings thus far held will have served a useful purpose. But we predict that something more will happen to clear the atmosphere of uncertainty and to rid the industry of constant harassment at the hands of a power-hungry administrative agency.

The hearings enter their final phase this week before the House Interstate & Foreign Commerce Committee. Final direct testimony will come from members of the FCC, including Chairman Fly, speaking for the ax-wielding majority, and from Commissioner Craven, who has opposed every move to usurp power that clearly is not delegated by statute.

The committee, ably directed by Chairman Lea, veteran California Democrat, has uncovered much that is wayward in the FCC's activities relating to broadcasting. Members haveevinced surprise that Congress has let radio regulation run riot so long. That is because, till now, all the activity has been before the Senate Committee, where the leadership hardly has been sympathetic to radio's case.

To say the hearings have already had a salutary effect doesn't mean, however, that the committee is elated over the industry's case. We would judge that most of its members are puzzled over the failure of certain strong industry segments to speak their minds, as they have done in private or in public pronouncements before the war put a quietus on all save war legislation.

Disappointment is indicated, too, over the absence of specific legislative recommendations to curb the FCC's powers. It is no secret that several committee members wonder whether there have been pressures exerted that have resulted in pulling of punches. The only concrete legislative recommendations came from the Federal Communications Bar Assn. and NAB President Neville Miller, when the hearings first got under way, and later from CBS, whose witnesses unbound themselves under the barrage of questioning from the bench.

Others have wondered too, about the over-all showing. The Newspaper Radio Committee, for example, while it presented a potent and effective argument against the FCC's order discriminating against newspaper ownership, nevertheless bent over backward in salaming the Commission for its fair treatment and courtesy during the year-long investigation, which still isn't concluded. Yet we recall charges of Govern mental connivance and rifling of newspaper-station files in the selfsame proceedings.

Similarly, the Clear Channel Broadcasting Service presented a powerful argument in defense of 1-A channels for the perpetuation of rural and small-town service. But there was an over-all attack upon the FCC majority, which has fostered a general clear-channel breakdown, and was stopped only by the war-dictated freeze of allocations. There was no explanation that CCBs was formed for the very purpose of protecting clear channels from disintegration.

It isn't our purpose to expose or to advocate or defend any particular industry viewpoint, other than that of preservation of a free, American system of broadcasting capable of maximum effectiveness in the war effort and in the rehabilitation following the war. Just a few weeks ago the whole industry, with a few glaring exceptions, was protesting the FCC's bureaucratic rule as a life and death matter. Now, because of some hidden assurances from undisclosed places, that ardor has cooled.

There's a far more important job on radio's hands than the evolution of new legislation. But Congress has given radio its day in court after more than a decade of pleading. The FCC, except where it was forced to move by higher authorities, hasn't suspended its civil regulation of radio or its crusading tactics. Congress is calling the play. Radio owes to its public and itself presentation of its most effective case for a sound and proper statute that will hold now and endure after the war. It's now or perhaps never!

Rationing and Radio

BEFORE THE END of this year there will be more rationing—of that we may be assured from the hints dropped by key officials in Washington. More than likely, the new rationing will cover foods and clothing as present inventories become scarce. These are among the most important items in national and local sponsorship, so the broadcasters must gear themselves accordingly. Also affecting business, especially locally in view of the decentralization of distribution to the suburbs in

The RADIO BOOK SHELF

WHAT WASHINGTON is like and how it got that way, is the theme of Washington Is Like That by Willard M. Kiplinger, editor of the Kiplinger News Letters published in the capital city [J. W. & B., $2.50]. This book, says the author, a specialist in business relationships to Government, is written because of the urgent need for knowing and understanding Washington better, and it has been revised since work on it began in order to take in war aspects. It is highly recommended to all businessmen, so they will not only not look down on their capital but "not look up to Washington excessively, for the habit numbs the brain."

TWENTY-EIGHT children's radio stories have been collected and prepared for broadcasting in the new publication, Once Upon a Time [H. W. Wilson Co., New York, $2.25]. Stories were selected from her own broadcasts by Katherine Williams Watson, head of the children's department, Denver public library. Brief rules for story-telling broadcasts are included in the book.

WRITTEN to meet the needs of the practicing engineer who has a good foundation in electricity but no specific training in electronic concepts and methods is Engineering Electronics by Donald G. Fink, managing editor of Electronics Magazine [$4.50, McGraw-Hill, New York]. Book covers, among many other topics, physical electronics, electron tubes and electron tube applications.

so many big cities, will be the practically inevitable extension of gasoline rationing, now in effect in the Eastern States, to the rest of the country.

Between the war taxes and the heightened costs of operation, radio can pretty well resign itself to the fact that profits will dip to new lows for the duration. There is some comfort in the reassurances that come from key Government officials generally setting at rest the rumors that they are anti-advertising, as reported elsewhere in this issue. They could hardly take any other attitude considering the fine job radio and all other advertising media are doing for their Government. Their words certainly will be remembered after the war.

Fundamentally, the broadcaster, as manifest at the recent NAB convention, is now concerned not so much with profits as (1) with an abiding desire to do all in his power to help win this war, and (2) with the necessity of keeping his plant, his staff and his business together during these commodity-draining, manpower-drafting and belt-tightening days. One is corollary to the other, for radio is now definitely established as an industry necessary and vital to the prosecution of the war.

Though the Government hasn't yet said so formally, every statement uttered by key radio officials since Pearl Harbor and every action taken with respect to industry operations, notably the freeze orders and the projected equipment pooling plan, indicate they realize the basic structure of broadcasting must be kept intact.
THOMAS HOWARD LEWIS

THAT he was definitely not cut out to be an organization man, was the onetime conviction of Thomas Howard Lewis, who last week left the vice-presidency in charge of radio for Young & Rubicam and management of its Hollywood production office to become a major in the Army. He reports to Washington next week for assignment to the special Benton, formerly known as the Moran Branch.

Asked what caused a change of attitude toward organizational activity, of which he will have plenty in the Army, Tom insists that no decision was involved. He had been so impressed by the spirit of the agency that becoming one of the staff seemed a natural occurrence. Thus, his idea of being an independent freelance radio producer went out the window.

Graduated from Union College, Schenectady, in 1926, he sold insurance, but without brilliant success, he says. Then one day in early 1928 he joined WGY, Schenectady, and set to work turning out continuity for a radio comedy act known as Joe & Eddy.

Tom worked up a personal appearance stunt for the team and this experience launched the Artists Service Bureau at WGY. During six years affiliation with WGY he tried his hand at all station duties with exception of selling and engineering. In November, 1934, young Lewis made a fast trip to Cleveland to arrange a commercial audition.

While there WTAM offered him a job as producer-writer and he signed a year’s contract. As producer he was also in charge of commercial auditions and handled special event assignments. When the 12 months expired, Bill Borchert, then manager of NBC-operated stations, offered him the post of program manager of the network’s Cleveland division. John Royal, then NBC vice-president in charge of programs, advised Tom to consider the offer, as a managerial experience would round out his capabilities. Taking counsel, he assumed responsibility for one year. Determined to establish himself in New York, he resigned at the close of 1935 and, fairly well fortified financially, went to the “Big City.”

Jury Ralph, president of Young & Rubicam, although no opening was then available, Mr. LaRoche invited young Lewis to sit in on agency program meetings where policies and plans were discussed. Tom thereby became acquainted with the operations personnel. So sold had Lewis become on the Young & Rubicam operation that, when a few months later Mr. LaRoche said, in effect, “Look, there’s an empty desk down the hall, why don’t you do something about it?”, Tom forgot his theories about wanting to be an independent producer. So on Feb. 28, 1936, he joined Young & Rubicam.

First assignment was producer of the weekly Stoopnagel & Budd show, sponsored by General Foods Corp. He also presented Jane Froman, vocalist, as star of the weekly NBC Jello-O Show when Jack Benny’s program went on vacation that summer. He subsequently produced the CBS “Kate Smith” show when General Foods took over sponsorship in fall of 1936, in addition to many other programs.

Beneath the quiet dignity and unassuming manner of this broad-shouldered, likeable fellow, is a showman’s sense of what appeals to the average Mr. & Mrs. Buyer.

BROADCASTING • Broadcast Advertising

PHILLIS MOIR, formerly head of the lecture division of National Concert & Artists Corp., New York talent agency, has been named producer of a newly merged lecture and special attractions division. John J. Collins, previously handling radio activities of the special attractions section, is assistant director of new division. Collins joined NBC in 1933, and later took charge of auditions for the network’s Artists Bureau. He was assigned to special attractions in 1940 and retains that position when the bureau separated from NBC to be set up as NCA early this year.

WILLARD W. HAPPY, of the sales department of WDFD, Flint, Mich., is the father of a baby girl. R. Graham Kerrull, formerly of the sales department of WMCM, Terre Haute, Ind., has joined the sales staff of WDFD.

THOMAS D. JOYCE, vice-president in charge of advertising and sales of RCA Mfg. Co., Camden, will speak at the seventh annual conference of the National Federation of Sales Executives June 4-5 in New York.

GLEN BANNERMAN, president and managing director of the Canadian Association of Broadcasters, on May 28 was elected president of the Toronto Advertising & Sales Club. Lloyd C. Moore, commercial manager of CFRB, Toronto, was elected a director.

CHARLES ROBERTSON, of the Blue stations relations department, joined the Army last week.

When he saw Ezra Stone in the Broadway play, “What a Life,” Tom recognized the actor’s radio possibilities. Upon his return from a European trip a few months later, he negotiated a spot for Stone on the Kate Smith Hour. Ezra Stone today is star of the half-hour NBC program, The Aldrich Family, sponsored by General Foods. Upon being made supervisor of production in September, 1938, Lewis went to Hollywood and launched the weekly CBS Screen Guild Show, sponsored by Gulf Oil Co. He was appointed agency head of all radio production in spring of 1939 and became a stockholder in the firm at Christmas, 1940. When Joe Stauffer resigned as the agency’s Hollywood manager to become New York radio director of KQW, Tom took over the Coast West Coast post along with his other duties. The vice-president of Young & Rubicam, he is presently serving upon him as 1941 Christmas gift.

Born in North Troy, N. Y., July 8, 1902, Tom received his primary and high school education in that community. His home is in Beverly Hills, Cal., where he resides with his wife, Loretta Young, the film actress, and six-year-old adopted daughter, Judy. The couple were married July 12, 1931, and have been residents of Beverly Hills, Cal., since July 31, 1940. He is a Phi Delta Theta, and although admittedly a poor golfier, isn’t unhappy about the fact.

MAJ. RAYMOND B. BOTTOM, president and business manager of the Newport News (Va.) Times Herald and Press, and head of the associated company operating WGI, has been commissioned a lieutenant commander in the Naval Reserve and has been ordered to active duty in the Fifth Naval District. He served in the Air Corps, and for 14 years after the regular Army as a Coast Artillery officer.

JOSEPH H. RAUH, senior assistant general counsel of the FCC from May, 1940, until May, 1941, has been commissioned a first lieutenant of ordnance in the Army and shortly will be sent overseas. He left the FCC May 19, 1941, to become assistant general counsel of the Lend-Lease Administration.

TOM RAY, formerly of the Katz Agency, San Francisco, has joined the NBC national spot ad division in San Francisco, succeeding William Shillman, recently appointed manager of the KPO press department.

FRANK BURNS, formerly account executive of KJBS, San Francisco, has joined the sales staff of KQW.

GEORGE JONES, recording traffic manager of C. F. MacGregor Co., Hollywood transcription concern, and former resident of that city, are to be married June 6.

IRWIN ROBINSON has returned to Advertising Age as executive editor, replacing the New York staff of the Office of the Coordinator of Inter-American Affairs.

AL ROGERSON is now manager of the WLI, Toledo.

HARVEY FREEMAN, from the London Life Insurance Co. in Timmins, Ont., has joined the sales staff of CKGB, Timmins.

JOHN BALLARD, manager of KGRC, Amarillo, Tex., has been invited to join the chamber of commerce entertainment committee in charge of visiting military representatives and a reception in Amarillo in connection with war installations.

WALTER N. PEGRAM, formerly commercial director of WONY, Charlotte, Va., has joined the sales staff of WSIX, Nashville.

JAMES T. KELLY, Chicago manager of Radio Corp., station representatives, on May 23 marred Margo Simpson Code, of Rochester, N. Y., a former reception in Lexington, Ky.

GEORGE H. JASPERS, new manager of WPAT, Paterson, N. J., has been appointed manager of the Paterson USO Council.

PAUL WHITE, CBS director of publications, has left for a week last week after a month's rest under doctor's orders.

HERB LONG, account executive of KOA, Denver, on May 23 left for San Diego to become a chief petty officer in the Navy. He will later be assigned to the Denver recruiting office.

FRED MUELLER, director of research of KMOX, St. Louis, has left that station to accept a civil service position.

MARTIN DAVIDSON, former member of the staff of Broadcasting, will join the Marine Corps June 3 and will be sent to Officers Training School.

PARKER WHEATLEY, radio director of Northwestern U., has been inducted into the Army at Camp Grant, Ill. What has not been appointed, his programming duties have been assigned to James H. McElraine, chairman of the university speech school, and John Frederick of the journalism school.

LEONARD KAPNER, manager of WCEA, Pittsburg, is the father of a baby girl, Patricia Ann.
HAL DAVIS, a partner in the New York publicity firm of Davis-Lieber, has enlisted in the Navy and is now on active duty as a third class yeoman, currently based in New York. Lieber, who left the firm at the same time as Davis to go into defense work, has returned from Cuba and is in New York for the present. Davis-Lieber continues in business under the direction of Leo Miller.


RICHARD PUFF, for two years in charge of radio statistics for reports of the Cooperative Analysis of Broadcasting, has joined the sales promotion department of MHS as chief statistician. Puff has been active in radio survey work with the Crosley research organization for three years.

Graves Taylor in Army
For Ordnance Publicity

ASSIGNMENT of Capt. Graves Taylor to the Cleveland Ordnance District as public relations officer was announced last week by Col. H. M. Reed, district chief. Capt. Taylor has operated Graves Taylor & Associates, public relations counsel, for the last four years.

Born at Ewel, Md., Capt. Taylor was graduated from Washington College and has been identified with Cleveland activities since 1929, first as advertising and promotion manager of R-K-O theatres, then as program and public relations director of WGAR. He resigned the radio post in 1938 to establish Graves Taylor & Associates. In his position at Cleveland Ordnance District Capt. Taylor will carry out special work in the industrial production field.

Meyer to WSRR
HAROLD H. MEYER, manager of KYA, San Francisco, recently sold to Palo Alto and San Francisco interests by Hearst Radio Inc., subject to FCC approval (BROADCASTING, May 4), will leave that station to become manager of WSRR, Stamford, Conn., on June 15. Mr. Meyer, formerly was manager of WSUN, St. Petersburg.

EDGAR H. FELIX, director of Radio Coverage Reports, a service which was recently suspended in order to undertake work for the Signal Corps, has been commissioned a captain and has been assigned to the office of the Chief Signal Officer in Washington.

JAMES SHATTUCK, assistant editor in the commercial editing department of CBS, has joined the Navy as a lieutenant (j.g.). Replacing him will be James S. Burke, former assistant manager in the CBS program service division.

W47NY Appoints Keim Manager, Chief Engineer
NEW TO FM broadcasting, Llewellyn Bates Keim has been named general manager and chief engineer of W47NY, New York, licensed to Muzak Corp. As an amateur, Keim has operated W21KV which was publicized for its contacts as chief engineer of the Archbold Hollandia expedition of 1938 and 1939 and also with the American group on Pitcairn Island.

Grady Hauck, Mr. Keim graduated from Harvard in 1929, Mr. Keim spent eight years in the mercantile field before joining the radio field professionally. During the past four years he has served as a consultant in the field of radio and electronics with WSRR, Stanford, and as assistant secretary of the Institute of Radio Engineers.

Hemingway to FCC
LESTER HEMINGWAY, brother of the famous author, has joined the Foreign Broadcast Monitoring Service of the FCC as an assistant editor, it was learned last week. Born April 1, 1916, in Oak Park, Ill., Mr. Hemingway has had a varied newspaper and advertising career, having worked successively as a reporter for the Chicago Daily News, a feature writer for Reader's Digest, survey analyst for Ruth and for the newspaper PM and picture editor of Country Home. Before joining the FCC he was an information specialist for the Office of Emergency Management.

McCarthy to WKRC
APPOINTMENT of Tom McCarthy, formerly of WCPO, Cincinnati, head of the news department of WKRC, Cincinnati, was announced last Tuesday by Hubert Taft Jr., WKRC's general manager. Mr. McCarthy, who attended Georgetown U, also was a columnist with the Washington Post and the Washington Times-Herald and worked for NBC in the capital.

War brings New Problems
We have been solving problems in the complex New York market for 25 years. We are helping manufacturers and their advertising agencies through our specialized techniques to protect their franchises and maintain good-will for their products.

What are your problems? Perhaps we can help you solve them!

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Quebec Province
To Have New Net
Northwestern Area Is Center Of Three-Station Hookup

AUTHORIZATION for what is understood to be a private network in Quebec Province was granted recently by the board of governors of the Canadian Broadcasting Corp. Word of the establishment of such a network had been rumored in the industry for some weeks.

That a network is to be established, was intimated by National War Services Minister J. Thorson at Ottawa last week when he told the first session of the Parliamentary Committee on Radio Broadcasting that a new station had been authorized at Amos, Que., and that CKRN, Rouyn, and CKVD, Val d'Or, Que., have been added to the CBC network. The network is to service the Abitibi region of Northwestern Quebec with French and English programs, and will function as soon as technical arrangements can be completed.

From the operating organization of CKRN and CKVD, Northern Broadcasting & Publishing Co., Timmins, Ont., it is learned that call letters of the Amos station will be CHAD, and that both the new station and CKVD will operate with 250 watts power, using Canadian Marconi equipment.

The network will be known as the Northern Quebec Broadcasting System. Jean Legault, manager of CKRN, will be manager of the three stations, and Dan Carr, manager at CKVD, will be commercial manager. Roy H. Thode is listed as chief owner of CKRN and CKVD and is president of Northern. Operating details of the three stations as a network are not yet available.

12 SCHOLARSHIPS AWARDED BY WATL

SCHOLARSHIPS amounting to $1,250 were awarded to the 12 winners in the fifth annual scholarship contest of WATL, Atlanta. The contest is based on the writing of original radio plays and is open only to high school seniors in the Atlanta area.

Winners may use the scholarship at any college in the United States and in the past four years the station has seen winners enter eight Georgia colleges and colleges in eight other states as well. In addition each school whose pupils enter the scholarship contest is eligible to elect one of its juniors for a WATL Travel Scholarship. The fourteen current winners and their two chaperones will be sent to Denver in June to attend the National Association of Student Officers. The stations pay for transportation, hotel bills, registration, College and travel scholarship contests are sponsored by J. W. Woodruff, owner and president of WATL and conducted by Laura Lee Brock, educational director of the station.

GEORGE SCHMIDT, account executive of WOR (left), dug this picture out of his files for us. It shows him as a bobbed- haired guard with his bowler on. The radio station was on Fifth Avenue at 71st Street.

Nesbitt Nationally
NESBITT FRUIT PRODUCTS, Los Angeles, in a 13-week summer campaign starting June 2, will sponsor twice-weekly the quarter-hour 'transcribed commentary series Passing Parade with John Nesbitt on eight stations nation-wide. List includes KTSW KPNC KOH KWK WCOC WHO WMBD WBEN. Other stations will be added. Firm in addition sponsors Bob Garver Reporting on 6 CBS Pacific Coast stations (KNX KW KARM KROY KIN KIPO). Saturday, 5:45-6:35 p.m. (PWT). Keiso Adv. Agency, Los Angeles, has the account.

NAVY RECRUITING drive for 10,000 Chicago men in June is being promoted with spot announcements on nearly every Chicago station and special programs produced by the Navy. Chairman of the radio committee of the Chicago area is Ill Blackett, vice-president of Blackett-Sample-Hum- nert, Chicago.

KFWO Marks Opening
Of New $120,000 Plant
COMMENORATING its 18th birthday May 31, KFWO, Concordia Seminary, St. Louis, opened its new $120,000 studio-transmitter project, Radio Mission House. Official ceremonies celebrating the event were highlighted with an address by Rev. Dr. John W. Behnken, president of the Lutheran Church, Missouri synod, which operates the station non-commercially.

KFWO originates the international broadcast, Bringing Christ to the Nations, heard in English and Spanish on 300 MBS affiliates and independent stations. Local service was recently improved by FCC decisions which put the station on 850 kc, increased its power from 1,000 to 5,000 watts and granted fulltime.

HOWARD H. WILSON Co. has been appointed exclusive national representative of KFWO, San Diego.
FRANK SMOTHERS, veteran foreign correspondent of the Chicago Daily News, is substituting for Gregory Zeigle, recently seriously injured, on the Voice of the News, half-hour Saturday afternoon newscast, in discussion by WLW commentators Carroll D. Alcott, William H. Lieder, Jerry Sims and Zeigle himself. Zeigle is recovering from injuries sustained in an automobile crash, and will be released from the hospital in several weeks.

HELEN COMPTON, formerly stenographer in the sales department of WGN, Chicago, has joined WAFN, Atlanta, as a record turner. Veronica Ducrey, formerly of WJJD, Chicago, succeeds her.

DAVID PENN, news analyst, recently on staff in Central Ohio, has joined WOV, New York, to handle five-minute evening newscasts.

ROBERT E. BROSS, new to radio, has joined the program staff of WMIR, Marion, Mass., formerly editor of WMIR, has resigned to enter defense work in Cleveland.

SAM WOODALL has been added to the announcing staff of WEDW, Augusta, Ga. Gil Evans has been appointed WRDW musical director, replacing Paul Roel who resigned to study engineering.

DERBY STETT, production manager, of KLZ, Denver, now serving in the Air Force, has been promoted to a captain.

LEE PHILLIPS, announcer of WCAE, Pittsburgh, has enlisted in the Army Air Force as an aviation cadet.

VIRGINIA MAHONEY, formerly of KNX, Hollywood, has joined KROW, Oakland, as commentator on the Barbara Lee program, succeeding Mary Durand, who recently went to Washington, D. C.

HELEN STENSON, formerly of the KCH, San Francisco, sales department, has been appointed assistant in charge of NBC-KPO sales traffic. Alice McCray succeeds her.

LORRAINE BRUNSON, formerly of the Hollywood staff of Broadcasting, has joined the network sales department of NBC San Francisco, as secretary.

TOL WARE, freelance announcer, San Francisco, recently was inducted into the Army.

WALLACE RUGGLES, producer, recently resigned from NBC San Francisco, to join the radio department of the Coordinator of Information in San Francisco.

MONROE UPTON, Hollywood writer, having joined the U. S. Merchant Marine as a wireless operator, Sam Davis and Marvin Fisher are now writing the weekly NBC Al Pearce Show, sponsored by R. J. Reynolds Tobacco Co.

RUSS JOHNSTON, CBS West Coast program director, will be premier speaker June 13 at the annual Los Angeles City College radio broadcasting and drama dinner. He will discuss the radio industry's part in the war effort.

PHIL HARRIS, Hollywood musical director of the weekly NBC Jack Benny Program, sponsored by General Foods Corp. (Jell-O), is the father of a 7 lb. girl born May 18. Mrs. Harris is the film actress known professionally as Alice Faye.

HIBBARD CLEVELAND, formerly connected with the Des Moines Edward H. McAllister distribution office, has joined the new staff of WHO, Des Moines. Merrill McAllister has joined the news staff of WHO, coming from WAX, S. D., where he was news editor.

JAY MINTNER, new staff announcer of WKBY, Youngstown, is the father of a baby girl.

DAVE WOLLEY, former announcer and continuity writer of KFYO, Lubbock, Tex., has joined KOB, Albuquerque, N. M., as announcer.

DON RUSTICI, formerly announcer and program director, WSRB, Stamford, Conn., is to join WPSH New Haven, Conn., replacing Leo Mann, now in the Signal Corps.

A. CONSTANT, new to radio, has joined the announcing staff of CKGB, Timmins, Ont. Bill Fierro, CKGB announcer, is to leave for the armed forces.

WALTER WAGONER, formerly of KFMM, San Bernardino, Calif., and Paul Stevenson, from KGMM, Albuquerque, have joined the announcing staff of KFRO, El Paso. John Harrison, KFRO announcer, has resigned to join the Marines.

BILLY PHILLIPS, announcer of WOKO, Albany, N. Y., has joined the Army Air Force as an aviation cadet.

ERNEST R. RICCA, head of the party department of the WWJ, Detroit, and Annabelle Mears, of the Wayne U. Broadcasting Guild, were to be married May 23.

JOHNNIE THOMPSON, announcer of WITM, Trenton, has been named MC on the Stars in the Making show, replacing Jack Peters, of WPTG, Atlantic City, who handles a similar program there for Seaboard.
HARLAN WARE, Hollywood script writer of the five-week quarter-hour NBC serial, 'The Barons,' sponsored by Procter & Gamble Co., (17), is the father of a girl born May 22.

ARNOLD MAGUIRE, Hollywood writer-producer of the weekly half-hour Pacific BLUE amateur program, 'Tune Out Time,' has taken on the additional assignment of m.e.

FLEETWOOD LAWTON, newscaster of KFI-KFCA, Los Angeles, on May 24 started a Saturday morning quarter-hour commentary on NBO Pacific Coast station.

LIEUT. GEORGE THANE ENGLE, former public relations assistant at WBAP-KGKO, Fort Worth, has received his commission as a second lieutenant in the Army Signal Corps and has been assigned to Harvard U.

LONNY STARR, former free-lancer in Philadelphia, has been named chief announcer of WBOC, Salisbury, Md. Michael Morris, who did radio work in New York, has joined the announcing staff and will also do script writing.

JACK KERRIGAN, production manager-announcer at WHO, Des Moines, was recently elected publisher and chairman of the local advertising club.

BILL BROWN, sports editor at WHO, Des Moines, has resigned to become a partner in Radio Distributing Co., radio sales organization.

BILL RATCLIFF, program director of WORD, Spartanburg, S. C., as the result of his handling of a J. B. Williams Co. Army camp show, 'True or False from Camp Croft, S. C., was requested by that company to handle another show from Fort Benning, N. C.

FENTON FORD, formerly in the public relations department of the Farm Security Administration, and Bob Franklin, from KSL, Salem, Ore., have been added to the announcing staff of KGW-KKX, Portland, Ore.

RAY SEXTIER, assistant promotion director of KSL, Salt Lake City, May 10, became the father of a boy, Craig Raymond.

LOUIS JULIAN, night supervisor of BLUE announcers, has joined the Army and is now stationed at Fort Dix, N. J.

WALT BODINE, formerly of KVAK, Atchison, Kan., and Bob Fleming, new to radio, have joined the announcing staff of KCKN, Kansas City.

BOB WALDROP, formerly on the BLUE announcing staff, is now on the public relations staff at Camp Lee, Va., and is acting as announcer on broadcasts from the camp.

JACK WAGES has joined KQY, Phoenix, Ariz., as announcer-producer. He also continues as male lead on the morning show, 'Love Story Time,' sponsored by Torrance Packing Co., on Arizona network.

MARVIN YOUNG, formerly NBC Hollywood writer-producer, now assigned to the Special Service Division of the Army, has been promoted to lieutenant-colonel. He is stationed in Washington.

RAYMOND KATZ, traffic manager of WHN, New York, has joined the Navy, and is succeeded by Arthur Weiss, formerly of the accounting department.

BOB BRUNER, from WSOY, Decatur, Ill., now in the Army has gone to officer's training school in Florida. Marty Mueller, also from WSOY, is now a radio instructor at Scott Field, Ill.

HARRY BOYLE, formerly of CKNN, Winnipeg, Ont., and the Stratford (Ont.) Beacon-Herald, has been appointed Ontario farm broadcast commentator for the Canadian Broadcasting Corp. He succeeds Don Fairbairn, now with the Royal Canadian Air Force.

JOHN FRIEBEN, formerly with the Manitoba Canadian Broadcasting Corp., regional farm broadcasts, is now in the Royal Canadian Air Force.

HARRY WOOD, formerly of WNEW, New York, has joined the announcing staff of WFIL, Philadelphia, replacing Gene Rubessa, who joined WNEW.

JOE NOVENSON, announcer of WFIL, Philadelphia, has been accepted as an aviation cadet by the Army Air Force.

TED CORDAY, NBC staff director, has been inducted into the Army and reported last week at Ft. Dix, N. J. Mr. Corday's marriage May 11 also was revealed last week. The bride is Betty Shay, NBC production assistant and audition director who is continuing with the network.

DOUG EDWARDS, assistant news editor and announcer of WBB, Atlanta, was one of six Atlanta newsmen elected to professional membership in Sigma Delta Chi, professional journalism fraternity. Invitations were extended by the Emory 17 charter and initiation was May 23.

ALAN MITCHELL, artist of the sales promotion department of NBC-Chicago, has entered the Army at Camp Grant, Ill.

SHIRLEY PRUSS, new to radio, has joined the NBC Hollywood publicity department.

JERRY STONE, director of publicity of WNAS, Philadelphia, leaves June 3 to enter the Army.

JESSIE YOUNG, Kitchen Counselor heard on midwest radio stations since 1923, joins the staff of WFIL, Philadelphia, on June 1 to launch the new WFIL 'Kitchen Club.'

COMPOSITE LETTER to Sgt. "Will Douglas" Dougherty was manufactured by 18 of his former associates at WKBH, Youngstown, who have struck upon a solution for concentrated correspondence with employees now in the service. The 18, including Owner Warren P. Williamson Jr., wrote their messages on one long paper.
The Business of Broadcasting

STATION ACCOUNTS

WPIL, Philadelphia
Manhattan Soap Co., New York (Sweetheart Soap), 6 a week, thru Frankin Brick, N. Y.


Gulf Oil Corp., Pittsburgh (Gulf Spray), 2 a week, thru Young & Rubicam, N. Y.

Parkway Bank Co., Philadelphia (Parkway Bread), 6 a week, 13 weeks, thru J. M. Korn, Philadelphia.

General Baking Co., New York (Bord Bread), 6 a week, thru Ivey & Ellington, N. Y.

KFI, Los Angeles
Safeway Stores Inc., Oakland, Cal. (fresh vegetables), 6 a week, thru J. Walter Thompson Co., San Francisco.

Quaker Oats Co., Chicago (Aunt Jemima Pancake Flour), weekly, thru Sherman K. Ellis & Co., Chicago.

Sealy Mattress Co., Los Angeles (mattresses), weekly, thru Alvin Wilder Adv., Los Angeles.

Flamingo Sales Co., Hollywood (call polishes), 2 a week, thru Buchanan & Co., Los Angeles.

Hecker Advertising Corp., New York (Shinola Jet-Oil), 200 ft, thru Benton & Bowles, N. Y.


KGO, Dodge City
Standard Oil Co., Chicago, 6 a weekly, 78 weeks, thru J. Walter Thompson Co., Chicago.

Continental Oil Co., Ponca City, 5 a weekly, thru Tracy-Loeke-Dawson, N. Y.

United Drug Co., Boston (Retail), 4 a week, thru Spot Broadcasting, N. Y.

Frey Aircraft Co., Omaha, 6 a week, thru Driver & Co., Omaha.

Sunway Vitamin Co., Chicago, 2 a week, thru Sundown & Co., Chicago.

WRC, Washington

MacFadden Publications, New York (Liberty), 6 a week, thru Erwin, Wasey & Co., N. Y.

Safeway Stores Inc., Oakland, Cal., (Nutmans mayonnaise), 6 a week, thru Lord & Thomas, San Francisco.

WMAL, Washington
Kolloy Co., Battle Creek (Corn Flakes), 260 a week, thru J. Walter Thompson Co., Chicago.

KFVD, Los Angeles

KECA, Los Angeles
Sontag Drug Stores, Los Angeles, (chain), 2 a week, thru Mitten-Wienberg Co., Los Angeles.

KJH, Los Angeles
Household Finance Corp., Chicago (family finance service), 6 a week, thru BBDO, N. Y.

WNED, New York
Savings & Loan Radio Group, New York, 6 a week, thru Heffelfinger, N. Y.

WDAY, Fargo
Fitter Brewing Co., Duluth, 6 a week, thru WBG, Duluth.

Lever Bros., Cambridge (Rinus), 5 a week, thru Rothrauff & Ryan, N. Y.

Campbell Co., Minneapolis, 7 a weekly, 13 weeks, thru H. W. Kastor & Sons, N. Y.

Pure Oil Co., Chicago, 2 a week, thru Leo Burnett Co., Chicago.

Procter & Gamble Co., Cincinnati (Oxydol), 6 a week, thru Blackett-Sample-Hummert, Chicago.

Mid-Continental Petroleum Co., Tulsa, 5 weekly, thru R. J. Potts & Co., Kansas City.

Standard Oil of Indiana, Indianapolis, 6 a week, thru McCann-Erickson, Chicago.

Hall Hardware, Minneapolis, 14 a week, 182 times, thru Campbell-Mithun, Minneapolis.

Minnesota Farm Bureau Federation, St. Paul, 5 a week, 26 times, thru McCord Co., Minneapolis.

Northrup-King, Minneapolis, 6 a weekly, 78 times, thru Omsted-Hewitt, Minneapolis.


WWRL, New York
Nu-Ox Products Co., New York (Klenzo cleaning products), weekly a week, 18 weeks, thru J. Walter Thompson Co., New York.

Food Health, New York, 4 a week, weekly, thru Herbert Albert, N. Y.

American Express Co., New York (money draft), 2 a week, 6 weeks, thru Capies Co., N. Y.


WEAF, New York
Quaker Oats Co., Chicago (Aunt Jemima Pancake Flour), 3 a week, thru Sherman K. Ellis & Co., Chicago.

Warner Bros., New York ("Yankee Doodle Dandy"), 10 a weekly, thru Black-Thompson Co., N. Y.

WHN, New York
United Institute of Aeronautics, Hoboken, N. J. (aviation school), 6 a week, 13 weeks, thru J. R. Kuepke Adv., N. Y.


WJZ, New York
Loew's Inc., New York ("Gone With The Wind"), 3 a week, 10 weeks thru Donahue & Coe, N. Y.


WEVD, New York
American Home Products, Jersey City (Ach-Pain), 5 a week, thru John F. Murray Adv. Agency, N. Y.

Best Foods Co., New York (Hellman's Mayonnaise), 3 a weekly, thru Benton & Bowles, N. Y.

Procter & Gamble Co., Cincinnati (Camay), 5 a weekly, 52 weeks, thru Pedlar & Ryan, N. Y.


Carnation Milk Co., Milwaukee, 5 a weekly, 10 weeks, thru Erwin, Wasey & Co., N. Y.

Crawford Clothes, New York, 40 a week, thru Al Paul Leuten, N. Y.


Lever Bros., Cambridge (Spry), 3 a weekly, thru Rothrauff & Ryan, N. Y.

WQXR, New York
Pan-American Coffee Bureau, New York (iced coffee), 24 a week, thru Buchanan & Co., N. Y.

Warner Bros., Pictures, New York ("Yankee Doodle Dandy"), 12 a week, thru Black-Thompson Co., N. Y.

Lever Bros., Co., Cambridge (Vimmas tablets), 6 a week, 2 weeks, thru BBDO, N. Y.


WMAQ, Chicago
Chicago Sun, Chicago, 15 a week, thru Marshall Avard & Co. Chicago.

Arlington and Washington Park Jockey Club, 14 a week, thru Schwimmer & Scott, Chicago.

WBBM, Chicago

Insurer's News

BENEFICIAL CASUALTY INS. Co., Los Angeles, on June 7 starts sponsoring a weekly quarter-hour newscast, Radio News Weekly, on KECA, that city; KOMO and WJR, Seattle, Contracts are for 13 weeks. For in addition sponsoring daily, the five-minute transcribed program News Behind the Headlines on KFBR Seattle, KPEL, Denver, and KGO, San Francisco, and-thrice-weekly on KFRC in the last-named city. The transcribed quarter-hour Capt. Quiz is also sponsored from one to three times per week on KFEL. Stodel Adv. Co., Los Angeles, has the account.

Work Sheets Sent Covering Flag Day

OFF Material Is Designed to Show United Nations Stand

FACT SHEETS in the form of memoranda, providing background material on each of the United Nations, were distributed by the Office of Facts & Figures last week to 17 radio stations, networks, agencies, producers and writers with the suggestion by Douglas Messervey, OFF assistant radio coordinator, that they be used for broadcastin June 8 to 14 as a build-up to Flag Day, June 14.

President Roosevelt has proclaimed the 1944 Flag Day as a day for homage not only to the American flag but also to the flags and peoples of all 26 United Nations.

Meeting Propaganda

The United Nations theme, it is suggested, aims at combating enemy propaganda seeking to divide us from our allies; to increase our knowledge of the people of those nations and their common interests with us; to throw light on the true meaning of the term "United Nations"—that it is a powerful, positive force for victory; to remind people that our hope for a better post-war world lies in the spirit of cooperation, common interest and mutual respect among all the United Nations; to build confidence in an eventual victory.

Pursuing its policy of not preparing "made-to-order" material for radio and television, OFF simply provides the facts and suggests such slogans as "United We Win" etc. to be woven into announcements and into sustained and commercial continuities.

"The material," it adds, "should be used not only as a buildup June 8 to 14 and on into the week, but for the whole time as an understanding of the United Nations theme grows in importance." The memoranda on each country were prepared by OFF and the facts may be quoted without reference to OFF.

Swan Summer Plans

LEVER BROS. Co., Cambridge, Mass. (Swan soap) through Young & Rubicam, N. Y., starting July 7 for 13 weeks, will utilize a comedy-variety program built around Tommy Traynor and his mythical Betty Lou, as summer replacement for the weekly half-hour NBC Burns & Allen Show, Tuesdays at 7:30 p.m. (EWT), with West Coast repeat, 6-6:30 p.m. (PWT). Besides Riggs, cast will include Jimmy Craig, tenure on the current Burns & Allen Show, with Bill Goodwin, m.c. and announcer. Felix Mills will do the orchestra. Hendrik Booraem has been assigned agency producer.

QUINCY HOWE, commentator of WQXR, New York, has gone off the air to undertake special work for the Government. Lisa Serigo, news analyst of WQXR, took over Howe's evening spot for a few weeks.

Page 36 • June 1, 1942
NU-OX PRODUCTS Co., New York, is using a child variety show and live spot announcements on three New York stations in a local campaign which started last week to advertise "Klenzo" cleaning products. Company is sponsoring a talent program on WWRL for a 13-week period and is also using 24 announcements for one month on that station. WYEV will carry a total of 54 announcements through July 7. In addition to twice-weekly spot announcements on "Record for Listening on WINA," Nu-Ox has started twice-weekly participations in Don Dunphy's sports programs, and 24 additional spots for the period ending in mid-August. Account is handled direct.

ARLINGTON PARK JOCKEY Club, Chicago, has placed a schedule of one-minute transcribed announcements two to five times daily, to start June 18, promoting track attendance during the five-week racing meet that follows Chicago Park action. WMAG-WGN-WIND-WJJD-WPFL-WAIT, Washington Park which follows Arlington with a five- week meet, will continue with a similar type schedule. Schwinner & Scott, Chicago, is agency.

INTERSTATE BAKING Co., Kansas City (Schulte bread), has started local sponsorship of CBS "News of the World," early morning program on six days weekly on WBBM, Chicago, for 26 weeks. Agency is R. J. Potts & Co., Kansas City.

SAVINGS & LOAN RADIO GROUP, New York (Florida Savings Loan Associations), has renewed the six-week-Quarter-horse program, Memo- 

REMEMBERED IN JUICE on WNEW, New York. Public service talk entitled "Get Ac- quainted with New York," is fea- tured from time to time. Portion of each program is devoted to USO War Fund Drive. Heffelfinger, New York, handles the account.


WFBM continues to stand out like a beacon in the rich central Indiana market, holding an influential hand on the pulse-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!

FORD DEALER Advertising Fund, has extended its campaign on WMAI, Washington, on behalf of new cars, used car lots, and dealerships, through June. Spot announcements are used. Agency is McCann-Erick- son, New York.

JOHN M. CALDWELL, formerly di- rector of radio for the Houd Products Corp., New York (proprietary), has been assigned to devote himself to freelance writing and program direction.

WSX-Nashville, has announced the appointment of Spot Sales Inc., as its national sales representative.

WFBM...The Hoosier Station...Indianapolis

REPRESENTED BY THE KATZ AGENCY

WFBM RATES FIRST!

Listener Surveys and Sales Results
Tell the Same Story

(Results of Typical Surveys Available on Request)

WFBM... The Hoosier Station... Indianapolis

REPRESENTED BY THE KATZ AGENCY

When you think of spots...think of John Blair!

THE POPULAR STATION
Fort Wayne City

JOHN BLAIR & COMPANY
National Station Representatives

PROGRAM POPULARITY plus COVERAGE

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

SEALY MATTRESSES Co., Los Ange- les (manufacturers), revising its radio schedule, on June 7 starts sponsor- ing a "Loyalty's Views of the News" by Alvin Wilder twice-weekly on KECA and weekly on KPL. In addi- tion the firm will continue its five- weekly quarter-hour newscasts on KEFO, San Francisco, and KHOW, Oakland. Alvin Wilder Adv., Los An- geles, handles the account.

CALIFORNIA BANK, Los Angeles, new to radio, to promote its real estate sales division, in a 15-week campaign started May 24 is using one to seven announcements over weekends on KFWB-KEAC-KPUD. Also being used is participation in Friday and Saturday night news- casts on KMPC-KKRD, as well as Sunday-7 p.m. news on KJH. Agen- cy is the Maysers Co., Los Angeles.

O'KEEFE'S Ltd., Toronto (brewers), on May 25 started quarter-hour re- corded program five days weekly on WGB. Buffalo. Account was placed by A. McKie Ltd., Toronto.

Ford Continues

FORD DEALER Advertising Fund, has extended its campaign on WMAI, Washington, on behalf of new cars, used car lots, and dealerships, through June. Spot announcements are used. Agency is McCann-Erick- son, New York.

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DR. A. E. ZIMMERMANN, Los An- geles (dentist), on May 25 started sponsoring a Sunday 60-minute recorded musical program, with a similar type of half-hour broadcast every week-day. Comes to for 13 weeks. Agency is Uhl Service, Los Angeles.

FEDERAL INSURED SAVINGS & Loan Assn., San Francisco, has started sponsorship of "Metro News" four times weekly on KFRC, San Francisco. Agency is Leon Livingston, San Francisco.

SPERRY FLOUR Co., San Francisco (waffle and pancake flour), on June 1 starts for 52 weeks on San Jose's KRMQ, five weekly on seven CBS Pacific Coast stations, KNOX KOW KARM KROY KDJO KPTA. Agency is Westco Adv., San Francisco.
CENSUS OF RADIO HOMES IN ARIZONA AND DELAWARE

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-Farm: 1940

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<tr>
<th>ARIZONA</th>
<th>All Units</th>
<th>Urban Units</th>
<th>Rural-Nonfarm Units</th>
<th>Rural-Farm Units</th>
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<tr>
<td>County</td>
<td>Radio Units</td>
<td>% Radio Units</td>
<td>Radio Units</td>
<td>% Radio Units</td>
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<td>County</td>
<td>Radio Units</td>
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*NOTE*—Number of Occupied Dwelling Units as reported by U. S. Bureau of the Census in advance release, Series H-7. Percent radio-equipped calculated by NAB Research Dept. from Series H-7 Bulletin giving the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio. States previously reported are Nevada, New Hampshire, Vermont, Wyoming, Montana, Idaho and Maine; others will be reported as released.

<table>
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<tr>
<th>VIII—ARIZONA</th>
<th>Cities of 25,000 or More Population</th>
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<tr>
<td>City</td>
<td>Radio Units</td>
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<td>Phoenix</td>
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<th>IX—DELAWARE</th>
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<td>Wilmington</td>
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GAIN IN LISTENING SEEN IN NEW YORK

COMpletely reversing the usual 5-8% "seasonal slump" in radio listening for April, the "Continuing Study of Radio Listening in Greater New York", released by WOR, New York, reports a 10% increase in radio audiences for that month as compared to the March index. Listening in New York has risen 18% since Dec. 7, 1941, while national averages have begun a downward curve, the study states. The first three games of the 1942 baseball season between the Brooklyn Dodgers and the New York Giants were heard by 11.5% of the total population in and around New York, the WOR Continuing Study reports. Broadcast on WHN and WOR, the opening series captivated 46.8% of the listening audience in New York, while 24.7% of all metropolitan radios were tuned in, making the largest audiences ever registered for broadcasts of regular season weekday games.

To give agencies and advertisers a two-way measurement of listening activity, the WOR Continuing Study is reporting monthly fluctuations in the actual hours spent listening to the radio by the average New York family. Latest figures show an average of five hours of radio programs daily are heard by New York's listening families, representing a 20-minute increase over November-December pre-war levels when four hours and 40 minutes was the average daily time.

P.S. Talk as You Will — It Takes "Inside Pull" in the Tri-Cities!

Talk about surveys, talk about "secondary" coverage of Rock Island—Moline—Davenport— the fact remains that SALES are your PRIMARY concern in this area of 1,741,442 money-making people. And you really GET SALES with the "INSIDE Pull" of WHBF's 5000-watt local voice. This is proved by our heavy schedule of national advertisers (many of whom formerly depended on "outside voices" with unsatisfactory results). You may be missing the generous sales increases now being made in the Tri-Cities. Why not write us for some excellent availabilities just coming up—every one with proven "INSIDE PULL!"

Howard H. Wilson Co., Nat'l Representatives
Chicago — New York — San Francisco
Hollywood — Kansas City

BROADCASTING • Broadcast Advertising

WHBF
AMERICA'S LEADING NETWORK
HEADQUARTERS DAVENPORT
560 KC NBC RED
COLUMBIA, S. C.

WHBF WHBF WHBF WHBF
**Meet the LADIES**

**HELEN STEARNS**

HELEN (Meinardi) STEARNS, now broadcasting a daily daytime defense program on WCHS, Portland, Me., came from Hollywood, Calif. after a stopover in Washington. In the movie capital she climbed to fame and won a contract by authoring "I Met Him in Paris," hit picture which starred Claudette Colbert. In the national capital, she helped originate the CBS Report to the Nation program.

As defense reporter at WCHS, she works in close cooperation with local, state and national defense authorities, and interprets current events in terms of their direct bearing upon the average radio listener. An outstanding feature of her program is the question-and-answer service which broadcasts responses to varied queries: Whom to contact for the collection of waste paper, what full or part time defense jobs are open, or the availability of living quarters for workers flocking to the city.

**5 More in Canada**

AT A SESSION of the Parliamentary Committee on Radio Broadcasting, sitting at Ottawa, National War Services Minister J. Thorson announced that licenses have been issued to five more privately-owned broadcasting stations not yet on the air. [Some of these have been announced previously in Broadc.

**CRYSRALS by HIPOWER**

The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision grinding processes, today offers the broadcaster and manufacturer attractive prices because of their latest production of the exclusive Hipower grinding process. Whatever your crystal needs may be, Hipower can supply it. Write today for full information.

HIPower CRYSTAL CO.  
Sales Division—205 W. Wacker Drive, Chicago  
Factory—2035 Charlton Street, Chicago, Ill.

**News from Home**, Shortwave Programs, Are Broadcast to U. S. Forces Abroad

U. S. TROOPS abroad are now receiving via shortwave News From Home, a half-hour program of news, fiction and human interest stories produced by the Office of the Coordinator of Information (Donovan Committee). The series started May 11, and consists of six-weekly transcriptions, each combining special recordings, repeats of regular broadcasts and live material prepared especially for the program—all selected to meet the entertainment and morale needs of U. S. service men stationed in foreign lands.

Ball Scores, Too

News of the world and of the home town is presented by nationally known commentators and familiar local and regional news commentators and analysts. Dubbed into the transcription is a recorded portion of the evening broadcasts of Elmer Davis, CBS commentator.

Other radio newsmen covering various sections of the country are called upon to record special brief summaries of their material, which are then incorporated into the master disc. Baseball scores and other miscellaneous news items are presented by one of a group of four or five actors who serve as announcers and newscasters.

A regular feature of each day's recording is the reading of a message or letter from an American mother, addressed to her soldier or sailor son in some far-off land, bringing news of home and friends, which may interest other men.

Tropes can also "listen in" on conventions, sports events and other public meetings, parts of which are recorded, and then included in the transcription with special comments supplied by sportscasters such as Don Dunphy of MBS, or other authorities, suitable for the occasion.

Well-known writers contribute fiction to the show, sometimes telling their own stories, in a section called "Today's Best Story," written especially for the program by such authors as Carl Cramer, John Steinbeck, Rex Stout and others.

The tales are reenacted with two or three characters in some instances, or are narrated by one of the actors.

The show is produced in cooperation with the War Dept., with Lou Cowan acting as liaison between the Coordinator's office and the War Dept. John Houseman produces the program, and Robert Newman writes the scripts. Lawrence Hammond, director, is assisted by Connie Ernst. Ben Wilbur handles local pickups, and other arrangements.

Each transcribed program is shortwaved several times a day, Monday through Saturday, on WBOS, Westinghouse Radio Stations, Boston; WRUL and WRUS, World Wide Broadcasting Corp., Boston, and by Press Wireless on WCW, WJQ and WCB, New York.

**WFDF's 20th**

MAY marked the 20th anniversary of WFDF, Flint, Mich., which was founded in 1922 by Frank D. Fallain. Today, owned and managed by Howard M. Loeb, WFDF operates on 910 kc., 1,000 watts.

**WDBJ**

Want a hot tip? WDBJ's 27-county primary area (daytime) accounts for 28.2% of Virginia's total radio families, 26.6% of its effective buying income! And—WDBJ is the only station able to reach all of this pocketbook power with a strong, clear voice at all times! It's a sure thing—get your bet down now!
CBS NET APPEARS LOWER IN QUARTER

INDICATIONS are that business booked by CBS during the second quarter of this year will result in a net income of about $950,000, reports the Wall Street Journal. This would compare with a net after taxes for the first quarter of 1942 amounting to $1,155,082, which was 8.8% under the figure for the same period of 1941 [Broadcasting, May 18].

Expectations are that for the first half of the current year CBS will report net profits of about $2,100,000 or slightly in excess of $1,20 a share on 1,716,277 shares of $2.50 par combined Class A and Class B stocks, the Wall Street Journal states. This would compare with a net income of $2,415,087, or $1.41 a share for the like 1941 period.

Lower net in the main reflects the increased tax provisions necessary in the current year. For the first quarter of 1942 CBS reported gross income from sales of $11,449,649 as compared with $10,380,335 for the same period of the preceding year. Net profit for the first quarter of this year dipped to the equivalent of 67 cents a share as compared with adjusted net equal to 73 cents a share for the first quarter of 1941.

Indications are that under the average earnings method the excess profits tax credit of CBS this year is about $5,200,000.

JANICE JARRATT injects glamour — and plenty of it — into WOAI's news department as she begins her new series of appearances at the WOAI mike. Miss Jarratt, known as the "most photograpged girl in America," culminates a colorful career of commercial modeling and movie work by signing with the San Antonio station to handle its Woman's Page of the Air. She will augment her programs of women's news with interviews of outstanding personalities. In this photo Corwin Ridgell, WOAI news chief, beams his pleasure over the acquisition of Miss Jarratt.

FOR DENMARK'S oppressed people, Jean Hersholt, leading character in the CBS series, Dr. Christian, spon- sored by Chesbrough Mfg. Co., plans to arrange a series of shortwave broad- casts in Danish for the Office of Co-Ordinator of Information. He will leave Hollywood for New York.

War on Waste

(Continued from page 27)

material thrown away, another file would have been made available to the staff. We recently issued a purchase order for five additional files, but the order was returned unfilled. The same metal used for files has more importance in the manufacture of ships and planes and tanks.)

Pamphlet Published

Then through the Waste Wardens, we distributed a pamphlet, "WOR's War on Waste." As it was handed out to each staff member it was briefly explained. It told the reasons for the campaign, and contained 30 specific ways "you can help your country speed the day of Allied victory by saving materials that are of vast importance to our armed forces at home and abroad."

Each WOR office was provided with a red, white and blue tray and a red, white and blue keg. This not a patriotic display, but served as a constant reminder that waste must be eliminated. The tray is a receptacle for papers, releases etc. that can be used again. The keg is for rubber bands, clips, erasers, typewriter ribbons and a host of miscellaneous items. Each day the contents of the tray and keg are collected by a page boy, brought into the mail room stock room and are sorted. The recapurred paper is cut into standard size and made into scratch pads, all other items are returned to the main stock and supply room.

WOR's 50,000-watt transmitter at Carteret, N.J., is also doing its share in the war on waste. They have found that the follow-

2,000 of Dinah Shore

TO AMERICAN troops throughout the world, Bristol-Myers Co., New York, is sending 2,000 recordings of the May 20 program of the BLUE series, Songs by Dinah Shore, aired by the company on behalf of Mun. Agency is Pedlar & Ryan, New York.
B & B Advances Pooler

CHARLES A. POOLER has been named research head of Benton & Bowles, New York, succeeding John L. Bogart, recently elected vice-president of Standard Brands, New York, it was announced last week. A graduate of Dartmouth College and the Tuck School of Business Administration, Mr. Pooler was with the market research division of Lever Bros., Co., Cambridge, for ten years. From 1941-41 he was director of research for the Ward Wheelock agency, coming to Benton & Bowles about a year ago.

Y & R Loses Four

FOUR MEMBERS of the department of Young & Rubicam, New York, are leaving this month to the armed forces or work war, and Harmon Nelson, Y&R producer, is expecting to leave the agency sometime this summer for similar reasons. The staff is composed entirely of a Robert Lee, assistant producer, who has enlisted in the Navy and is stationed at Great Lakes. EDWARD L. BAUMILLER, formerly of McCann-Erickson, has joined Pedlar & Ryan as assistant media director. GORDON SCHONFARB & Assoc., Inc., is the new corporate name of Langner & Schonfarber, Providence, R. I. Lawrence Lanpher has withdrawn to accept a civil service position, Personnel, address and accounts of the firm remain unchanged.

DON STAUFFER, recently appointed radio director of Ruthrauff & Ryan, has returned to New York after several weeks in Hollywood. EDWARD L. BAUMILLER, formerly of McCann-Erickson, New York, has joined Pedlar & Ryan, New York, as assistant media director. ROBERT DENNIS, head of Robert F. Dennis Inc., Los Angeles, is the father of a boy born May 20.

Dyke at AFA Meet

KEN R. DYKE, on leave from his position of director of promotion for NBC to serve as chief liaison officer of the advertising division of the Office of Facts & Figures, will speak at the conference on advertising club activities to be held during the 88th annual convention of the Advertising Federation of America, in New York, June 22-25. Other new speakers announced by the AFA include Dr. Miller McClimont, managing director, Advertising Council, and Walter J. Weir, Lord & Thomas vice-president in charge of copy. Lowell Thomas, commentator, will be quizmaster of a panel discussion on "How we are meeting our wartime advertising and selling problems," with John P. Burruss, manager, vice-president, Newell-Emmett Co., and William H. Howard, executive vice-president, R. H. Macy & Co.

Record Ruler

HANDY memento of the recent NAB convention in Cleveland is the record-a-rule which was distributed by WCAG-JVTC in that city. The celluloid rule is calibrated for the timing of vertical and lateral recordings, at speeds of 33 or 75 r.p.m. Suggested by an announcer and developed by the WCAG control staff, the station's chief engineer, R. Morris, Pierce, claims it to be accurate within 0.5%.

WHAM SERVES THE WAR NEEDS OF 43 COUNTIES

WHAM's war workers — working 24 hours a day — in Rochester and in all of the cities and towns of WHAM's primary area 43 counties — are loyal WHAM listeners. To serve them — to give them the news and the entertainment that helps inspire greater war production — WHAM is working 24 hours a day.

If you have a message for these men and women of WHAM's industrial front — or for the farmers on WHAM's 145,618 farms — you can reach them best — and most economically — via WHAM's 1000 watt, clear channel signal. WHAM gives you complete coverage of this busy and prosperous 43 county area at approximately one-fifth the cost of localised coverage of the same area.
Dr. Brinkley
(Continued from page 16)

which retailed from $2 to $8 and which he admitted in testimony before the Radio Commission comprised chiefly simple purgatives.

Born in 1885 at Beta, N. C., he was for a time a telegraph operator and in 1908 entered the Benet Medical College in Chicago. He left that school in 1911 without having been graduated, and there always was some question as to his right to the title of medical doctor.

His first known diploma came in 1915 from the Electric Medical School, Kansas City, whose diplomas were not recognized by 40 of the 48 States. However, in 1915 he secured a license to practice in Arkansas, Tennessee and Kansas. He also claimed to have been a graduate of the University of Padua, Italy, but the records disclose that this school had annulled the degree it had given him.

He founded KFKB in the 20's and operated it largely as a mouthpiece for his hospital and the specialized in the alleged implanting of sex glands of goats in the human body. At his Radio Commission hearing, he produced numerous witnesses to testify that they had achieved "results" from his operations. He pluggd both the hospital and the prescriptions over the air, which led him into a bitter battle with the American Medical Assn. and the Kansas City Star, which were the prime movers in securing the hearing in Washington earlier in 1920. In 1920, he received his license in 1930. That year the Kansas State Medical Board also revoked his license to practice.

Ran for Governor
Thereupon he ran for governor on a vindication platform, polling 183,000 votes but failing of the Republican nomination. He ran again in 1932 as an independent, received 244,507 votes and claimed an honest count would have shown him the victor. In 1934 he made a poor showing.

At the height of his career, Dr. Brinkley owned three yachts, one of which was the palatial John R. Brinkley II, which reputedly cost $1,000 a day to operate and carried a crew of 26. It is estimated that his personal income at one time was more than a million dollars a year, but in recent years his fortunes began to dwindle. However, he clung to his palatial home at Del Rio and to life insurance policies which were said to be valued at $350,000.

Blue Program Approved
For Disc Distribution
WAR PRODUCTION BOARDS series on the BLUE, Three Thirds of a Nation, is now available to stations throughout the country on transcriptions, which may be scheduled on any night other than Wednesday, the evening of the live broadcast. This was announced last week by Bernard Schoenfeld, WPB radio director, who stated that any station wanting to carry the series can have pressings from the first program of April 22 through the rest of the series by addressing their requests to Miss LaVerne Shedlove, Radio Section, WPB, Tempo R, Room 2735, Washington, D.C.

Mark Woods, president of the Blue, has given permission for this distribution. Of the show itself, Mr. Woods wrote:

"I think it is a splendid vehicle in clearly demonstrating the problem and a story that must be told if proper results are to be forthcoming. I am, therefore, in entire sympathy with you in that this program should receive the widest distribution and I have no objections whatever to it being released in any city in addition to its release over the Blue Network stations."

DOROTHY PARSONS
ARMED with a shorthand pad, a RA from the U of Wisconsin, and a determination to get into advertising, Dorothy Parsons, time and space buyer of Mitchell-Paust, Chicago, landed a job with the agency six years ago.

Stenographically speaking, Miss Parsons gained a first hand knowledge of what makes radio run as ad agency anamnensis in charge of typing radio scripts and commercial copy. The responsibility for the scripts and copy arriving at the stations at the specified dates was also assigned to her. Then came some valuable experience in copy writing for Holeproof Hosiers, Chris Hansen Labs. and Lake Shore Honey accounts. Three years ago she was appointed head of space and time buying activities of the agency.

Child born, Miss Parsons moved with the family to Newark, where she attended high school and first year of college. A depression year graduate of U of Wisconsin, where she majored in English, Miss Parsons served her business apprenticeship with the Atlantic Refining Co. of Newark, before returning to her home town.

Miss Parsons directs placement of spot and programs for Peter Hand Brewery Co. (Meister Brau), Hamm Brewing (Hamms beer), Chris Hansen's Laboratory ("Junket" food products), Stark Brothers Nurseries (fruit trees), General Baking Co. (Bond Bread), National Distillers (S J wine).

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SHOW YOUR COLORS!

WEAR THIS ATTRACTIVE EMBLEM
SYMBOLIZING THE WHOLE-HEARTED
COOPERATION OF AMERICAN RADIO
IN THE NATION'S WAR EFFORT

PROUD OF THE JOB that Radio is doing to help win the victory? Certainly you are! It's a job being well-done . . . one that makes all of us want to stick out our chests a bit.

Of course, there's no time these days for back-patting. But there is one way to tell the world you're part of this great business of broadcasting. It's by wearing the new button pledging your aid and that of Radio "in service of home and nation."

So great was the demand that Broadcasting Magazine has made special arrangements to supply these popular buttons. The price is only 60 cents each, this being cost price plus a small mailing charge. You may order a single button for your own lapel, or enough for your entire staff.

But, the limited supply will not last long. Send in your order today so that you, too, can show your colors!

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

National Press Bldg. • Washington, D. C.

A Non-profit Contribution by WJR, WGAR and BROADCASTING to Industry Unity

BROADCASTING • Broadcast Advertising

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Hams, Beware!

THE JUNE issue of QST, radio amateur journal, advises amateurs hearing "fairy" radio signals which they believe to be of alien nature to communicate with the nearest FCC monitoring station giving frequencies, station characteristics, time of broadcasts, etc. Also, QST says, if the amateur is approached by any one who requests suspicious operation of his set, he should keep the proposer dangling and contact the nearest Federal Bureau of Investigation branch.

STILES IS NAMED TO POST AT WEEI

WALTER STILES Jr., newly appointed chief engineer of WEEI, Boston, is congratulated by his predecessor, Capt. Philip K. Baldwin, now with the Army Air Force.

WASHINGTON'S STAR STATION

WMAL

★ Radio Station WMAL is now owned by the Washington Star, for more than half a century one of the leading newspapers in the United States. Since 1931 the Washington Star has led all newspapers in the U.S. each year in TOTAL advertising lineage.

★ The same policies that have made the Washington Star the leading newspaper advertising medium are now the controlling policies of Station WMAL.

★ New and modern transmitter facilities in a preferred location, and increased power (from 500 watts day and 250 watts night, to 5,000 watts both day and night), have further increased WMAL's large and loyal audience.

★ Local advertising leaders were quick to recognize and seize the opportunity. Thus WMAL now broadcasts more programs sponsored by important local advertisers than any other Washington radio station. To spot advertisers this is highly significant.

WMAL

Blue Network Station in Washington, D. C.

Trans-Lux Building

630 K. C. ★ 5,000 WATTS

Represented Nationally by Blue Network Spot Sales Offices

'New York, Chicago, Detroit, Hollywood and San Francisco

Page 44 • June 1, 1942

BROADCASTING • Broadcast Advertising
WINK Asks Extension
SEEKING additional time to con- 
struct, the new WINK, Louisville, 
which was authorized under con-
struction permit for a new station 
last Nov. 12, has applied to the FCC 
for an extension of its completion 
date. The original completion date 
set by the FCC was July 12 of this 
year and the permittee Mid- Ameri-
can Broadcasting Co. has requested 
another six months. Station is 
authorized for 1,000 watts day and 
5,000 night on 1080 kc.

TRAVELER RETURNS
Fombat of the Bob Burns Show 
sponsored on CBS by Campbell Soup 
Co., Camden, will be changed for the 
last three broadcasts before the pro-
gram goes off the air June 9 for the 
summer. At the request of listeners 
the program will discontinue its guest 
star policy, its variety pattern and 
songs by Ginny Simms, and will re-
sume the original "Arkansas Traveler" 
theme with Bob Burns. Agency in 
charge is Ruthrauff & Ryan, New 
York.

PROFESSIONAL DIRECTORY

GEORGE C. DAVIS Consulting Radio Engineer
Munsey Bldg., District 8456
Washington, D. C.

JOHN BARRON Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephonic National 7757

HENRY R. SKIFTER Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Ringing Telephone

Radio Engineering Consultants
Frequency Monitoring
Bob Burns Bldg., Minnett Ave.
(508) 350-5110

RING & CLARK Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg., District 2347

Russ Rennaker Resigns
For Signal Corps Post
RUSR RENNAKER, until recently 
head of Associated Broadcast 
Technicians Unit of the Interna-
tional Brotherhood of Electrical 
Workers, last week announced his 
resignation from the union to take 
a post with the Signal Corps, U. S. 
Army.
Mr. Rennaker has been assigned 
to civilian personnel in the office of 
the Chief Signal Officer. Active re-
ecruiting of experienced radio tech-
nicians for the Signal Corps has 
been in progress since the war be-
gan.
Mr. Rennaker has been active in 
radio since 1924 and had been chief 
engineer of several midwestern sta-
tions before he joined CBS in Chi-
cago in 1938. In 1941, he was elect-
ed by the national membership of 
ABTU as national business man and 
came to Washington to assume those 
duties. Now in charge of ABTU in 
Washington is Lawson Wimberley.

BROADCASTING

Classified Advertisements

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

Help Wanted

5 kW Station—Wants experienced an-
nouncer. Must be competent ad lib, 
commercial, news. Give draft status, complete details. Write in care of eastern station. Box 534, BROADCASTING.

Announcer-Operator—For NBC station. Give experience, reference, draft status first letter. Salary $6 weekly after pro-
duction month. KEEL, Pocatello, Idaho.

Announcer-Producer—for a personality-
type early morning, work with enthusiasm, a cheerful humor, and sin-
cere selling value; to also handle miscellaneous ad lib special events. This man must know quality, production; must be ready to take an idea and come back with a thor-
oughly professional radio program. This station is high ranking in the nation, relatively small market, but one of 
radio's best known Florida cities. Ideal living conditions. Good work, complete information; transcriptions of voice, if possible; family age; Selective Service classification, etc. Wages commensurate with performance. Write Box 523, BROADCAST-

OPERATOR—With phone first license 
immediately. Name your salary. Wire KIUW, Durango, Colorado.

Engineer Wanted—Studio and transmitter 
work. Pleasant working conditions. Posi-
tion now open. Emailed full infor-
mation including draft status to Station 
WLAV, Grand Rapids, Mich.

Continuity Writer—For 5 kw station 
wanted. Give experience, draft status, 
complete details first letter. Western sta-
tion. Box 533, BROADCASTING.

Situations Wanted

Engineer—9 yrs. experience on control 
board, network and 5 kw transmitter. Leader in his field, is a super 
inspector. Desires permanent position with Western station. Salary $50. wks. notice. Box 533, BROADCASTING.

Announcer-Salesman—Sportscaster, special 
events specialty. Six years experience. Married. Draft deferred, Broadbent refer-
ence. Go anywhere. Southwest pre-
fersed. Box 506, BROADCASTING.

SALESMAN—Five years experience local 
and regional sales. Excellent record. Draft deferred. Box 825, BROADCASTING.

Announcer—Dynamic Reader, Salesman, 
Continuity Manager, desires place with 
live station. Age 38, married, three 
degrees. Box 529, BROADCASTING.

General or Commercial Manager—Ten 
years' experience—formerly Chicago re-
presentative for 500 watt station. Broad 
acquaintance in national field. Age 45. 
Draft exempt. Best references. Not so 
much interested in salary as opportunity. Prefer participation in earnings rather than salary. Box 515, BROADCASTING.

WANTED—My first job; with Middle At-

tantic station. Girl, college trained radio 
production, advertising, script, technical 
technical radio course. Box 515, BROAD-
CASTING.

Program Director—Twelve years in radio. 
Six years proven executive ability as as-
sistant manager. Married, Family. Exempt. Box 514, BROADCASTING.

Combination announcer-salesman-writer-

250 WATTS • 1400 KILOCYCLES
NEW NEWS • MUSIC • SPORTS

2 BROADCASTING • Broadcast Advertising

June 1, 1942 • Page 45
TO VARY the routine of filling mailbags and licking postage stamps, the boys in the mailroom of NBC formed a chorale group. Perhaps they thought they might get somewhere in radio. The band—all under 25—arranged a few poems, such as "The Congo," by Vachel Lindsay, and "The Highwaysmen," by Alfred Noyes. The musical mail dispatchers landed two auditions at Captain's Hall and a program on CURC, New York, Columbia U station. After some practice, they joined a group performing on WIP, Philadelphia, and presently their own harmony group was planned to be heard by WHAT.

EMPLOYEES of the NBC program department, together with heads of various divisions of the network, gave a cocktail party recently on the 47th floor of the RCA Bldg, in honor of C. L. Messman, program manager, of NBC, and his bride, the former Irene Staysin, who received a silver coffee service from the program department staff.

OPENING the drive for 10,000 new Navy and Army recruits, Chicago, will salute the Navy by broadcasting four weekly programs and spot announcements in the enthusiasm drive, which will be climaxd by a mass induction in Soldier's Field during the 4th of July American Legion celebration.

REPORTS on the progress of war fronts and production lines' constituencies the head of Let's Fight, heard three-weekly over WTAG, Worcester, Dramatic narration is provided by Clay Dewey, one of the announcing staff, with martial music at interludes.

SIX BRITISH evacuee children will broadcast to their parents in England from the studios of WIP, Philadelphia, in two special programs scheduled for June 7, the programs will be heard locally and directed to short-wave listeners in the British Isles through WRUL, Boston.

WEEI, Boston, to keep members of its staff now in the armed forces acquainted with activities of the station, is mimeographing a letter about its personnel and current happenings.

Sign NABET Facts

KFI-KECA, Los Angeles, has signed a National Assn. of Broadcast Engineers & Technicians (NABET) contract covering entire technical staff of the two stations. Contract provides wage increases. Engineering personnel at WGW, Omaha, formerly independent affiliates, has also joined NABET.

Now You Tell One!

Advertisers by the score are telling their story over WAIR. NOW YOU TELL ONE. When you check results, you're mighty likely to say "It ain't so!"

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

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BROADCASTING • Broadcast Advertising
Signed for Films

ROY ACUFF and his Smoky Mountain Boys, featured on the weekly NBC Grand Ole Opry, sponsored by R. J. Reynolds Tobacco Co., has been signed for a spot in the weekly NBC Fibber McGee & Molly show, sponsored by S. C. Johnson & Son, has been contracted to play that role in the RKO feature film, "All For Fun." Ginny Sims, featured vocalist on the CBS Bob Burns Show, sponsored by Campbell Soup Co., has been signed for a leading role in the RKO picture, "Grand Canyon!"

BECAUSE OF RADIO

RKO Film With Air Talent

WITH THE FILM expected to reach a gross of $1,200,000, most profitable RKO Radio Pictures Inc. release for the 1941-42 year will be "Look Who's Laughing," which stars Fibber McGee & Molly (Jim and Marian Jordan), and Edgar Bergen. Popularity of the radio stars with diaters is regarded as reason for the pictures terrific gross.

Harold Peary, star of the weekly NBC Great Gildersleeves, sponsored by Kraft Cheese Co. for Parkay, has been signed for a major role in the RKO musical, "Sweet and Hot," which goes into production during early June. Peary, who appears in the film, "Look Who's Laughing," is also contracted by the studio for a part in "All For Fun." Latter film will star Fibber McGee & Molly, as well as Bergen, and goes into production following "Sweet and Hot."

Counting on the radio following of LAM & Abner, sponsored by Miles Labs, on NBC and BLUE stations, RKO is now releasing the film "Bashful Bachelor" which features the comics, Chester Lauck and Norris Co.

Radio Executives Club

Holds Final Luncheon

FINAL MEETING of the season was held May 27 by the Radio Executives Club of New York at the Hotel Lexington, with Tom Lynch, Wm. Eddy & Co., taking over as the newly-elected president from John Hymes, Lord & Thomas, former president. Members of the club heard a report from Treasurer Peggy Stone, Spot Sales, and the annual report was read by Secretary Bill Wilson, Wm. Rameau Co.

A new way in which the club will help in the emergency was introduced by Mr. Hymes, who asked for contributions from members, so that the club could "adopt a pilot."

Entertainment at the last meeting of the season was supplied by Mr. Bobby, whistling pianist. Out-of-town guests were David Sones, WLW, Lawton; and A. N. Armstrong, Jr., WCP, Boston.

WIBX, Utica, has adopted the practice of reading a 15-minute summary of news developing before the closing commercial on 15-minute news casts for the benefit of listeners who tuned in late.

NATIONAL war-building program is bringing thousands of new people and even greater buying power to this, America's Third Market. We sell this area at the lowest per person cost. Get the first-hand facts on CKLW—NOW!
WFIL Code Lessons

RECOGNIZING the urgent need of the Navy for men experienced in sending and receiving code, WFIL, Philadelphia, is establishing a class in which young men of draft age will be given an opportunity to learn code sending and receiving along the lines laid down by Naval authorities. These classes will be conducted by WFIL engineers, who have volunteered their services. Roger W. Clipp, vice-president and general manager, has volunteered the use of studio facilities, also providing typewriters, telegraph keys, equipment for automatic tape transmission and receiving. The course will be under the constant supervision of qualified Naval officers. The class is expected to require approximately eight weeks of training on the basis of two classes per week.

Nova Scotia’s Half Billion Lumber Cut

LAST year Nova Scotia came close to setting a new peak for forest production with a total of 536.6 million board feet—a little less than the 540 million mark of 1936. Known forest areas are estimated at ten million acres. Nova Scotia has ample raw material, ice-free harbours, cheap transportation and intelligent labour.

Recent Nova Scotia developments in the manufacture of pulp, newsprint and paper have been markedly successful.

EDITOR, Broadcasting:

Some misinformed publicity writer of some local station must have informed you I was in the Navy because a recent issue said I was. I’m not going to sue but the Navy might.

While I’m getting you straightened out on me, I thought you might find space for word of other radio men now in the service.

Sidney Tremble, former program director at KSAL, Salina, Kansas, is a yeoman third class in the Navy, doing public relations work in Kansas City.

Phil Rush, former KSAL announcer, recently was commissioned a second lieutenant in the Army (Cavalry) and is stationed at Ft. Riley, Kan.

Jim Lantis, former KSAL and KVOR, Colorado Springs announcer, was recently commissioned a second lieutenant in the Air Force and is stationed at an instructor at the field artillery school in Ft. Sill, Okla.

Willard Daughterty, known on the air at WKBW, Youngstown, as Will Douglas is a staff sergeant in the Army, doing public relations work for the Air Corps at Duncan Field, Tex.

Me, I’m a private, first class (which ranks just under a second lieutenant) at the reception center, Ft. Leavenworth, Kan., doing personnel work.

Thanks for keeping Broadcasting so interesting and so full of the things about the business we in the service want to know about. It’s like being in the whirl again just to pick up a copy.

DON BRICE,
Pvt. 1 cl.
Hqus. Co., RC #1773
Ft. Leavenworth, Kan.

P. S.—Sign of the Times: A letter from a radio station to a former announcer in the Army: “We’ve hired another new announcer. He only has one eye but he’s a grand guy!”

Chicago Video Steps

THE Balaban & Katz Chicago television station, WDX13, under the supervision of William C. Eddy, is completing installation of equipment necessary to operate in conformance with FCC commercial television requirements. Station, which has an FCC application pending for a commercial license, has completed its antenna atop the State-Lake Bldg., re-modelled the studios, installed new cameras and cables, and is now testing with 4,000 watts power video and 1,000 watts FM audio.

NBC, CBS Reduce Time For New York Television

IN ACCORDANCE with the new FCC regulations on television issued early this month, transmission of four hours weekly in place of the 10 hours a week formerly required, NBC and CBS have sharply curtailed the operating schedules of their New York television transmitters, WNBT and WCBS, respectively, the former to four hours a week, the latter to four hours weekly [Broadcasting, May 18].

Beginning May 25, WNBT dropped all programs except the all-news training course presented by the New York Police Department for the instruction of the city’s air-warden service which is televised 12 times weekly. Following the conclusion of the six-week course, WNBT expects to decrease its programs to the required four hours a week.

To avoid duplication of service during the limited hours of operation, CBS has scheduled its television programs for Thursday and Friday evenings, from 8 to 10. The WCBS programs include Red Cross instruction, a news review and roundtable discussions.

Video Firm’s Lease

METROPOLITAN TELEVISION Inc., jointly owned by the New York departments of Bloomingdale’s and Abraham Straus, Brooklyn, has leased the penthouse and last five rooms of the 22d floor of 654 Madison Ave., New York, to house the studios and offices for its FM station. The studios will be located in the penthouse, while the control room will be located on the terrace, surrounding the studio on three sides. Executive offices will be on the 22d floor, and as previously announced, the transmitter will be completed on top of the Hotel Pierre, Fifth Ave. and 59th St.

WTSP Assignments

PROMOTION of Harold Falconer to program director of WTP, St. Petersburg, was announced last week by Manager Robert C. Wilbur. Mr. Wilbur also disclosed the naming of Mr. Frank Atwood, former assistant program director, to traffic manager of WTP and the naming of Mr. Burl McCarry, former announcer of the station, as a regular announcer.

Trender’s March Adopted

ROBERT TRENDLER, musical director, of Americans at the Ramparts, MBS series, who has written marches for several branches of the U. S. military service, has had his “On Guard Every Minute” adopted as the official song of the Illinois Reserve Militia. Trender’s compositions have been heard on the new series of programs, which salute a branch of the armed forces each week.

VIDEO VIEWS are these life-size blowups of CBS television cameramen in action, being displayed in two large show windows of the U. S. Rubber Co. Bldg. in Radio City, New York. Built around the theme of rubber conservation, the idea was inspired by a recent CBS television program presented by U. S. Rubber and the OEM.

BROADCASTING AND THE WAR

Libel, Promotions, Shop Talk, Draft Among Topics on Mind of Mikeman in Army

TESTING?

Reach a big chunk of ILLINOIS . . . do your testing thru the DECATHLON station
ASCAP Required To Reply to Suit

Appeal Refused by Court in Action Brought by Marks

ASCAP must file its answer to the suit of BMI and the Edward B. Marks Music Corp. in the New York Supreme Court by June 1, following a denial by the court's Appellate Division of ASCAP's motion for leave to appeal to the Court of Appeals.

This decision, handed down June 22, marked the end of a series of appeals by ASCAP which have delayed the necessity for answering the suit for more than a year.

Regarded as Test Case

Filed by BMI and the Marks music publishing house, which withdrew its membership in the Society and gave the public preference to the Marks catalogs, comprising the rights to music to BMI during the "ASCAP-radiowar," the suit is specifically concerned with control of these rights in compositions published by Marks, BMI, or BMI's writer-publisher members.

As long as ASCAP was the only major licensing organization, this point was of little practical significance, since both writers and publishers, as ASCAP members, assigned all of their performance licensing rights to the Society, which divided all revenue from the sale of performing licenses equally between its publisher and writer members.

Now, however, a large part of the Marks catalogs, comprising thousands of numbers, are not being performed because neither ASCAP, representing the writers, nor BMI, representing the publisher, can be sure of its right to license the performance of this music until the courts have decided the point.

Since in answering the suit ASCAP will be forced to side with either its writer or its publisher members, a move that might possibly lead to the disruption of the Society, it is reported that some factions in ASCAP have urged that no answer be made, permitting BMI and Marks to win their cases, specifically concerning the Marks contracts with four writers, by default.

Such a move is not feasible, however, since the Songwriters Protective Asn., through its counsel John Schulman, is filing an answer on behalf of its members and would certainly defend the case even if ASCAP withdrew.

Another proposal reportedly advanced by ASCAP publishers is that ASCAP should agree that Marks' claims are correct. Still another rumor has it that some members of the Society want it to get BMI to call off the suit by offering to buy from BMI a half-interest in its investment in the Marks catalogs, with both organizations retaining full but non-exclusive licensing privileges. Such a move would probably lead to the disruption of the Society, it is reported, that some factions in ASCAP have urged that no answer be made, permitting BMI and Marks to win their cases, specifically concerning the Marks contracts with four writers, by default.

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Federal Ad ‘Foes’ Offer Reassurance

Henderson Sees Need of Informative Copy; Arnold’s View

LEON HENDERSON

Office of Price Administration

ASKED for his opinion about the future of advertising under present conditions, Price Administrator Leon Henderson May 23 declared that he had made his views clear to advertising men on many occasions and that they had not changed.

He repeated in general what he had told the annual convention of the Assn. of National Advertisers in Hot Springs, Va., on Nov. 15. In substance, Mr. Henderson’s attitude toward advertising is this:

1—Advertising is threatened with no special or extraordinary peril not shared by other economic and social organisms.

2—Advertising performs a useful economic function and if I have a point of view it is that under the sort of expanding economy I would like to see there should be more of it—that is, more of the right kind.

3—Advertising can be included in the category of important civilian activity and “it is part of my job to do what I can to maintain the minimum of civilian activity consistent with the basic requirements of defense.”

“Of all the headaches and nightmares that I can visualize in the future the question of what to do about advertising is unlikely to confront me as a major problem,” Mr. Henderson said. “So far in the price ceilings we have fixed advertising has not even been considered as a major cost element. If some industry whose prices were under consideration did urge increased advertising costs as the basis of challenging a particular price ceiling, we would, of course, be required to look into the question.

Helpful Copy

“But I can rest on the statement I made in my testimony before the House Banking & Currency Committee, and have repeated since, that our policy would be as a matter of course to take normal selling and advertising costs into account. I stated further that I had no secret information about that scheme. I repeat it now.

“I have been impressed by advertising copy and radio announcements which emphasize conservation and other helpful methods of bridging the gap between the demand and supply of consumers’ goods. I am certain that advertising ingenuity and talents will continue to develop new schemes that will be of real assistance to consumers and manufacturers during the difficult days ahead.”

The advertising fraternity for some time has heard that certain high Government officials disfavor advertising, and even that they are seizing upon the war situation as an opportunity to destroy it. The ‘New York Times’ last week asked three of the officials most frequently mentioned in this connection to answer the criticisms, and these are the reports and statements from each.

THURMAN ARNOLD
Assistant Attorney General

“The Anti-Trust Division has nothing to do with advertising as such,” said Assistant Attorney General Thurman Arnold, when asked for his opinion of the future of advertising under price control. “We are not concerned with whether advertising is wasteful or whether it is efficient and thus have nothing to do with the effect of OPA and priorities on it.

“The only reason we have had to take cognizance of advertising at times is that the Anti-Trust Division tries to prevent the unreasonable and coercive use of organized power and advertising is sometimes one of the weapons which an organization uses to destroy a free market. A common instance is called ‘full-line forcing.’

“Frequently a manufacturer who refuses to allow a dealer to carry his advertised products unless he takes a full line of unadvertised goods. The advertising itself is not illegal in such a case. It is only the use of the power of the advertiser to prevent his competitor from getting his product on the shelves of dealers.

“It is important to remember that advertising to convince the public is never in itself a violation of the Anti-Trust Laws. As for advertising in general I am in favor of it. I have told advertising men time and time again but they seem hard to convince.”

Gas Program Premire Planned at Ft. Belvoir

PREMIERE of the new institutional series General Motors Corp., Detroit, starts on CBS June 9 will take place at Port Belvoir, Va., with Army engineers stationed there supplying the full hour of entertainment. The series, to be heard Tuesday evenings at 9:30 on 114 CBS stations and the CBC, is titled Cheers From the Camps and will originate at different camps throughout the country.

Included on the first program will be "Mental Maneuvers," a quiz session between graduates and non-com officers; "Golden Opportunities," in which several men will be asked what they want to be when they get out of the Army, the winners to receive cash awards; a special feature with Camp Mother Mrs. Edythe Dewey, and a "Letter to Mom" read by a soldier. Agency handling the series is Campbell-Ewald Co. of Detroit.
CIVILIAN DEFENSE of Fort Wayne was portrayed recently in a dramatization written by Clair Widener, of WOWO-WGL, and presented in the local Civic Theater. The program, in cooperation with the Civilian Defense Council, defined the functions of the control center and was held over for a second week by popular request. Paul Roberts and Luther Brand, also of WOWO-WGL, served as narrators.

TREASURY TO SEEK BOND DEDUCTIONS
EXTENDING its sales front to reach quickly and directly the more than 34,000,000 employees on plant payrolls, the Treasury Dept. has enlisted the aid of the Advertising Council Inc., New York, in the all-out drive for war funds.

Theme of the drive is, "Everybody, every pay day, 10%," which will appear as a slogan in every medium of publicity and advertising. The program's aim is to reach not only employees but the 34,000 larger employers of 100 or more persons, along with the thousands of other employers of less than that number.

The current campaign is aimed at 90% employee-participation and at least 10% of gross payroll investment in War Bonds. Although the effort will concentrate on plant payrolls, professional workers and farmers will not be overlooked. Stickers and lapel buttons will be distributed to participants, proclaiming participation.

Cosmetic Test
KAY DAUMIT, Chicago (cosmetics), is testing a cosmetic leg cream used as a substitute for stockings with a quarter-hour thrice-weekly on XEAW, Reynosa; five-minute program six times weekly on WCAR, Pontiac, Mich.; and 13 one-minute announcements weekly on WINN, Louisville; WOHD, Oshkosh; WATN, Watertown, N. Y. Agency is Hal R. Makelim, Chicago.

Hall Bros. On BLUE
ARRANGEMENTS were being completed last week for sponsorship of Meet Your Navy over a network of 94 BLUE stations by Hall Bros., Kansas City (greeting cards). Tentative starting date is Aug. 21, with the program to run Fridays 10:10-30 p.m. (EWT). Program, which originates at Great Lakes Naval Station with Navy talent, was started by WLS, Chicago, last January and has been fed to 60 BLUE stations and via disc to 150 stations in the 9th Naval District. Discs were distributed gratis by H. W. Kastor & Sons, Chicago agency, but this will be discontinued. Money paid by the sponsor (exclusive of network time) will be contributed to Navy Athletic Relief and Commandant Fund. Agency is Henri, Hurst, McDonald, Chicago. Al Boyd, WLS, is producer.

Massey Aids Treasury
C. KNOX MASSEY, vice-president of Harvey-Massengale Agency, Durham, N. C., has been appointed as a special assistant to the War Savings Staff under a dollar-a-year basis, it was announced today by Charles J. Gilchrest, chief of the Radio Section. Massey, account executive on the B. C. headache powder account, volunteered his services. He will begin immediately to coordinate the Treasury's War Bond radio activities in the Southeast.

Ad Tax Opinions
(Continued from page 7)
the ruling to cut down or eliminate their allowances.

Paul West, president of the Assn. of National Advertisers, expressed satisfaction with the statement since he felt it represented "a fine understanding of the true functions of advertising and its place in business." At the same time Mr. West revealed the ruling came as a result of a request by the ANA for a clarification of the price regulations covering discounts and allowances.

He maintained the clarification cannot be interpreted as harmful to advertising or opposite to the Robinson-Patman Act in any way since the latter legislation was designed to prohibit discrimination through quantity discounts. Instead he regarded this latest interpretation as helpful since "true advertising allowances are granted by a manufacturer to increase the sale of his products" rather than as an element of cost to the retail outlet. Mr. West further explained that "extra allowances in the guise of 'advertising allowances' should be charged as discounts and not as advertising."

Although the general picture of advertising is favorable at this point, there is always the possibility that a limitation on the amount of money which a private plant given over to 100% war production may be allowed to spend on institutional promotion. However, since advertising is subject to taxation under Section 23-A of the law, which provides all expenses not considered "ordinary and necessary" are subject to levy, it is believed unlikely that a categorical definition is possible. Instead each case will likely have to be considered on an individual basis.

RECORDS of the British-American Festival programs presented on CBS each Friday are being flown by bomber to England, where BBC is assembling and selecting them for use in a series on its Home Service, starting June 7. The programs feature classic and contemporary works by British and American musicians.

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 . . . .
Decisions...

MAY 24
WKAQ, San Juan, P. R.—Granted CP for move of transmitter and studio.

WREB, Buffalo—Granted for hearing application for license renewal and temporary suspension of FCC hearing determination.

WGR, Buffalo—Same.

KYCA, Prescott, Ariz.—Denied application to modify CP for transfer of control of KYCA to KYAM.

KNM, Minneapolis—Granted—(10-1-45) KDY WASH; (to 6-1-46) WSO, Des Moines, Ia., to WACU, Des Moines, Ia.; WSGN WNBZ; (to 7-1-42 as further extended on temporary basis) KJZMC KFJB KGFG KGWL KGBR KGPL KMTR KRFR KTOL KHDK; (to 5-12-46) WCCG WFMF WFGP WGMF WMFS WORK WFPS WKEW; (to 7-1-44) WFGP.

KWQ, Stockton, Cal.—CP to make changes in transmitter and antennas and increase to 250 watts.

MAY 25
WDGY, Minneapolis—Special service authorization to change hours to unlimited time, except 10:30-11 for nine months to when winter months will be reduced to 250 watts at sunset at Albuquerque.

WITF, South Bend, Ind.—Modification of CP as modified for extension of completion date to 12-25-44.

WHAT, Philadelphia—Modification of license to change from 1500 kc. and hours of operation to unlimited.

Tentative Calendar...

NEW, Lake Shore Broadcasting Corp., Cleveland, CP 1500 kc., 5 kw. unlimited time, directional antenna D & W June 31.

NEW, William L. Klein, Oak Park, Ill., CP 1450 kc., 180 watts unlimited time (June 3).”

KROB, Des Moines, Ia.—Denied petition to dismiss application.

NEW, Herman S. Marsh, Chicago, Ill.—Denied modified extension to file petition to grant application for new station; amended continuance of hearing to 7-14-45.

WFAS, New York—Denied—Modification of CP for extension of completion date to 6-28-45 hearing date.

WBOY, Beckley, W. Va.—Granted written request to dismiss application.

NEW, J. C. Hartley, Santa Ana, Cal.—Granted dismissal of application for new station.

NEW, General Broadcasting Inc., Miami, Fla.—Same.

NEW, Park Cities Broadcasting Corp., Dallas, Texas—Same.


NEW, Donald Flamm, New York City—Same.

NEW, Ralph W. S. Bonnett, Sandusky, Ohio—Same.

WEUE, Reading, Pa.—Granted petition to dismiss application.

MAY 28
KOB, Albuquerque—Granted modification of CP for extension of completion date to 8-31-42.

KHSL, Chico, Cal.—Granted modification of CP for extension of completion date to 7-1-45.

KTAI, Seattle—Granted modification of CP for extension of completion date to 9-1-42.


NEW, WMRN, Marion, O.—Transfer of control thux of 60% of stock by Frank E. Hassen and Ellen Morgan to Frank E. Hassen, C. B. Guthry and Florence Guthry.

NEW, WBNZ, Chicago—Modification of CP for extension of completion date to 7-14-44.

WJZM, Clarkesville, Tenn.—Voluntary surrender of license from William D. Hudson and Violet Hudson to Roland Hughes.

WBNZ, WOHN, WSNH, WHCM, WHTH, WNB, WPON, WXXM—Same.

KROY, Sacramento, Cal.—CP to install new transmitter and increase to 250 watts.

K4SL, Los Angeles—Modification of CP as modified for extension of commencement and completion dates to 8-13-42 and 1-30-43, respectively.

KWQ, Stockton, Cal.—CP to make changes in transmitter and antennas and increase to 250 watts.

MAY 28
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Convened by Blue

THROUGH the cooperation of the BLUE network, the National Federation of Sales Executives will hold a conventionless convention next Friday afternoon, with thousands of sales executives and salesmen throughout the United States and Canada "attending" at their radio receivers. With "Sales Management in War and Victory" as its theme, the broadcast conference will present talks by Arthur H. Motley, vice-president, Crowell Publishing Co.; Frank W. Lovejoy, sales executive of Sooey-Vacuum Oil Co., and Gene Plack, trade relations council, Loose-Wiles Biscuit Co.

128 stations and other stations added to the BLUE during the life of the contract will be included without extra charge. Thus the plan follows the complete BLUE package price deal for daytime sponsors (BROADCASTING, May 25) in encouraging use of all BLUE stations by advertisers.

"Team sponsorship," the announcement states, "grew out of the realization that while the preservation of markets and trade names for post-war sales is a naturally sound idea for manufacturers converted to war production, market insurance is essentially an investment in the future without possibility of immediate return. It is a long-term job and to be most effective should preserve continuity and frequency of reminder—yet costs must obviously be kept to a modest level."

Old Record Drive

AIDING RCA Mfg. Co. in its shellac salvage campaign and also assisting the USO, Martin Block is asking listeners to his Make Believe Ballroom programs on WNEW, New York, to take their old phonograph records back to music stores. RCA will collect the records from the dealers, crediting USO with 2½ cents for each disc. If the campaign is successful, RCA will be able to produce more records for Block and other conductors of phonograph record broadcasts. If it works out in New York, the drive will be extended nationally, it was stated.

N. Y. Milk Drive

NEW YORK State Milk Publicity Bureau, Albany, which completed its annual milk campaign in March, is conducting a special one-week drive for the states cream products June 1-7 on the 17 stations it used this year for milk. Ranging from three to five times weekly, the announcements are heard on WOKO, WNWH, WBNR, WBN, WAG, WENY, WABC, WJZ, WNEW, WHAM, WHEC, WGY, WAGE, WFB, WSB, WTRY, WNY. Agency is J. M. Mathes Inc., New York.

KFBK GIVEN MEDAL FOR FIRE PROGRAM

FIRST WINNERS of the $500 gold medals awarded by the National Board of Fire Underwriters for meritorious public service were announced last Thursday to be KFBK, Sacramento, and the Berkshire Evening Eagle, Pittsfield, Mass. The awards are given in the interests of fire prevention and fire protection.

Presentation of the radio medal by John M. Thomas, vice-president of the National Board, was made to Humboldt J. Grieg, national sales manager of KFBK, at a luncheon at Waldorf Astoria Hotel, New York.

First place among radio stations was awarded to KFBK because "its many programs during the past year provided striking examples of cooperation with various fire departments throughout the Sacramento Valley, particularly through the reenacting of causes, methods of fighting and heroism that revolved around local fires."

Other stations receiving honorable mention for their contributions to fire prevention education were WBN, Boston; WGB, Cleveland; WGN, Chicago; WSM, Nashville.

FANNIE HURST, novelist, will reveal her thoughts on different phases of everyday life in brief series of 10 broadcasts starting on BLUE, June 1, on a five-weekly basis, 5:15 p.m. In Thinking Out Loud, her first radio program, the novelist will speak on such subjects as "Americans Are Like That," "They Are the Refugees," "Upside Down Cake," "Hatred of Hatred," and "What a Soldier Thinks About."

ROBERT FITZGERALD, former radio editor of Time Magazine, is now associate editor. He is succeeded by Murray Morgan, formerly of the CBS Newsroom.

Blue East Outlets Meet in New York

WITH Hugh Felts of the BLUE station relations department as chairman, representatives of the BLUE’S New England affiliates, held a meeting May 27 in New York to discuss with the network’s executives all policies covering sales, promotion, programs, research and publicity.

After a welcoming address by Edgar Kobak, executive vice-president, during which he outlined the need for coordination of effort by the New England group, the visitors heard talks by E. P. H. James, director of publicity and promotion; Bert J. Hauser, sales promotion manager; Earl Mullin, public relations manager; and Edward Evans, research manager.

Highlights included the Rainbow Room at the RCA Bldg., where talks were given by Phillips Carlin, vice-president in charge of programs; George Benson, Eastern sales manager; Charles Rynd, sales service manager; Thomas Dolan, traffic manager; Norman Ostby, commercial traffic manager; Robert Jones, of the station relations department. Attending the meeting and shown in photo above are:

Standing (l to r): Bill Voss, WSB, Manchester, Vt.; George Benson, Eastern sales manager; Wayne Latham, WSPR, Springfield, Mass.; John H. Norton Jr., station relations manager; Lewis Breed, WSPR; Milton Stoughton, WSB; Robert Jones, station relations department; Richard Davis, WNBC, Hartford; Ralph Kanna, WNBC; Earl Mullin, publicity manager; John Matheson, WSBF, Boston; Hugh Felts, station contact representative; E. P. H. James, director of promotion and publicity; Otto Brandt, station relations manager; Ted Allen, WCFI, Pawtucket; Jesse Thompson, promotion; Bert J. Hauser, sales promotion manager; Eward Evans, research manager; Leslie Smith, WMUR, Manchester, N. H.; Howard Thornley, WCFI; Robert Saudek, assistant to executive vice-president; Rockey Clark, WAB, Bridgeport; Seated (l to r): Vincent Palmeri, Charles Wright, Carey Cronan, James Milne, WELI, New Haven; Ken Thomas, WNAB; Edgar Kobak, executive vice-president; Slocomb Chapin, WSB; Quincy Brackett, WSPR.

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WHDH Rehearing Ordered by Court
Appellate Body Takes Step After Supreme Court Rule

TAKING COGNIZANCE of the recent Supreme Court opinion in the Scripps-Howard case upholding the right of the U.S. Court of Appeals for the First Circuit to dismiss an FCC order in a case involving a FCC stay order against four stations in the Boston area, the court decided on June 13 to proceed with the rehearing of the case, which was argued before the entire bench of six judges on March 13 in the important NBC- WHHD case involving the 850-ke. clear-channel breakdown.

The case has been awaiting disposition for several months has held in abeyance its decision on several cases in which stay order petitions are pending, including the appeal of NBC on behalf of KOA against the FCC the dominant station.

The case originally was heard by three members of the court, constituting a regular panel. The decision to hear the case argued before all six justices is almost unprecedented. In the Scripps-Howard case, the court also sat en banc, but after 2-3 split in the decision of its jurisdiction the court ordered a stay orders to the Supreme Court.

The order issued by the lower court last Friday instructed NBC, as well as the FCC, to appear, to appear for the June 13 argument in person, an event at the court at the 850-ke. and an NBC Red outlet.

Unusual significance attaches to the rehearing since WHHD already is operating full time, by virtue of the failure of the court to act on the stay order petition of NBC. WHHD is slated to become the BLUE network outlet in Boston effective June 13.

The Supreme Court decision in the Scripps-Howard case, which came by a 6-2 division, bolstered considerably the appealable rights of stations. A number of other cases pending before the lower court involving stay order petitions still are to be acted on, in the light of the Supreme Court ruling.

MBS Brazilian Link
CREATING another radio link with South America, MBS announced on May 25 inaugurated a six-times weekly series of programs in Portuguese for Brazil. Program is presented in cooperation with the Coordinator of Inter-American Affairs, and is produced by Dr. Julio Barata, head of the Hispanic section of the Brazilian Government's Department of Press & Propaganda. Dr. Barata is currently in New York, working with the OCIAA, in the preparation of radio material for Brazil. Series will be transmitted to South America via AT&T facilities, Monday thru Saturday, 8-8:15 p.m., and rebroadcast by eight stations in Rio de Janeiro, Sao Paulo, Recife and Porto Alegre.

Holliday Criticizes Allotment of Space To Stories of Resignations From NAB
EDITOR BROADCASTING: Listen chums, we're pretty busy out here in this wild Indian Country, what with six or seven air-plane factories going hell-bent; shields kept deep in defense contracts; blackouts and so forth . . . we're a little too busy to enter into intra-industry squabbles, but the nearly two-column story in the May 25 issue of Broadcasting informing the radio industry that Shepard removes his stations from membership in the NAB's" sort of sets our cork abobbin'. In plain good old Western, "who the hell cares?"

KFI has been a member of the NAB since it started. When I hear about such small-boy antics of other members of the Association, I'm damn happy to know that Earle Anthony didn't withdraw his stations from membership ever since the time didn't go to his liking. This goes for a lot of other station owners too numerous to mention.

No trade association ever was a success made up of fair-weather shield-bearers knee deep in defense contracts; blackouts and so forth. We don't think the unfortunate row with the chairman of the FCC last year was healthy; we don't particularly like the new network membership deal either, but we don't think that our resigning is going to do any good.

A well-known Milwaukee broadcaster resigned a year or so ago because the Board of Directors didn't change the graduated scale of membership payments to benefit to his advantage. Maybe that's just plain business but it doesn't reflect the kind of spirit that I think goes to make up a successful trade association.

There are probably trade associations which please the members more than the membership; but they aren't involved in an industry with as many diverse types of businesses within the industry as the NAB. At least, one thing we all have in common is music and I feel that the NAB handled that problem with dispatch. At least it saved us enough money to pay for our membership for a long time to come.

I am not in the habit of writing to the "Voice of the People" or "Letters to the Editor" columns of periodicals, but I am getting tired of the fact that you seem to think that resignations of NAB pouters is news.

I was on the Board of Directors of the NAB for the last two years. I opened my big yap four times. Nobody paid any attention to me. I suppose I should have resigned.

HARBON HOLLIS, Vice-President & General Manager, Earle C. Anthony Inc.
May 27 Los Angeles.

John Kennedy Reports For Active Navy Duty
JOHN A. KENNEDY, president and owner of the West Virginia Network, headquartered at Charleston, last Friday reported for duty in the Navy as a lieutenant commander. He has been assigned to the Naval District at Norfolk, Resignation of Comdr. Kennedy as West Virginia area director for the War Production Board, was announced by John C. Virden, regional WPB director.

The West Virginia Network stations are: WCHS, Huntington; WBLK, Clarksburg; WPAR, Parkersburg, and WSAZ, Huntington. Comdr. Kennedy was a member of the NAB Board of Directors from 1937 until this year and was formerly chairman of its legislative committee.

Italian Tongue Sponsors Pledge Aid to Country
FULL COOPERATION with the Government in the presentation of programs was pledged by a group of Italian language advertisers in the New York area, meeting May 22 at the Waldorf Astoria at the invitation of Harry D. Henschel, general manager of WOV, New York. Also attending were President Angelo F. Fink, member of the Foreign Language Radio Division of the OFF, Louis E. Falck, chairman of the Board of Directors and President of WRUL, shortwave station in Boston, and Arthur Simon, vice-president, and Giuseppe Ambrosini, chairman of the Foreign Language Broadcasters' War Time Control.

A general discussion was held on how Italian programs can improve from the patriotic angle and how advertisers of such programs can effectively participate in the national war effort.

Press Wireless Service Is Acquired by WINS
WINS, New York, has signed for the shortwave facilities of Press Wireless Inc., for a 26-week period. Contract will enable the station to pick up from Eun and South America, and to short-wave its own programs to foreign land.

The plan starts June 2 with the airing of BBC newscasts by Robert Fugate, radio commentator, Tuesday, Thursday and Saturday, 6:45-7 p.m., from London. The BBC six-week periods will be heard on WINS six times a week at that time, as soon as the station clears the three additional quarter-hour periods, of sponsors.

Hope Heads Hooper
THE BOB HOOPER program, which held first place in the May 15 "national" evening ratings report of C. E. Hooper, is also first with a rating of 32.3. The May Pacific A. Sustaining reports, released last week, are based on the coincidental method and show the audiences in homes located in Los Angeles and Shelbyville, Indiana, second with 30.6 and the rest of the country, third, are: New York, 29.5; McGee, The Aldrich Family, Walter Winchell, Charlie McCarthy, Coffee Time, 28.8; and Jack Benny and Mr. District Attorney.

Two New CBS Listeners
TWO SUSTAINING series start on CBS the week of June 14, and directed by Charles Vanda, program director for CBS on the Pacific Coast. Best works of the most distinguished detective novelists will be dramatized On Suspense, will be heard 7-11 p.m., starting June 14. The cruel records of Axis leaders, such as Franz von Papen, Paul Joseph Goebbels and Admiral Isoroku Yamamoto will be reenacted in The Nature of the Enemy, heard Tuesdays, 8:30-8:55 p.m., starting June 16.

Picks Up From London
IN COOPERATION with the BBC, WNEW, New York, has made arrangement to broadcast the "Italian Tongue Sponsors Pledge Aid to Country" program, which airs regularly from BBC's London studios, as well as many other programs presented by the BBC from time to time. WNEW has already carried two English radio programs in the past quarter, Virgil Pinkley, European manager of other programs, has another program that averages London resident. Specific periods for the BBC programs will be set aside in the near future.
"There is a special place for advertising in war time America"

Says
ARTHUR C. DORRANCE, President,
CAMPBELL SOUP COMPANY

"The conversion of our industrial resources to total war has not destroyed the importance of advertising in our national life. Curtailments in the production of civilian goods undoubtedly have changed the function of advertising, but advertising still has a vital place in war time America.

"The transition from civilian production to production for victory is a difficult one, but advertising can do much to assist in this transition. Restrictions upon civilian consumption can be explained to the consumer and conservation of critical materials can be urged. In addition, direct appeals from the Government to the people to purchase War Stamps or to cooperate in particular activities can be conveyed quite convincingly through the medium of advertising.

"Advertising of this kind has a value, not only to the Nation as a whole, but also to the particular business that sponsors it. It contributes to our war effort and thus in some measure hastens our ultimate victory. By preserving consumer good will, it also makes less difficult the problems of reconstruction that undoubtedly will follow the war."

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

THE NATION’S MOST MERCHANDISE-ABLE STATION
From 8:00 a.m. to 10:30 p.m. 55.3% of the radios in use in Oklahoma City are tuned to WKY. That was the average reported by C. E. Hooper, Inc. for five months ending April, 1942. More persons can be counted on to be listening to WKY morning, afternoon and evening in Oklahoma City than to all three other stations put together.

WKY's substantially greater audience is a substantially greater market, a more profitable market, a mass market in a single package delivered by a single station. WKY's audience, made up of more listeners, is a market for more soap, more groceries, more drug and toiletry products, more of everything which people need, want, and buy. WKY is the station over which you can reach more people to sell more of your product in Oklahoma City than over all three other stations combined.