"SAY, MR. DINGLE, YOU OUGHTA COME DOWN TO EARTH. WLS IS THE SURER WAY TO GET RESULTS!"

YES, indeed, when we put a product on the air, we also put it over. Consider the case of this advertiser: He had one of those little "doodads" women use in dressing their hair. They retailed at 50c each. So he bought a schedule of 128 daytime quarter-hour and 24 ten-minute programs on WLS—and he sold 94,231 of his little "whatnots"—all in a 25-week period! We have many similar success stories on other WLS programs and personalities... plenty of evidence that WLS Gets Results! Ask any John Blair man.

REPRESENTED BY
John Blair & Company

CHICAGO
3 IS OUR FAVORITE NUMBER

The figure "3" has many pleasant connotations. 3-point landings. Triplets. 3 aces. The three musketeers. And, of course, the 3 things you like so much about WDRC.

1) WDRC gives you coverage for your spots—you reach more than a million people in WDRC's Primary Area!

2) WDRC gives you programs for your spots—the strong schedule of the only Basic CBS Station in Connecticut!

3) WDRC gives you a rate for your spots—you can afford the consistency which spells success!

Your good judgment tells you to get all 3 on WDRC, when you buy spots in Hartford.

Write Wm. Malo, Commercial Manager, for full information on present availabilities.

BASIC CBS HARTFORD

WDRC
CONNECTICUT'S PIONEER BROADCASTER
CORN
In farm parlance, "corn" is synonymous with "cash." Important for you to know—because right now, fresh corn is pouring onto the markets...fresh cash pouring into farm pockets!

HOGS
Meaty animals. Encouraged to live the life of Riley, eat fattening foods, indulge in their natural inclination to multiply. Later, are "bumped off" in packing houses which have paid farmers top prices per cwt.

DON'T LOOK NOW—
BUT THAT MAN WITH THE BUCKET IS HERE AGAIN!

MILK
Liquid food that gave you your start. In Nebraska, (A) Farmers are "pulling hard" to keep pace with unprecedented demands. (B) This extra milk is selling at Grade AAA prices.

MONEY
...The only crop of which farmers now have an over-supply. You can harvest much of this income, by using KFAB to plant your sales messages in fertile areas where they will do the most good. You need KFAB, to do a complete job of selling your products in the farm markets throughout Nebraska and her neighboring states.

GENERAL MANAGER
ED PETRY & CO. INC., NAT'L REPR.

DON SEARLE

FOR CITY LISTENERS, USE
KFAB
LINCOLN, NEBR.
KOIL
OMAHA

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 22 • NO. 26 JUNE 29, 1942

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Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd Issue (Yearbook Number) Published in February

FOR THE MAN WHO
THinks TWICE...
WOL IS FIRST!
IN THE NATION'S CAPITAL

However you choose a station—name or results—recommendation—careful thought will prove WOL to be your wisest choice!
WASHINGTON'S ONLY 24 HOUR STATION
WOL Audiences Leads Nation in Income

Get the Facts from WOL • Washington, D.C. • Affiliated with Mutual Broadcasting System
Spot Sales, Inc. • National Representative • New York, Chicago, San Francisco

Page 4 • June 29, 1942
BROADCASTING • Broadcast Advertising
there's a far simpler way

Time was when advertisers had to tackle the New York market in an expensive, elaborate way. Big name programs... Big stations... Big appropriations... in order to make a real radio impression in New York. WMCA has changed all that.

By laying back its audience-building ears and hitting a terrific stride in programming... like winning a pair of national awards two years in a row and broadcasting New York Times bulletins every hour on the hour... WMCA has stepped far out of the small, independent station class in prominence and prestige. Offering advertisers their first opportunity to use a low cost quality station to reach and sell New York radio families.

Have you listened to WMCA lately?

FIRST ON NEW YORK'S DIAL • FIRST WITH THE NEWS

WMCA

WESTERN REPRESENTATIVE: VIRGIL REITER & CO., CHICAGO
George M. Burbach
General Manager, KSD, St. Louis

An advertising man of national stature since 1902, George M. Burbach is without doubt one of the Deans of all radio executives in America today. Starting as a traveling advertising-sales representative when he was only twenty-one years old, "GMB" has helped pioneer almost every major step in the advance of advertising for the past forty years. And that, say we, is quite a record.

Alongside a history of that length, we of Free & Peters would perhaps hesitate to mention our own ten years of service, were it not that in radio-representation, ten years is an almost unique figure, too. Ten years ago there were "time-brokers", of course, but the modern idea of station-representation was brand new and really revolutionary. Today your ability to sit in your office and easily handle a spot radio campaign on two or two hundred stations, is largely due to the fact that Free & Peters helped pioneer radio-station representation ten years ago.

Next time you have a spot-radio problem of any sort, give us a ring and let us show you how much insight and mature good judgment our ten years of experience have given us. That's the principal reason we're proud of our age, here in this group of pioneer radio-station representatives.

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932
Revised Radio Code Clears Many Problems

Voluntary Policy Retained in New Text

CONSIDERABLY revised and amplified, and incorporating many new provisions based on experience gained since the original wartime censorship codes were promulgated last Jan. 15, the new Code of Wartime Practices for American Broadcasting, bearing a June 15 date, was released in a new format by the Office of Censorship last Friday. It retains the voluntary aspect of the old code, and goes into effect immediately.

Like the Code of Wartime Practices for the American Press, which in part it parallels and a revised edition of which was released simultaneously, the new broadcasters' code is designed to clarify many questions arising in the daily handling of news, commentaries, descriptions, quizzes, dramatic programs, commercial continuity and foreign-language programs.

Foreign Language Limitations

Its strictest new provision requests station managements accepting foreign language programs "to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material, with an English translation" and that "such material be checked 'on the air' against the approved script."

No deviations are to be permitted, and such foreign language scripts or transcriptions should be kept on file at the station.

The format of the newly revised code presents its various clauses in outline form, making possible a reduction in the number of words—but the revision represents an expansion of the Office of Censorship's "suggestions" to the broadcasters. The whole code, in fact, is in the form of "suggestions" under two general headings: News Broadcasts and Programs.

In the weather clause, as in the original code, stations are asked to broadcast no weather information whatever unless specifically permitted to do so by an "appropriate authority."

The clause covering possible enemy air attacks is based on precautions suggested recently by Director of Censorship Byron Price; should such attack occur, broadcasters outside an area under attack are asked to make no mention of the action unless expressly authorized for radio by the War Dept., a newly added clause.

The quiz program section, which suggests the elimination of remote ad quiz programs, including man-on-the-street, remains unchanged, but the Office of Censorship will then still be determined to stand by.

FULL text of the revised Code of Wartime Practices for American Broadcasters will be found on page 52. Pamphlet copies may be obtained from the Office of Censorship, Washington, where printed copies of the Revised Code may also be obtained.

It represented a loss of business estimated in the millions.

The program clauses relating to forums, interviews, commentaries and descriptions remain unchanged from the original code.

Price is Gratified

Mr. Price, at a press conference last Wednesday at which he explained the new provisions of both press and radio codes, asserted that he "greatly appreciated the excellent cooperation given so far" and indicated he was more than pleased with the voluntary adherence to the codes during the last five months. This sentiment was echoed by Broadcasting by J. Harold Ryan, assistant director of censorship in charge of broadcasting.

Some 40,000 copies of the radio code will be printed and three copies sent to each station and advertising agency in the country, as well as to a list of transcription companies, program producers and other users of radio. Extra copies will be made available upon request. Mr. Ryan assured the surprising number of copies ordered (there are only some 900 stations and about 100 advertising agencies handling radio acquisition)...

(Continued on page 50)

War Information Setup Taking Shape

Sharp Changes Impend As Davis Assumes Enormous Task

THE SHAPE of the organizational structure of the newly-created Office of War Information, headed by Elmer Davis, former CBS news analyst, who was appointed its director June 13 by President Roosevelt, is rapidly taking form, and it is expected that the basic setup and most if not all of the key appointments will be made known by some time this week.

Holds Conferences

Mr. Davis, who becomes the news chief of the wartime Government, with all news and radio information employees of the Federal agencies subordinate to him (Broadcasting, June 22), has been closeted almost continuously for the last two weeks with the chiefs and information directors of the departments, bureaus and agencies, getting their suggestions and correlating them with the basic plan of reorganization already formulated by his deputy director, Milton Eisenhower (see page 35). Mr. Eisenhower had been designated as his aide simultaneously with Mr. Davis' assumption of office, and in fact had been working for some weeks previously on a plan of reorganization.

The fate of some 2,400 Federal informational employees, including the entire staffs of the Office of Facts & Figures, Office of Government Reports and the Division of Information of the Office for Emergency Management, as well as the Foreign Information Service of the Office of the Coordinator of Information, rests with Messrs. Davis and Eisenhower.

The OFF, headed by Archibald MacLeish; OGR, headed by Lowell Mellett, and the OEM information division, headed by Robert Horton, are to be abolished under the President's Executive Order. The COI (Donovan Committee) as such is also abolished, but its Foreign Information Service, headed by Robert Sherwood and concerned chiefly with international short-wave broadcasting to all the world outside the Western Hemisphere, is taken over bodily and will be incorporated into the new setup. The rest of COI has already become the Office of Strategic Services under Col. William J. Donovan and reports to the combined chiefs of staff of the military services and to the President.

The Office of the Coordinator of Inter-American Affairs (Rockefeller Committee), which in radio is concerned only with the Western Hemisphere, remains intact as a separate independent agency.

The new OWI, it is planned, will tie into every agency of the Government, including the War and Navy departments, and will be the supreme news outlet of the entire Government. All press, radio, movie and kindred activities will report to it, though its chief concern at the outset at least will be war news and propaganda.

Headquartered for the present in the OFF building on 22d Street in Washington, one of the first problems facing OWI will be housing—and it expects shortly to have its own building to place its own setup under one roof.

Five or More Branches

Tentatively, it was learned, it is planned to set up five divisions, and possibly more, each with its own chief and each responsible to Mr. Davis, who will be responsible only to the President. The five divisions already understood to have been decided upon are press, radio, motion pictures, graphic arts and publications. There may also be divisions for overseas magazines, trade journals, foreign press and the like, though these may possibly...
be made sections of the other divisions.

The press division will be the central news contact, and Mr. Davis, while he has made no public utterance on the subject, is expected to loosen up the self-imposed secrecy previously prevailing at some of the Federal agencies, and to foster an open door policy manifested by Mr. Robert E. Lewis, as well as all of the radio-producing activities hitherto carried on independently by OEM under Bernard Davis. The Radio Bureau under Robert E. Lewis will also be independent and...
Radiophone Personnel to Learn Draft Status

New Federal Directives To Aid in Clearing Confusion

RADIO PERSONNEL’s status in the manpower drive for the war effort has not yet come into clear focus but action has been taken by Government agencies last week to indicate that radio employees will shortly have their positions defined, both with relation to military service and their connection with the social structure of the nation.

Principal activity of the week affecting radio employees was the issuance by the War Manpower Commission of eight directives to the Selective Service System, U.S. Employment System and the War Production Board. Designed to funnel the nation’s manpower into occupations most useful to the war effort, the directives set forth definitions of critical occupations and the machinery by which men between the ages of 18 and 65 will either be inducted into military service or serve the war effort in a civilian capacity.

Essential Activities

In its Directive 1, the War Manpower Commission has asked the U.S. Employment Service to maintain lists of certain lists of critical activities and essential occupations which include “any activity essential to the maintenance of the national safety, with or without military aid.” Radio occupations have been repeatedly placed in this category by the various Governmental agencies connected with the nation’s manpower, including Selective Service which has placed radio engineers, radio operators and repairmen in its occupational questionnaire. Being men in the second and third registrations and shortly to be inducted to all men in the first registration.

It was brought out in the WMC directives that the Selective Service Occupational questionnaire would be the key in indexing the nation’s manpower supply. Upon reference to this questionnaire, the U.S. Employment list of critical occupations and any additional list that may be drawn up by the Manpower Commission will rest the induction of the government off the call up by their local boards.

Further pointing to probable inclusion of radio men in “essential” occupations was the definition of the WMC that radio activities “in which an untrained individual is unable to attain reasonable proficiency within less than six months of training or experience.”

Also it was determined that “a critical war occupation means an essential occupation, found by the United States Employment Service to be of national importance, the number of individuals, available and qualified to perform services therein, is insufficient for existing or anticipated requirements for essential activities.”

According to the directives the U.S. Employment Service will also determine which individuals will require training or experience required to qualify a person as reasonably proficient in the various vocations. The radio occupations have already been called into consultation with the WMC, including representatives of the radio and communications fields.

It was reported authoritatively last week that an industry group had met with WMC officials following a meeting by the Industry and Labor Advisory Committee of the Board of War Communications (formerly the DCB) at which a list of radio employe categories were considered to be included in the “essential” lists of the WMC, Selective Service and the U.S. Employment Service.

New Radio Step

Result of the meeting, it was said, was the FCC and the WBC are to jointly draft a list of critical occupations in broadcasting, radio communication, telephone, telegraph and cable fields. These, it was added, will be submitted to technical committees of the WBC and the FCC to be submitted to the WMC and the U.S. Employment Service.

Also being considered by the WMC in a report from the NBC Engineering Executive Committee which met last Tuesday and drew up recommendations on the basic needs of the industry for trained personnel. This recommendation was also drawn up by the NAB committee and forwarded directly to Selective Service. This was based on the results of a questionnaire sent out by the NAB, designed to slow up or prevent undue inroads on station personnel.

Selective Service, which has repeatedly taken cognizance of radio’s part in maintenance of “the national safety, health or interest” and which has publicly commended radio, through Maj. Gen. Lewis B. Hershey, Selective Service director, took action in the nation’s morale, recently took a further step to stop drain of radio technical personnel, it was revealed last week. It was reported that Selective Service set up on June 18 issued a bulletin (No. 10) which called for careful consideration by local boards of certain specialized occupations, including radio engineers.

This bulletin, it said, was issued following a report given by Selective Service by the National Roster of Scientific & Specialized Personnel on the training required for a number of occupations.

Basis of the NRSSP report, it was said, was the definition of specialized personnel as those “who are trained, qualified, or skilled in critical occupations necessary to war production or to support of the war effort.” Particularly emphasized were occupations requiring two or more years of training.

Revised Policy

There are still a number of confusing factors entering into the war manpower picture which must be cleared up before programs of the WMC, Selective Service and the U.S. Employment Service can be sharply defined. For example, no word has been forthcoming on how the WMC program will affect certain Selective Service local board directives. Last Thursday Selective Service directed local boards to segregate registrants into four broad categories from which men may be selected for military service.

The directive, announced simultaneously with the signing of the bill which provides for separation of dependents of enlisted men in the armed forces, sets up a new policy under which registrants will be selected for induction in the following order:

- Category 1—Registrants otherwise qualified for military service who have wives with whom they maintain a bona fide family relationship in their home and are married prior to Dec. 8, 1941, and at a time when induction was not imminent.
- Category 2—Registrants otherwise qualified for military service who have wives and children married prior to Dec. 8, 1941, and at a time when induction was not imminent.
- Category 3—Registrants otherwise qualified for military service who have wives and children married prior to Dec. 8, 1941, and at a time when induction was not imminent.
- Category 4—Registrants otherwise qualified for military service who have wives and children married prior to Dec. 8, 1941, and at a time when induction was not imminent.

It was not established by last week’s WMC directives what would be done if conflict arose between the WMC’s program and the local discretion given local boards. However, Selective Service stated that in selection of registrants for induction, “the following four categories, ‘the full facts in each individual case shall be considered, and the local board, subject to the usual appeals, must judge whether or not there are sufficient unusual circumstances to justify a departure from the general rule of priority of induction.’ It was also said that the Selective Service procedure does not affect occupational classification in any way.

Elliott is Named to Manpower Post

APPOINTMENT was announced last week by the War Manpower Commission of Edward C. Elliott, president of Purdue Lafayette Ind., to be chief of the Professional & Technical Employment & Training Division. In this capacity, Elliott will be the Engineering, Scientific and Management Defense Training program which was established in late war technical training, now being conducted in more than 200 colleges, universities throughout the country.

Also under him will be the National Roster of Scientific & Specialized Personnel, which the Elliott says will be charged with recruiting professional and technical workers for defense industries and Governmental war activities.

At the WMC it was said that Mr. Elliott’s full expected program a plan for recruiting of technical radio personnel for defense industries and for “essential civilian work”.

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Federal Reprisals Threatened If ASCAP Bars Free Rights

**SYDNEY LAURENCE DIXON**

**Mr. Dixon,**

In 41, for more than three months in charge of NBC national spot sales on the West Coast, died June 23 following a heart attack while attending the PAGA convention at Paradise Inn, Mt. Rainier National Park. His family explained of feeling ill, Mr. Dixon had retired to his room the previous afternoon, and apparently died in his sleep.

Associated with NBC western division sales department since Oct. 1, 1933, he was made sales manager four years later with headquarters in Hollywood. He continued in that capacity until Oct. 1, 1939. When Pacific Coast sales division was named manager of the West Coast Broadcast Network, with Tracy Moore assuming that post for the BLUE.

On March 1, 1942, Mr. Dixon was named NBC national spot sales manager on the West Coast. He started his radio career in Seattle, and was associated with the American Broadcasting Co. and Northwest Broadcasting System. Later he came to San Francisco, and before joining NBC was associated with KNY, that city. During World War I, he was a lieutenant in the infantry. Besides his widow, Mrs. Lawrence Dixon, two sons, John and Laurence, aged 7 and 5 respectively, residing in West Los Angeles.

**BWC URGES SPOTS IN PHONE CAMPAIGN**

At the request of the Board of War Communications, the telephone companies are expected to use spot announcements, plus other advertising, to persuade the public to restrict their long distance telephonic calls as far as possible, directly related to the war effort and during “off-peak periods”.

BWC, successor to the Defense Communications Board, announced last Thursday that it was asking the telephone companies to solicit voluntary cooperation of the public in order to alleviate overloading of telephone facilities—toll service as well as local exchange. In addition to spot announcements, it was suggested that notices be inserted in telephone bills, and through newspaper advertising, toward the voluntary cooperation objective.

**AFRA-WABC Impasse**

**Negotiations** between the American Federation of Radio Artists and CBS for a renewal of the contract covering staff announcers, directors and producers at WABC, New York, had reached an impasse late last week. Both sides agreed to submit their differences to arbitration. Present contract expires July 1. George Heller, executive secretary of AFRA's New York local, said there was still an unsettled: The term of the new contracts and the wage scale.
AFA Dedicates Industry to War Effort

All Speakers Stress the Need for Admen To Lead in Molding Public Opinion

 DEVOTED to the general theme of advertising in time of war, the 38th annual convention of the Advertising Federation of America, held at the Hotel Commodore, New York, June 21-24, stuck to that theme during its general and departmental sessions.

At the luncheon and dinner meetings leaders of the advertising industry urged it to devote itself single-mindedly to the task of winning the war and distinguished speakers from other fields lauded advertising for the wartime job it has done and is doing.

Resolution Adopted

The consensus of the four-day session is ably summarized in the resolution adopted at the business meeting of the Federation, which, after pointing out the responsibility of advertising as "the principal opinion-forming medium in this country," continues:

"Among the specific war duties which fall to us as advertising men and women is the duty to help the Government in its various appeals to the people, and of making known the actual requirements for victory."

"We also recognize the need of keeping our people informed of the vital part in the war effort that is being performed by labor and management in our great industrial system and the supreme importance of keeping that system operating on the sound basis which has made possible its present indispensable performance. A well-informed public is essential not only for winning the war but also for winning the peace that is to follow. It must be made clear that only through freedom of individual economic achievement can our country and our people remain free."

"It is resolved, therefore, that the Advertising Federation of America and its individual members dedicate themselves wholeheartedly to these wartime duties, for the performance of which they conceive themselves to be especially fitted."

Barton Is Keynoter

Bruce Barton, president of BBDO and chairman of the convention's general program committee, delivered the keynote address on the topic, "What To Do in a Revolution," at the opening luncheon meeting, Monday noon. Expressing his belief that the war in the United States, while undoubtedly changed, will continue to be a democracy, he concluded that the position of industry in the post-war picture will be determined by the men now in uniform and their folks at home.

He added, "they have now only one thought—to win the war, to win it quickly and with the least waste of American life. They will have only one standard of judgment for men and institutions, both public and private: Did he, or it, do the most possible to win the war?"

Ballot Box Verdict

Declaring many men in Washington are honestly opposed to the American business system, Mr. Barton concluded: "Whether in the long run their anti-business bias prevails depends not on them, but on us. Let us say it again: If American business rises to its full opportunity in this crisis, if it makes the right kind of record and unfolds that record, in simple language to the common man, we need have no fear of the verdict. That common man and his wife and their boy home from the wars will register the verdict at the ballot box."


Snap Awards

Barbara Daly Anderson, home economics editor of Parents magazine and director of its consumer service bureau, received the Josephine Snapp Award which is presented annually by the Women's Advertising Club of Chicago to the woman who has made the most outstanding contribution to advertising during the past year. Mrs. Anderson, newly-elected president of the New York Women's Advertising Club, was presented with a silver trophy, at the Monday luncheon session.

At the same time scrolls were presented to the four runners-up: Miss Gin, director of women's activities of WTCN, St. Paul; Miss Ginn, director of the educational department of John-Meyers Co., and Kathleen Cattlin, fashion editor of Munsonwear Inc.

First radio woman ever to receive such an award, Ann Gin was honored specifically for her Northwest Homemaker's Testing Bureau, which she started in January, 1941, to let advertisers know what consumers truthfully think of their products or services.

Nazi Radio

"The advertising profession is the voice of free enterprise... as necessary a part of a free press as management, editing, reporting, paper and ink; as necessary a part of our radio system as the broadcasting and receiving sets themselves," Thomas E. Dewey told the Tuesday luncheon session of the convention, sponsored by the Advertising Women of New York.

Pointing out there can be no freedom without a free press and free newpaper unless it can print its papers "without subsidy from any man, any single industry or any Government," Mr. Dewey declared that "advertising is the only means yet devised for producing the necessary revenue to support a free press and, I may add, a free radio.

"In Nazi Germany," he proceeded, "radio has been the domain and prerogative of Goebbels, the master of propaganda. The German citizen first has to pay for his set. Then he has to pay a yearly tax or fee for it. The total sum thus paid in by the German radio public has been more than the total yearly gross of all the big radio chains in America and all the independent stations put together.

"What do Hitler's subjects get in return? You know the answer. They get the most undiluted hog wash that the air waves ever carried. Here's the con

Carr on Post War

Also speaking at the Tuesday luncheon, Charles E. Carr, director of public relations, Aluminum Co. of America, repeated the theme of his recent address before the National Federation of S al e s Executives in Boston, "It is the job of advertising's biggest wartime jobs is selling war bonds and stamps. This will not only help in preventing inflation now by using up the $30,000,000,000 which Mr. Carr estimates will be the difference between the income of the middle and lower income groups and the amount of civilian goods they will be able to buy, but will also provide money for post-war buying, he said.

Quoting from his response to the AFA's report of public opinion of wartime advertising, he said the public showed an intense interest in post-war plans of companies. This interest due doubtless to things the public wants: "A better and fuller living after the war, and, even more important, peace-time jobs."

Advertisers, regardless of their products, can stimulate present savings for future purchasing by telling the public about the goods they will want and need after the war and how, by buying war bonds now, they can pay for them then, Mr. Carr stated.

Patriotism in Copy

He continued: "Put patriotism into your copy by all means and put in something about your product effort which makes it impossible for you to give them the civilian things they now want and cannot have. But, above all, as your theme, paint a picture of what they can enjoy in a better and fuller life, along with jobs, if they will save now the wherewithal with which to buy and preserve their jobs after the war."

"In short, sell them on the theme: 'Buy Tomorrow Today', and so do your part toward winning both the war and the peace. Don't forget that every dollar invested today in savings in the form of war bonds and stamps means less dollars of pent up spending power that might go into an illegal black market. And every dollar saved by investment in the future means that it is more likely to be put into the answer that all-important post-war question, 'What will they use for money?'"

Mrs. Sara Penninger, president of Bonwit-Teller Inc., New York women's wear store, speaking on "The Customer Wants News," concluded the luncheon session, which was presided over by Barbara Daly.

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Anderson, president of the AWNY. The Tuesday dinner was a roundtable session, with the editors of Network News answering questions from the audience on current events and with a program of entertainment made by Gene Flack, trade relations counsel, Loose-Wiles Biscuit Co.

At the concluding general session, the Wednesday luncheon, Dr. Miller McClintock, executive director, AFA, described the work of the Council in coordinating the contribution of advertising to the war effort, citing the schedule of government messages on commercial network programs, which brought harmony out of chaos and which was worked out jointly by the radio committee of the Council and the radio executives of the Office of Facts and Figures, as one of the major achievements of the Council during its brief existence.

Dr. McClintock

He also described the way in which advertising men have gone to work on problems, outlining the job to be done and the plans for doing it so clearly that already some $2,500,000 has been raised by American industry to carry the work through. This is the way most wartime advertising will be done, Dr. McClintock stated, as the Government has no money with which to purchase time and space and probably will not have any for such a purpose.

A quiz session on questions concerning wartime advertising problems, asked from the floor and answered by a board of experts with Lowell Thomas as quizmaster, concluded the meeting at which Elon G. Borton, AFA chairman, presided.

Slate Reelected

Entire roster of officers was reelected for 1943, namely: Elon G. Borton, director of advertising, LaSalle Extension University, chairman of the board of directors; George E. Bowman, A. J. H. Davis & Co., vice-president, Crowell-Collier Publishing Co.; president; Clara H. Zillesen, advertising manager, Philadelphia Electric Co., secretary; Robert S. Peare, manager, publicity department, General Electric Co., treasurer, and Charles E. Murphy, of the firm of Murphy, Block, Sullivan, & Sawyer, Los Angeles, Miss Zillesen was also elected president of the Public Utilities Advertising Assn., which held its convention in conjunction with the AFA sessions. She is the first woman president of the organization in its 20 years of existence.

Seven board members of the Federation were elected as follows: Paul C. G. Gardner, General Motors Corp.; William A. Hart, director of advertising, E. I. du Pont de Nemours Co.; William G. Savage, advertising manager, Cincinnati Post; Mabel G. Flanley, eastern director of public relations, The Borden Co.; Ray Maxwell, advertising manager, Missouri Pacific Lines; Harry Caswell, vice-president, Absorbine Jr. Co.; D. C. Murray, Detroit manager, Fortune Magazine. Garrett and Hart were reelected; the others are new board members.

Forbes McKay, associate advertising manager, Progressive Farmer-Ruralist Co., Birmingham, Ala., was elected chairman of the AFA Council on Advertising Clubs and Willard Egoif, manager, KYVO, was elected advertising manager, Ohio Fuel & Gas Co., Columbus, were elected vice-chairmen of the Council at the convention. By their new offices, the trio automatically become AFA vice-presidents.

Beatrice Adams, Gardner Advertising Co., St. Louis, was elected chairman of the Council on Women's Advertising Clubs. By this office, she automatically becomes a vice-president of the AFA.

While the overall war job of radio was dealt with on a broad scale during the general sessions of the AFA Convention, it was at the departmentals, conducted by the NAB, the Direct Mail Advertising Assn., the Periodical Publishers Assn. and the others organizations, reviewing the various types of advertising and advertising media. In each of these specialized departments, speaker and discussion dealt with the specific advertising problems created by the war and the specific solutions developed.

The radio departmental, held Wednesday afternoon and evening, was crowded by a crowd of broadcasters and advertising people that overflowed the room assigned, turned out to be one of the hardest hitting meetings of the wide-spread convention. Frank Pellegrin, NAB director of broad cast advertising, presided.

Rosenbaum Speaks

Samuel R. Rosenbaum, president, WFIL, Philadelphia, opened the session with a straightforward address, "The Changing Role of Radio."

Pointing out that the service radio is giving to the war effort is "taken for granted" by the broadcasters as well as by the people requesting radio's aid, Mr. Rosenbaum asked why these numerous and often arduous tasks were expected to be given by the broadcasting industry while the newspapers, magazines, meeting halls, telephone and electric companies are paid for their services to the same causes. He suggested, for example, that the telephone company might match radio's contribution to the public morale by contributing free of charge its land lines to carry Presidential speeches and other messages of national importance to the country's 800 broadcasting stations.

"It is a matter of common knowledge," he said, "that every radio station, except the comparatively few in the center of large cities in metropolitan centers, is beginning to feel the reduction in commercial revenue which is bound to result from a cut in the purchase time and of radio's and of the radio's business is already causing marked concern to stations which depend on it.

War's Effect

"This is bound to have its effect not upon the willingness but upon the ability of radio stations to continue to render the national services which are so generally taken for granted. The stations on the National and Columbia networks are in a fortunate position of being the most economically sound and of broadcasting the large majority of the great popular commercial programs for national advertisers who are making a real and intelligent use of the medium to get the war message across to their established listening audiences. But the stations on the other networks and the affiliated stations are those who make the major portion of their contribution on non-commercial programs and non-commercial announcements and therefore have no income from them and therefore at their own expense as a public service. It is these stations which, in my opinion, will feel the impact of war more and more in the next twelve months, with declining revenues and increasing demands for public service. In my opinion these may be a problem which our national authorities should now begin to plan to meet."

Radio Not Seeking Pay

"I am not suggesting that radio stations wish to be paid for the national contributions they are making. On the contrary, radio stations, the smallest, are proud to be permitted to enlist under the flag for the duration. However, it must be realized that there are many stations, especially the smaller ones and those in smaller communities, which are equally important in the building of public morale as those in large metropolitan centers, and I believe

(Continued on page 25)
Sevareid to Head CBS Capital News

Replaces Warner, Now on the Staff of Maj. Gen. Surles

ERIC SEVAREID, CBS newscaster in Washington for the past 18 months, will return to network news from where he was a CBS correspondent, has been appointed chief of the CBS Washington news bureau, replacing Albert Warner, who on July 1 will join the staff of Maj. Gen. Alexander D. Surles, chief of the public relations branch of the Army.[BROADCASTING, June 22]

When he was 18, Mr. Sevareid became a reporter for the Minneapolis Journal while studying political science at the U. of Minnesota. He went abroad for further study in London and at the Sorbonne in Paris, then worked as night editor for United Press in Paris until he was named city editor of the Paris Herald.

At Fall Of France

Resigning to join the CBS Paris staff, he was in that city when the French cabinet fled to set up emergency headquarters in Bordeaux after the fall of France. His newscasts on CBS from Bordeaux were the only link between that city and the outside world at the time, and won wide acclaim. Later, Mr. Sevareid went to Vichy, then transferred to the CBS office in London, and finally to Washington. Since Feb. 3, 1942, Studebaker Corp., South Bend, Ind., has been sponsoring newscasts by Sevareid on WABC, New York, on a four times weekly basis. The CBS news commentator last week started a Saturday and Sunday series on CBS for Parker Pen Co., Janesville, Wis., as a substitute for Elmer Davis, who was signed for the original contract prior to his appointment as director of the OWI.

In addition to his commercial assignments, Mr. Sevareid will replace Albert Warner on the six-weekly World Today program.[BROADCASTING, June 22, page 8]}

Texaco May Repeat Met

TEXAS Co., New York, will probably sponsor the Saturday afternoon broadcasts of the Metropolitana Opera Co. on the BLUE again this coming winter. This project was not definitely confirmed last weekend as BROADCASTING went to press. Whether or not sponsors the opera, the BLUE has arranged to carry the broadcast as usual from 2 p.m. to 4 p.m. on Sundays, and from 5 p.m. to 5:30 p.m. on Tuesdays.

Ford Buys News Quarter-Hour Across Board on Blue Hookup

FORD MOTOR Co., Detroit, on July 12 will start a seven-night-a-week quarter-hour series in the period 8:45-9 p.m. on the BLUE. A total of 107 stations will be used, and the series will feature straight, factual newscasts. The program will be called "The News of the World Roundup" and will carry a contract broadcast for the Midwest and the West will be aired 11-11:15 p.m. Commercials for the series, format of which was not definitely set as BROADCASTING went to press, will be of an institutional nature, stressing Ford service. Agency is Mazon Inc., Detroit, which announced June 26 that it had been named to handle the entire Ford advertising account.

ESSO GRID HOODKUP

HAS 160 STATIONS

ESSO MARKETERS, which is to be the first commercial sponsor of an Army-Navy game this year [BROADCASTING, May 25], has completed arrangements with officials at Annapolis and West Point for 160 stations to broadcast the game on Nov. 28 from Municipal Stadium in Philadelphia.

Of these 160 stations, which are distributed in the 18-state Maine-to-Louisiana area where Esso petroleum products are marketed, 61 are MBS affiliates, 51 are NBC outlets and 48 are CBS stations.

For the network game with its own staff of sportscasters, announcers and color men, Esso stated, although the names of these men have not yet been announced. No supplementary sponsors to carry the game in the remaining 30 States have yet been talked with, arrangements being that Esso will pay $100,000 for broadcast rights, the fees to be distributed between the Navy Relief Society and the Army Emergency Relief. Agency in charge is Marshak & Pratt, New York.

Lever Completes Plans For Summer Broadcasts

LEVER BROS. Co., Cambridge, Mass. (Rinso), on July 5 starts for 13 weeks sponsoring a weekly half-hour drama-series titled "Private Life of Jabez Tuttle," on 100 or more NBC stations, Sunday, 7-7:30 p.m. (EWT), with repeats on Saturday, 5:30-6 p.m. (PWT). Featured will be Edna Mae Oliver, film character actress.

Series takes over for the summer, network time utilized by the Jack Benny Show, sponsored by General Foods Corp. This sponsor show, Victory Parade, produced by the Office of Facts & Figures, and currently occupying the spot, is being shifted to time utilized by the NBC Great Gildersleve, sponsored by Kraft Cheese Co. (Parkay), Sunday, 6:30-7 p.m. (EWT).

Latter show discontinued for the summer, network time utilized by the Jack Benny Show, sponsored by General Foods Corp. This sponsor show, Victory Parade, produced by the Office of Facts & Figures, and currently occupying the spot, is being shifted to time utilized by the NBC Great Gildersleve, sponsored by Kraft Cheese Co. (Parkay), Sunday, 6:30-7 p.m. (EWT).

Cates Named V. P.

GORDON CATES was appointed vice-president of Young & Rubicam, New York, according to an announcement last Thursday by Sigurd S. Larmnon, president of the agency. Mr. Cates, before joining Y & R seven years ago, was an account executive of Fuller & Smith and Ross, New York and Cleveland.

New Federal Rule Explains Ad Costs

Firms Doing Business With Government Are Affected

ADVERTISING by firms engaged in the production of Government contracts cannot generally be computed and accounted for under the contract on the theory that advertising is not "required to do business with the Government," according to a statement in a written guideline released which sets forth the "principles for determination of costs under Government contracts".

However, the guide points out, "advertising of an industrial or institutional character, placed in trade or technical journals" not to promote sales of particular products "is generally not the purpose of offering financial support to such trade or technical journals, because they are of value for the purpose of disseminating general and technical information for the industry are not really an advertising expense to effect sales so much as an operating expense incurred as a matter of policy and not specifically for the benefit of the business and the industry."

Taxes Not Affected

At this point, the guide cautions that even if "contractor's" accounts should provide for suitable analysis to distinguish between possibly admissible and inadmissible costs.

This guide was prepared for use by the Price Adjustment Board set up by the War and Navy departments for the renegotiation of contracts. This stand on advertising is the single expression of the War Production Board and the War and Navy Departments. It bears no relation, according to these agencies, to their consideration of advertising expenditures as a possible source of taxable revenue.

The status of advertising as a source of revenue has remained unchanged since the Treasury is still stymied by the statutes which provide that "ordinary and necessary" expense may be deducted [BROADCASTING, June 1]. Official opinion still holds that a categorical definition of "ordinary and necessary" advertising expense is unworkable. Instead, they maintain that the success of such attempts will rest entirely on the facts of each individual case.

Blue Outlet Spot Gains

ALTHOUGH a normal seasonal decline is usually anticipated in June, national spot news shows in the managed and operated stations of BLUE showed an average increase of 61% in the last 30 days. Spot figures for that month, according to a report by Murray B. Grabner, managing director of the National Bureau of BLUE. Spot sales on WJZ, New York, increased 45% over the corresponding June 1941 period, while sales of WENR, Chicago, and KGO, San Francisco, registered a 93% increase.
Fly to Ask Congress for Law
If Courts Upset Network Rule

Tells House Probe He Opposes NAB Proposals to Amend Law; Claims He Has Net Control Power

IF LITIGATION now pending results in a determination that the FCC is without power to regulate network-station relations, Congress will be asked to give the Commission that specific authority, FCC Chairman James Lawrence Fly told a Senate Commerce & Foreign Commerce Committee last Thursday in testimony on the Sanders Bill (HR-5497).

In his sixth successive appearance before the Committee, the chairman continued his opposition to provisions of the Sanders Bill and particularly opposed amendments suggested by the NAB. The hearings were recessed until Tuesday (June 30) with Mr. Fly in the midst of his defense of the chain-monopoly regulations, most seriously contested issue before the Committee.

Mr. Fly hadn't proceeded very far in his extemporaneous comments when committee members questioned him about the desirability of Congressional, rather than FCC action in connection with the whole field of network regulation.

Sees Ample Power
He insisted there was ample authority in the statute for the FCC's action and had been a Congressional demand that the Commission do something about "monopoly in radio"); that the FCC's reports and proposed regulations were based largely on network testimony during protracted proceedings; and finally, that NBC had narrowed its differences to the single issue of option the CBS, on the other hand, he said, is fighting the issue of exclusive contracts as well, and both networks are challenging the FCC's jurisdiction.

Commenting on litigation pending before the statutory three-judge court in New York, Mr. Fly said if the court should hold the Congress has not given the FCC authority to regulate network-affiliates activities, "I'm going to ask you to make such regulations." If, on the other hand, the FCC's authority is upheld, Mr. Fly said it would mean Congress already had delegated the authority and the rules then would become operative.

How soon hearings on the Sanders Bill will be concluded is still uncertain. Mr. Fly is expected to occupy at least one additional session. In the main it may be other witnesses representing the Commission, aside from Commissioner T. A. M. Craven, who already has been notified that he is expected to testify. Comm. Craven has frequently been at odds with the FCC majority on policy matters. It is possible that General Counsel Telford Taylor and Chief Engineer E. K. Jett may testify on legal or technical aspects, if desired by the Committee or by Chairman Fly.

May Name Subcommittee
With the hearings nearing their close, there were indications that a subcommittee would be named to reexamine the Sanders Bill. Committee attachment espoused the favor of legislation, though a general rewriting of the measure is foreseen. Chairman Fly testified that subcommittee changes in the law would be "healthy," but that his views generally were in the opposite direction of those proposed in the pending bill.

Mr. Fly agreed to "sit down" with Rep. Bulwinke (D-N.C.), veteran Committee member, on the drafting of an amendment to extend broadcast licenses on a bid-negotiated basis. The proposal of the present three-year maximum specified in the law. Mr. Fly had explained that licenses now are issued for two years, whereas several airlines suggested they had been issued for only a six-month tenue. He said he felt three-year licenses should be forthcoming, but that he did not favor proposals that were discussed.

Chairman Fly said he thought the matter of surveillance of foreign stations in this country and certain other matters discussed before the committees should be incorporated in any revised statute, though he still was opposed to the general proposition of legislation on broadcasting during the war.

Apropos the network litigation, Chairman Fly said in response to questions of Rep. Wadsworth (R-N.Y.) that the case now would come up before the statutory three-judge court in New York City on Sept. 8, on the preliminary question of FCC's motion for summary judgment. He explained that the judge had agreed to expedite the case and sought a hearing before the court on June 30.

Court Question Raised
The court, however, by a two-to-one vote, with presiding Justice Learned Hand dissenting, put the entire proceedings over until Oct. 8, "for some unknown reason." Voting for the postponement over the objections of the Chairman was Federal District Judges Henry W. Goddard and John Bright. The case was remanded to the lower court for trial on the merits after the Supreme Court enters this month held the statutory court had jurisdiction in the proceedings.

Broadcasting, Video, Other Advertising Excluded From New Price Ceiling Rule

Price ceilings for those services affected constitute the highest price charged for them during March 1942 and were in effect July 1. Unprecedented, though not unexpected, this latest regulation will establish regulatory procedures for nearly a million American business establishments. OPA estimates place the annual sum spent for newly-controlled services at 5 billion dollars a year.

Under the ceilings established, such consumer needs as a shoe shine, clean shirts, mended pair of stockings, repair or straightened fender are all affected. Actually, the OPA did not attempt to issue a detailed list of every commodity affected by the ruling. For the purposes of general illustration only a comparatively few services are cited as examples. Aside from the most common consumer services it was pointed out there are hundreds of items of general interest which have become increasingly important in view of the growing scarcity of new goods.

Coffee Scripts
PAN-AMERICAN COFFEE BUREAU, New York, in addition to its current weekly broadcast announcement campaign promoting fresh coffee [BROADCASTING, May 25, 1942], has already started a series of series for dual hours containing information of general interest to women's clubs, stressing the proper conservation of coffee and the use of coffee in various dishes. More than 80 radio stations are now carrying the series, which may be used as a sustainer, or sponsored by local coffee roasters. Titled Coffee Conservation, the series is produced by Mrs. Ida Bailey Allen, the Bureau's home economist, and is distributed by the Continental London Co., New York, handles the feed coffee program.

Commission Attendance Recorded
Other exhibits introduced during the course of his testimony included written exhibits of members of Commissioners at Commission meetings and hearings. All members of the Commission since 1939 have attended 82.7% of such sessions, this exhibit disclosed. Chairman Fly explained that many of the absences were ascribable to assignment of commissioners to other duties such as out-of-town hearings and appearances before Congressional committees.

Before the chairman began his oral discussion of the network-monopoly issue, full and complete reading of his prepared statement covering objections to provisions of the Sanders Bill, picking up where he had left off the preceding week.

The total effect of the proposed broadcast law, Mr. Fly said, is to slam the door in the face of anyone seeking to enter the radio broadcasting field." Under the proposed procedure, the first thing that a new applicant for a license will find is that his application would be set for hearing, which takes time. If, after the hearing, the (Continued on page 54)
The most important ‘first’ ever won by KMOX

Throughout the years KMOX has won blue ribbons for practically every important phase of radio broadcasting. Humanly enough, we have always been proud of our parti-colored pattern of success. But recently, a single, significant honor has given us our deepest pride.

On May 14, 1942, the National Association of Broadcasters granted KMOX the William B. Lewis award for “most effectively inspiring its audience to continued support of the war effort.” Of all the awards we have won, this is the best. It surpasses our honors for talent and program — our citations for sports and showmanship and hillbillies. It overshadows our lead in listening audiences and advertisers.

For here is concrete evidence that our knowledge and skills have meshed smoothly into an instrument of public morale — and that they are doing the most vital work that can be radio’s from now until Victory.
Radio Theme—After-War Prosperity

Advertise and Sell; Then Advertise And Sell

By EUGENE CARR

THE MAY 25th issue of Broadcasting placed before the radio industry a challenge to come up with a theme for Wartime Advertising. At the time it was being written (June 22, 1942) that challenge has not been answered. The need for such a theme, as stated in the magazine's editorial, is apparent. The reasons for fulfilling that need are obvious. That the radio industry should be called upon to develop such a theme is, however, new. Someone should take a try at it.

Advertisers today fall into two general classifications: (1) those who are still selling their products and services, to a greater or lesser degree, to the consumer public; (2) those who have completely converted their production and service facilities to the war program.

Dozens of Problems

In the first classification there are a few advertisers who have, thus far, escaped curtailment. These few have no uncommon problem. So much for them.

However, the majority of advertisers in the first classification have suffered curtailment, some to a great extent, others to a magnified small detail. For these advertisers there is one straight course to follow: Advertise to sell your goods so long as you have any goods at all to sell to the public. Keep your customers asking for your products or service even though you cannot always make delivery. You know how long it takes to switch a customer from one brand to another. Why should it take any less time to switch a customer from your brand to a competitor? It is better to have them ask and not always receive, than to have them not ask at all.

Of course, there are packaging problems, transportation problems, price problems, and problems in a dozen other categories! There are restrictions of every type and more to follow. But there are no restrictions on the advertiser’s ingenuity and initiative, and for this reason alone, he has no reason to feel that conditions in his business can only get worse.

Already in this war, we have had first rate examples in some well-known business classifications that prove out the time worn advice that it pays to keep everlasting after advertising and promotion during a period of wartime curtailment. Already, we have had proof in at least one case that it is necessary to advertise and promote aggressively in order to sell up to the limit of a rationed product.

Business is operating under a great variety of adverse conditions but, unfortunately, too many businessmen are resigned to that fate, to keep his business going, to keep his organization intact, to gear up his establishment to a fast tempo of sales at a low margin of profit. The war must be paid for. There go the profits. It takes courage to face that fact! Would you rather throw in the sponge? So, the theme for advertisers who are still doing any business at all with the consumer public is—sell, sell, advertise, and sell! There is no other safe way out.

After the War

Now, for the advertiser whose business is completely converted to war goods.

Sell the post-war prosperity period to the public! "What"! you say, "there may not be a Post-War Prosperity period!"

If we aren't convinced that we will have some degree of Post-War prosperity along with everything that the term implies, then why are we fighting this war? If we are resigned to a state of economic chaos, permanent in nature, with the attendant loss of everything that life in this country means, security, health, freedom, business enterprise, opportunity, comfort, then why not lay down the arms, scuttle the ships, ground the planes, and wait for the Axis powers to come in and take over!

But, if we aren't resigned to such a fate, then it must be that we are confident of ultimate victory, and being confident of ultimate victory in the military zone, we have every right to be confident of victory in the economic zone. Courage in these times must not be confined to the field of battle. Courage in these times must be the keynote also of the economic front, but with one difference. While the war is over, military courage can collapse for the time being. The economic generalissimo, however, must project his course beyond present day needs, he must project his course into the years following the war. How else can we expect to win a permanent peace to follow? Who else is going to win it?

So, sell the post-war prosperity period to the public!

Quitting telling the world how much you are doing to help win the war. Joe America's reaction to that type of appeal is "yeah! and look how much dough you are gettin' paid to do it!"

Start using your space and time to tell the American people about your plans for the Post-War years, and if you haven't any plans, get some.

There'll Be Jobs

Tell the mother and father of Danny Doughboy that there will be a job waiting for him when he comes home, a job in private business and industry, not in a CCC camp or in a housing project beyond the seas.

Tell the mother and father of George Gob that there will be a job waiting for him when he comes home, a job in the new industries of tomorrow, the new industries developed by your war research.

Tell the mother and father of Millie Shadelford that there will be a job waiting for him when he comes home, a job in the plant he left behind, filling the backlog of orders for automobiles, electrical appliances, tires and a hundred other items.

Dramatize the paycheck of private enterprise, the bride-to-be, the home, the children, the fun following a hellish war that is being fought on army wages.

Tell them that this is the plan of American business and industry, that this is the American way of doing things.

For what other reason are these boys fighting this war? For what other reason have their parents been satisfied to see them go to war?

So, you think that would be going out on a limb! Well, it's time for the American business man to go out on a limb. It's time for the American businessman to do more than make a prediction. It's time for the American businessman to gamble on something that isn't a sure thing. It's time for the American businessman to guarantee the American people a Post-War Prosperity Period.

Have American businessmen and industrialists got the guts to do this? They'd better have!
but we are going back!

THIS envelope, addressed to one of our distributors in the Philippines, was returned to us stamped "RETURN TO SENDER-SERVICE SUSPENDED"....

A minor incident in the struggle, but it reminds us of General MacArthur's promise, "We are going back."

Today Western Electric is devoting its tremendous developing, manufacturing and distributing facilities to help the General keep his promise. We are doing our job—furnishing communications equipment in ever increasing quantities— for our fighting planes, our tanks and our ships at sea—supplying America with Voices and Ears for Victory.

We won't let MacArthur down!... We are going back!

Western Electric
ARSENAL OF COMMUNICATIONS
STATE RADIO CENSUS TABLES
Previously Released by U. S. Census Bureau
With Dates of Publication in Broadcasting

### New Hampshire—March 16
- Vermont—March 16
- Nevada—March 16
- Wyoming—April 13
- Montana—May 12
- Idaho—May 12
- Maine—May 26
- Mississippi—June 22

**NOTES:** Number of Occupied Dwelling Units as reported by Census Bureau in advance releases. Percent radio-equipped calculated by NAB Research Dept. from Series II-7 Bulletin following the Census Bureau practice. Number of units not answering question or radio-equipped by percent ownership to those units not answering radio question and adding such to those reporting radio.

### KVI, Tacoma; WIRE, Indianapolis; KTSW, Emporia

**New Station Requests**

The FM applications were from Houston Printing Corp., Houston, and Piedmont Publishing Co., Winston-Salem, N. C. The television cases were those of Allen B. DuMont Laboratories, Washington, and WIXG, Springfield, Mass., for commercial facilities.

### JUNE HYND, former assistant director of women's activities for NBC, has resigned from the company, New York, food sales consultant, as vice-president in charge of promotion.

### Insecticide Drive
**AMERICAN HOME Products, Jersey City, last week began its annual Southern 13-week campaign for Black Flag and Flyied insecticides using six spot announcements weekly on a group of six Texas and Tennessee stations. The company is also promoting the products in a group of select markets with spot announcements, while special messages are being prepared for regular commercials of several of the American Home Products serial shows on the networks. Agency in charge is Blackett-Sample-Hummert, New York.**

### WMBH Joins MBS
**WMBH, Jolop, Mo., operating full-time with 240 watts on 1460 kc, becomes an affiliate of MBS July 1, making a total of 206 MBS affiliates. The station is owned by the Jolop Broadcasting Co.**

### AP News to Six
**ADDITION of six more stations to those subscribing to 24-hour special AP news has been announced by Oliver Gramling, assistant general manager of Associated Press radio subsidiary of AP. The stations are: KPAB, Laredo, Tex.; KORP, Long Beach, Calif.; KFMB, San Diego.**

### BENJAMIN S. KATZ was re-elected president and treasurer of The Green Watch Co., Cincinnati, Ohio, and George J. Green, re-elected chairman of the board of directors, at a recent meeting. All others and directors were re-elected.

### GE Staff Appointments
**Given Broth, Franecel**

APPOINTMENT of Robert T. Broth as manager of the methods division of the General Electric Radio, Television & Electronics Department has been announced by Dr. W. R. G. Baker, GE vice-president in charge of that department, who also very proudly that H. Franecel has been placed in charge of the coordination of commodity sales by all product lines of the same department.

Mr. Broth, a graduate of the U. of Kansas, joined GE in 1931 in the divisions of the accounting department, Schenectady, becoming assistant to the auditor in 1936. In 1937 he was transferred to the appliance and merchandise department in Cleveland. He was named manager of commercial service in the radio receiver division, holding that post until his recent appointment. G. E. had formerly the educational supervisor of the company’s appliance and merchandise department in Bridgeport has been named assistant to Mr. Broth.

Mr. Franecel, a graduate of L’Ecole Poly, U of Chicago and U of Michigan, joined GE in 1937 in the vacuum tube department. In 1939 he was transferred to the research where he was engrossed in electronics and television problems research until his appointment. He succeeds G. F. Setzel, the company’s past the signal as a lieutenant colonel. Mr. Franecel now reports to G. W. Hennes, the director of new parts and tubes division of the department.
### Table: XVI—CENSUS OF RADIO HOMES IN THE STATE OF COLORADO

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<tr>
<th>County</th>
<th>All Units</th>
<th>Urban Units</th>
<th>Rural-Nonfarm Units</th>
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<td>6,559</td>
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<td>1,510</td>
<td>63.0</td>
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<tr>
<td>Otero</td>
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<td>5,061</td>
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<td>81.4</td>
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<td>San Miguel</td>
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<td>804</td>
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<td>80.8</td>
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<td>954</td>
<td>75.9</td>
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<td>Teller</td>
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<td>1,708</td>
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<td>Washington</td>
<td>2,500</td>
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<td>1,980</td>
<td>77.3</td>
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<td>3,189</td>
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<td>2,654</td>
<td>81.3</td>
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<tr>
<td>Yuma</td>
<td>3,357</td>
<td>79.3</td>
<td>2,652</td>
<td>79.3</td>
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</table>

| State Total | 819,000   | 85.2        | 826,295             | 87.8            |

### Cities of 25,000 Or More Population

<table>
<thead>
<tr>
<th>City</th>
<th>Units</th>
<th>% Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colorado Springs</td>
<td>11,842</td>
<td>93.4</td>
</tr>
<tr>
<td>Denver</td>
<td>96,777</td>
<td>93.7</td>
</tr>
<tr>
<td>Pueblo</td>
<td>13,941</td>
<td>90.0</td>
</tr>
</tbody>
</table>

THE STANDOUT STATION

DENVER

5,000 WATTS—566 Kc.

AFFILIATED IN MANAGEMENT WITH THE COLORADO PUBLISHING CO. AND WEST, COLORADO CITY & REPRESENTATIVE IN THE WEST AMERICAN, INC.
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

### Counties

<table>
<thead>
<tr>
<th>County</th>
<th>All Units</th>
<th>Urban Units</th>
<th>Rural-Nonfarm Units</th>
<th>Rural-Farm Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>60.7</td>
<td>2,762</td>
<td></td>
<td></td>
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<tr>
<td>Unite</td>
<td>85.2</td>
<td>840</td>
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<tr>
<td>Units Rural</td>
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<tr>
<td>Units</td>
<td>860</td>
<td>411</td>
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<tr>
<td>% of Total</td>
<td>627</td>
<td>116</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Units</td>
<td>847</td>
<td>520</td>
<td></td>
<td></td>
</tr>
<tr>
<td>% of Total</td>
<td>633</td>
<td>847</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cities</td>
<td>881</td>
<td>847</td>
<td></td>
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</tr>
<tr>
<td>% of Total</td>
<td>633</td>
<td>847</td>
<td></td>
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</tr>
<tr>
<td>State Total</td>
<td>714,894</td>
<td>276,066</td>
<td>77,214,362</td>
<td>182,197,99,046</td>
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### Cities of 25,000 Or More Population

<table>
<thead>
<tr>
<th>City</th>
<th>Units</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chattanooga</td>
<td>33,471</td>
<td>79.6 26.635</td>
</tr>
<tr>
<td>Knoxville</td>
<td>28,601</td>
<td>82.9 23.723</td>
</tr>
<tr>
<td>Memphis</td>
<td>81,081</td>
<td>74.9 60.696</td>
</tr>
<tr>
<td>Nashville</td>
<td>45,804</td>
<td>80.5 36.890</td>
</tr>
</tbody>
</table>

### RADIO

- Broadcasting
- Broadcast Advertising
Authorized over a year ago—brought under the wire almost at the last minute—WSIX'S NEW FREQUENCY AND NEW POWER, NOW IN OPERATION, are the answer to the time-buyer's prayer for perfect market coverage. The change in this station's frequency from 1240 to 980 kc, plus the step-up in power from 250 to 5,000 watts day and night, gives WSIX the ideal combination of top rating in the two mechanical factors governing radio reception—frequency AND power.

Add to this ideal combination the station's preference with local advertisers, its yet unchanged rate card, and the fact that the Nashville area is now experiencing the greatest boom in its history, with defense industries, agriculture and army camps pouring money into advertisers' arms. For full facts and figures now, before any rate changes, contact Station WSIX or

SPOT SALES, Inc.
20 E. 57th St., New York
360 N. Michigan Ave., Chicago
Market at Third St., San Francisco
## XVIII—CENSUS OF RADIO HOMES IN THE STATE OF IOWA

### 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

<table>
<thead>
<tr>
<th>County</th>
<th>All Units</th>
<th>Urban Units</th>
<th>Rural-Nonfarm Units</th>
<th>Rural-Farm Units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% Rural</td>
<td>Units</td>
<td>% Rural</td>
<td>Units</td>
</tr>
</tbody>
</table>

#### Cities of 25,000 Or More Population

<table>
<thead>
<tr>
<th>Ctr</th>
<th>Units</th>
<th>% Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burlington</td>
<td>7,861</td>
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<td>Cedar Rapids</td>
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<td>Clinton</td>
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<td>Council Bluffs</td>
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<td>92.1</td>
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<tr>
<td>Davenport</td>
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<td>94.8</td>
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<tr>
<td>Des Moines</td>
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</tr>
<tr>
<td>Dubuque</td>
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<td>93.9</td>
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<td>Mason City</td>
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<td>94.1</td>
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<td>Ottumwa</td>
<td>9,202</td>
<td>92.8</td>
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<td>Sioux City</td>
<td>23,851</td>
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<tr>
<td>Waterloo</td>
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### Radio Per Cent of Urban, Rural-Nonfarm and Rural Units

<table>
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<th>Urban, Rural-Nonfarm</th>
<th>Radio per cent</th>
<th>Rural-farm</th>
</tr>
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<tbody>
<tr>
<td>85.5</td>
<td>649</td>
<td>91.4</td>
<td>2,141</td>
</tr>
<tr>
<td>87.2</td>
<td>659</td>
<td>91.4</td>
<td>2,141</td>
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<tr>
<td>89.5</td>
<td>684</td>
<td>91.4</td>
<td>2,141</td>
</tr>
<tr>
<td>91.4</td>
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<td>91.4</td>
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</tr>
<tr>
<td>93.2</td>
<td>720</td>
<td>91.4</td>
<td>2,141</td>
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</table>

### Percentage Distribution of Urban and Rural Units

<table>
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<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>91.4</td>
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<td></td>
</tr>
<tr>
<td>93.2</td>
<td>720</td>
<td></td>
</tr>
<tr>
<td>95.1</td>
<td>1,677</td>
<td>1,580</td>
</tr>
<tr>
<td>97.1</td>
<td>1,128</td>
<td>1,025</td>
</tr>
<tr>
<td>99.2</td>
<td>1,360</td>
<td>1,207</td>
</tr>
</tbody>
</table>

### Percentage Distribution of Urban, Rural-Nonfarm and Rural-farm Units

<table>
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<th>Rural-Nonfarm</th>
<th>Rural-farm</th>
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<td>1,517</td>
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<tr>
<td>93.2</td>
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<td>701</td>
<td>1,517</td>
</tr>
<tr>
<td>95.1</td>
<td>1,677</td>
<td>1,580</td>
<td>1,517</td>
</tr>
<tr>
<td>97.1</td>
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</tr>
<tr>
<td>99.2</td>
<td>1,360</td>
<td>1,207</td>
<td>1,517</td>
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### Percentage Distribution of Urban and Rural-Nonfarm Units

<table>
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<th>Urban</th>
<th>Rural-Nonfarm</th>
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<tr>
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<td>1,896</td>
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<tr>
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<td>631</td>
</tr>
<tr>
<td>95.1</td>
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<td>1,445</td>
</tr>
<tr>
<td>97.1</td>
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<td>971</td>
</tr>
<tr>
<td>99.2</td>
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### Percentage Distribution of Rural-farm Units

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<tr>
<td>93.2</td>
<td>1,517</td>
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<tr>
<td>97.1</td>
<td>1,517</td>
</tr>
<tr>
<td>99.2</td>
<td>1,517</td>
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### Percentage Distribution of Rural-farm Units

<table>
<thead>
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<tr>
<td>97.1</td>
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<tr>
<td>99.2</td>
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### Percentage Distribution of Urban and Rural-Nonfarm Units

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<tbody>
<tr>
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<td>1,896</td>
</tr>
<tr>
<td>93.2</td>
<td>720</td>
<td>631</td>
</tr>
<tr>
<td>95.1</td>
<td>1,677</td>
<td>1,445</td>
</tr>
<tr>
<td>97.1</td>
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<td>971</td>
</tr>
<tr>
<td>99.2</td>
<td>1,360</td>
<td>1,191</td>
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</table>

### Percentage Distribution of Rural-farm Units

<table>
<thead>
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<th>Rural-farm</th>
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</thead>
<tbody>
<tr>
<td>91.4</td>
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</tr>
<tr>
<td>93.2</td>
<td>1,517</td>
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<td>95.1</td>
<td>1,517</td>
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<tr>
<td>97.1</td>
<td>1,517</td>
</tr>
<tr>
<td>99.2</td>
<td>1,517</td>
</tr>
</tbody>
</table>

### Percentage Distribution of Rural-farm Units

<table>
<thead>
<tr>
<th>Radio per cent</th>
<th>Rural-farm</th>
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</thead>
<tbody>
<tr>
<td>91.4</td>
<td>1,517</td>
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<td>93.2</td>
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<td>1,517</td>
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<tr>
<td>97.1</td>
<td>1,517</td>
</tr>
<tr>
<td>99.2</td>
<td>1,517</td>
</tr>
</tbody>
</table>
XIX—CENSUS OF RADIO HOMES IN THE STATE OF RHODE ISLAND
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

<table>
<thead>
<tr>
<th>County</th>
<th>All Units</th>
<th>Urban Units</th>
<th>Rural-Nonfarm Units</th>
<th>Rural-Farm Units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Units</td>
<td>% Radio</td>
<td>Units</td>
<td>% Radio</td>
</tr>
<tr>
<td>Bristol</td>
<td>6,478</td>
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<td>6,266</td>
<td>96.9</td>
</tr>
<tr>
<td>Kent</td>
<td>15,202</td>
<td>95.5</td>
<td>14,135</td>
<td>95.7</td>
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<tr>
<td>Newport</td>
<td>11,262</td>
<td>97.8</td>
<td>10,653</td>
<td>97.6</td>
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<tr>
<td>Providence</td>
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<td>98.5</td>
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<td>98.9</td>
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<td>7,297</td>
<td>92.1</td>
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<td>96.7</td>
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Cities of 25,000 Or More Population

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<td>13,960</td>
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THEY WANT NEWS
...and they get it from
WPRO
THE NEWS STATION OF RHODE ISLAND

WPRO News Service Includes BOTH Associated Press and United Press . . . plus C.B.S. World Coverage

Basic Station COLUMBIA BROADCASTING SYSTEM
5000 WATTS Day and Night
at 630 Kc.

CHERRY and WEBB BROADCASTING CO.
15 CHESTNUT ST. • PROVIDENCE, R. I.
National Representatives: PAUL H. RAYMER COMPANY
XX—CENSUS OF RADIO HOMES IN THE STATE OF SOUTH DAKOTA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of South Dakota have been added. Urban, Rural, Nonfarm and Rural-farm: 1940

MATTHEWS QUILTS WJHL;
Joins Army Air Force
LEAVING for the duration, W. K. Matthews, business manager of WJHL, Johnson City, Tenn., has entered the Air Force as a lieutenant in the Army Air Force. Before receiving an assignment he is attending a training school in Miami, Fla. Mr. Matthews has been with the station since its start in 1938.

LADY ESTHER Change
MATTHEWS Co., Evanston, Ill. (costumes), with broadcast of June 29 Changes format and title of its weekly half-hour program featuring Freddy Martin's orchestra on 65 CBS stations, Monday 10:10-10 p.m. (EWT). Titled Album of the Week, the new series will include dramatic vignettes, each associated with the features' musical numbers. Tunes will honor weekly a different character. Bob Haymes is featured vocalist, Bob Lee and Jerome Lawrence are writers, with Bill Lawrence as Hollywood producer of Pedlar & Ryan, agency servicing the account.

HELL Is O.K.
INDICATIVE of American aversion to censorship is this story reported by WKZD, Muskegon, Mich. Al Beck, in reading a UP report, recently quoted words of airmen, who referring to Japa, The Battle of Midway declared, "We gave 'em hell!" When asked that point in the dispatch a future of a current caused a dimout. Promptly, the station's phones began receiving listeners' messages to the effect that "you shouldn't have taken him off the air for saying that. We liked it."

Set Tactics Criticized
FOLLOWING a recent investigation conducted by regional offices of the Office of Price Administration, particularly in the New York area, it was announced June 19 that some customers are illegally required to purchase unwanted items in order to purchase radios, phonographs and certain household appliances. In a warning that such "package deals" were in violation of the General Maximum Price Regulation, Price Administrator Leon Henderson said that if the items were not sold in package lots last March they must now be sold individually.
FCC Is Sustained On WTNJ Appeal
Court Denies Stay Order To Stop WTTM Operation

DECIDING the second of several pending appeals seeking stay orders from decision of the FCC, the U.S. Court of Appeals for the District of Columbia in a per curiam opinion June 22 sustained the motion of the FCC to dismiss appeal of WTNJ, Trenton, N. J., from the FCC's action in granting the new WTTM authority to operate in that city. Associate Justices Miller and Vinson concurred in the FCC motion, while Associate Justice Stephens dissented.

"This cause," said the court's order, "came on to be heard on the transcript of record from the FCC on complainant's petition for stay order on the intervenor's [WTTM] motion to dismiss and on the motion of the FCC to dismiss. On consideration hereof, it is ordered by the court that the motion of the FCC to dismiss this appeal be and it is hereby granted, and that this appeal be and it is hereby dismissed."

Justice Stephens dissented, it was stated, because he was of the view that the Commission's motion to dismiss and the intervenor's motion to dismiss should both be denied, and that a stay order should be granted but its effect limited to enjoining pendente lite of the issuance of a license. His proposal, according to counsel, was that the regular license to WTTM should not be issued until the appeal had been decided. The appeal was brought by WTNJ on competitive economic grounds.

Other Appeals Pending
On April 22, in the appeal of Frequency Broadcasting Co., New York, involving PM grant, the court dismissed the appeal and the petition for a stay order without opinion.

Still pending are appeals of NBC, in behalf of KOA, Denver, from the decision granting WHDH, Boston, fulltime on the 850 kc. clear channel, and that of WCPO, Cincinnati, from the FCC decision granting WCOL, Columbus, an ascertainment on the 1230 kc. local channel, resulting in purported curtailment of service. In both actions petitions for stay orders were filed. The Supreme Court on April 6 held the lower court is authorized to stay Authorizations of the FCC when the aggrieved party want.

The NBC-WHHD case, construed as involving the fate of clear channels from the purely legal standpoint, was remanded before the full appellate court on June 13. WHHD already is operating full time on 850 kc.

Another appeal pending, accompanied by a stay order petition, is that of WOW, Omaha, which protested an increase in power of WKZO, Kalamazoo, on the same 550 kc. frequencies on grounds of interference and curtailment of service.

FILM Stars are Signed For Film Productions

FILM rights to title of Bob Hope's autobiography, They've Got Me Covered, have been bought by Samuel Goldwyn, Hollywood film producer. Approximately 4,000,000 copies of the book have been sold with distribution for a time through his NBC sponsor, Perpetual Co.

True Boardman, Hollywood radio writer, has completed an assignment on the Universal film, "What Happened, Caroline?," and has been re-signed by that studio to work with Ernest Pascall in script writing for a picture. Charles Boyer, Sam Hayes, West Coast newsreader, has been signed to portray a commentator in Paramount's "Wake Island."

Harlow Wilcox, announcer on the NBC Fisher McGee & Molly with Gale Gordon and Bill Thompson, who portray Mayor LaTrivin and Wallace Wimple respectively in that program, have been signed for feature parts in the RKO film, "All for Fun."

BACON'S WOES
As Fate Stymies Bollgame

THOSE sand traps and obstacles along the fairway would never look hard to Roger Bacon, baseball announcer of WTVL, Toledo, who recently had a lesson in real difficulties.

Finishing his sports review at 6:50 p.m., Bacon prepared to leave for a broadcast of the Toledo-Kansas City game that night only to have rain suddenly flood out the game at 7. Bacon then arranged for a telegraphic description of the Columbus-Milwaukee contest at 8, but received a call at 7:30 from his ace telegrapher that he was stranded in the storm without transportation to WTVL. Bacon dashed out in his car to rescue the telegrapher only to return at 8 and find further grief the game was postponed 20 minutes for a baseball clown act.

At 8:20 the game finally started, but again fate struck—this time lightening through the telegraph wire. However, after 20 minutes of furious ad libbing, Bacon breathed easier when the game came in again and four innings proceeded without mishap.

Olde man hard luck was still to be reckoned with, however, as word came in from Columbus at 9:30 that the stadium lights had suddenly gone out. At 10:45 after Bacon had been frantically filling in for an hour and 15 minutes, the umpires in Columbus came through with the straw that broke the camel's back—"game called on account of darkness."

POWERFUL SALES STIMULATOR!

N BC Programs on KSD Have Been Leading in "FIRSTS" Since 1935 In All Nation-Wide Star-Program Popularity Polls

It is 225 miles from KSD to the nearest NBC station

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

Free & Peters, Inc., National Advertising Representatives

NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD
BACKYARD ALCHEMY
Draws Frowns as Uncle Sam
—Scans Gas Book

BROADCASTERS Victory Council has followed up its initial action sending telegrams to stations throughout the country warning against a book, Fearless Motor Fuel Formulas with a lengthy bulletin on the situation. Selling for $2, the book is supposed to provide the reader with the elements of backyard alchemy to produce a substitute for rationed gasoline [BROADCASTING, June 16].

Being contrary to the best interest of the war effort, BVC reports the book is considerably frowned upon by the FTC and OPA. First they contend that the use of such fuel is in direct violation of gasoline definition contained in the gasoline rationing regulations and add that it is contrary to rubber conservation efforts.

Joe Miller Is 'Drafted'

For Labor Board Duties

THE WAR LABOR BOARD has "drafted" Joseph L. Miller, NAB labor relations director, to serve in a part-time capacity as a panel mediator. Mr. Miller sat last week as industry representative on the panel hearing the Montgomery Ward & Co. case. The industry representatives chosen for panel work by the board are generally recognized as outstanding experts in the field of labor relations.

Canada Fee Criticized

TERMING "scandalous" the procedure of placing Government paid programs on the Canadian Broadcasting Corp. network through advertising agencies, M. J. Coldwell, member of the Parliamentary Committee on Radio Broadcasting at Ottawa, criticized the paying of an agency commission for placing such programs on a Government-owned broadcasting system. Evidence was given that by placing the programs through agencies the cost to the Government was the same as though it were placed directly, but the CBC by allowing discounts to the agencies, received less revenue. The committee asked for a statement on the total amount of discount paid by the CBC on government advertising placed through agencies. Special reference was made to the programs placed by the Wartime Prices and Trade Board, the War Finance Committee and the Department of Munitions and Supply.

Radio Events Gets Forecasts

SYNDICATION and servicing of the Dunkel Football Forecasts for 1942, an 11th football prediction series by Jack Dunkel, executive of Dunkel & Coe, New York, and head of the Dunkel Sports Research Service, will be handled by Radio Events Inc., New York and Hollywood. Mr. Dunkel will continue to handle the forecasts under the direction of Joseph M. Koehler, of Radio Events, who will handle the sale, syndication of scripts and distribution of the football forecast sheets. More than 130 stations used the service last year.

Pellegrin Quits To Join Army

Resigns NAB, To Be Captain

Assisting Lt. Col. Kirby

COMMISSIONED a captain in the Army, Frank E. Pellegrin, director of the Department of Broadcast Advertising of NAB, has been ordered to report early next month to the Radio Branch, Bureau of Public Relations, at Washington headquarters. It is expected that Capt. Pellegrin will become an administrative officer under Lt. Col. Edward M. Kirby, chief of the Radio Branch, former NAB public relations director.

Capt. Pellegrin's departure leaves three vacancies on the NAB executive staff. Col. Kirby's post as public relations director has been vacant for more than a year. Lynne C. Smely, director of engineering, resigned last April to join the Signal Corps as a civilian consultant.

Replacement Soon

All three posts may be filled shortly. The NAB Board of Directors is expected to meet in mid-July, though no definite date yet has been set, to consider personnel and other matters. NAB President Neville Miller, however, may fill the engineering and Bureau of Advertising posts prior to that time. Because of Capt. Pellegrin's excellent record since joining the NAB on April 1, 1941, it is expected every effort will be made to fill the post as expeditiously as possible, so there will be a minimum of loss in continuing functions of that bureau. Capt. Pellegrin was sales manager of Central States Broadcasting (KOL, KFAB, KFOR) before joining the NAB. Prior to that, he was public relations director of Creighton University, from which he was graduated.

The 34-year-old broadcaster was president of the Junior Chamber of Commerce of Colorado and director for Nebraska of the U. S. Chamber when he joined the NAB. He has had radio experience in selling, writing, producing and announcing, but with emphasis on commercial operations. In 1940 he was voted Omaha's "outstanding young man" and received the U. S. Chamber award for contributing outstanding civic service to Omaha.

New Walgreen Series

WALGREEN DRUG Co., Chicago (drug chain), on June 29 will start sponsorship of "The Walgreens Baseball Series," a weekly baseball news-

casts 20-49 times weekly on 12 stations in five cities as follows: Milwaukee, WTMJ 40, WISN 42; Salt Lake City, KSL 20, KYDL 21; Louisville, WHAS 35; WAVE 42; WINN 42; St. Louis, KWK 42; KYOK 42; WAVE 42; Memphis, WMC 49, WMPS 42. Agency is Schwimmer & Scott, Chicago.

Page 26 • June 29, 1942
A R C A D Y  F A R M S  M I L L I N G  C O.,  C h i c a g o,  has  completed  introductory  distribution in the Cincinnati market of its dry dog food, Arcady Dog Ration, through the facilities of Specialty Sales, a subsidiary organization of WLW, Cincinnati, organized four months ago to introduce and gain distribution of products in grocery and drug stores throughout Cincinnati area.

The Arcady Dog Food, the first product handled by Specialty Sales, was introduced and sold, according to W. P. McCarthy, head of the food division of Arcady Farms Milling Co., to over 800 retail outlets in the past three months in Cincinnati, Covington, Newport, and other cities in the area where it formerly had no distribution.

The Specialty Sales organization, under the direction of Lou Segant, acts as a sales organization for food and drug manufacturers and distributors who wish to introduce a product or increase present distribution in the Cincinnati market, thereby increasing the scope of potential advertisers for WLW. The service charges a flat fee pro-rated on a per salesman basis, with four non-competing products simultaneously introduced within a stipulated three month period. A staff of salesmen introduce and sell the product by calling on the retailers regularly, building up good will and acquainting the trade with the service. Products currently handled by the sales organization are Karith Chemical, Chicago (cleaning fluid), Seal-Cote Co., Hollywood (finger-nail protector); Flioret Sales Co., New York (perfume).

Three-Way Job
REGARDED as a promotional plus by the sales department of the CBS Pacific Network, new brochures and printed literature are now offering three-way aid in the job of selling, according to Arthur J. Kemp, West Coast general sales manager. CPN selling literature also serves as a base for additional sales arguments and "convincers" when the need arises.

To derive maximum benefit from this new triple-threat material, CPN has adopted the practice of devoting a meeting of the entire sales department to the introduction of a single piece of selling literature with its specific application being thoroughly discussed. Point-by-point analysis has been found not only stimulating interest, but also to bring out features which the individual salesman might have overlooked, declared Mr. Kemp.

Effectiveness of promotional material has been increased as well by marking a piece for an individual prospect. This implied consideration and understanding of a client's needs, states Mr. Kemp has discovered, large dividends.

* * *

WCP0's Anniversary
WCP0, Cincinnati, on June 19 celebrated its fifth anniversary of using news in every hour. Promotion included a number of newspaper ads, a proclamation from Cincinnati Mayor, James Garfield Stewart and special programs, including a birthday for five-year-olds.

M e r c h a n d i s i n g  &  P r o m o t i o n
Sales Aids—Birthday Celebration—Toy Tops
Campaign Summaries—Tip Sheet

CJOR Presentations
TO PROMOTE advertising campaigns being conducted over CJOR, Vancouver, B. C., the station carefully plans all types of cooperation. At the conclusion of the campaign the station develops a presentation describing types of cooperation with examples included and summarizes activities of each store participating in the merchandising effort complete with pictures. According to the station's officials, this type of promotion though inexpensive has proved to have extensive appeal.

* * *

Topka Tops
CURRENT in the promotional barrage of WIBW, Topeka, is an oversized mating card with a toy top attached and stressing WIBW for "Tops in Sales Results."

In the Papers
TITLES and times of programs on WOR, New York, are carried in 218 daily newspapers reaching 11,873,414 persons, according to figures compiled by the WOR promotion department. Of the total number of newspapers, 51.4% were within the WOR guaranteed area, reaching 8,992,768 readers or 75.8%. The remaining 48.6% of the papers outside the guaranteed area reach 2,840,646 people, providing a bonus coverage for WOR advertisers, the survey states.

* * *

Service Flags
WTMJ, Milwaukee, has distributed more than 7,000 service flags in the past 12 weeks to service families. Flags are distributed free to those requesting them in writing.

SPONSOR WELCOME is professed Ken Arrington (left), advertising manager of Omars Inc., Omaha (flour), to the South Dakota Retailers Convention in Sioux Falls. On hand was Arden E. Swisher, merchandising manager of WNAX, Yankton. WNAX provided talent for a gala program closing the three day, June 7-9 sessions.

Tips To Sponsor
A Tip Sheet has been distributed to agency timebuyers, station reps and prospective advertisers by KROW, Oakland, Cal., with population figures.

As neighborly and welcome as the creamery "pick-up" man, WIBW makes daily calls on 678,400 farm homes ... only our pick-ups are sales, good-will, name preference, and orders for our advertisers.

Speaking of cream — dairy products bring these farms a steady, spendable income you can’t afford to ignore. Over 116 million dollars EXTRA MONEY for Kansas alone — and WIBW pays loose cream dollars for your product in Nebraska, Iowa, Missouri and Oklahoma as well.

Just ask any WIBW advertiser what he thinks. You’ll be letting yourself in for one of the doggondest sales-talks you ever heard ... things we wouldn’t dare to say ourselves. WIBW advertisers are our best salesmen ... and the reason is RESULTS.
**Purely Programs**

**Dear Adolf**

LETTERS to Hitler, composed by Stephen Vincent Benet, American poet, for the weekly NBC series, *Dear Adolf*, are to be shortwave from Spanish to Latin American countries. Alvaro Gonzales, announcer-writer of the Spanish section of NBC's International Division, will read the letters. The Spanish shortwave version of the program Sunday, 5 p.m. will also be heard by U. S. listeners. The domestic broadcast is heard Friday.

**Raffles Returns**

REVIVING the melodramatic English mystery character and in a modern war setting, a weekly half hour adventure series titled *The Return of Raffles*, has been started on CBS West Coast stations. Neil Hamilton, film actor, has the title role. Gaylord Carter, organist, supplies atmospheric background music. Paul West writes the series. Ted Bliss is producer.

**Shut Up!**

TO combat loose talk and rumor carrying that might be detrimental to war effort, KTTC, Visalia, at each station break uses a filtered mike and a weird voice to warn, "Button your lip, or you'll sink a ship!" or "Close your yaps, don't help the Japs".

**Letter from General**

A WEEKLY LETTER from Maj. Gen. Frederick E. Uhl, commanding officer of the Seventh Corps Area, is broadcast by KMOX, St. Louis. Letter gives a brief report of activities at various camps plus general information for persons in the Corps Area.

**Dune's Delight**

**COMEDY** to serve as experts on *It Pays to Be Ignorant* MBS quiz program, designed to boost the self-confidence of people whose wits are agog from trying to keep up with the radio experts. Reversing the usual quiz program formula, listeners are challenged to submit questions which can be answered by a board of comedians including Tom Howard, Harry McNaughton, George Mathews and Dan Thomas. Prizes of minimum usefulness are awarded to those succeeding in drawing correct answers from the "experts," chosen for their high I.Q., meaning, according to Howard, "Ignorance Quotient."

**Lady Commandos**

AS THE RESULT of favorable response to *You and the War*, five-minute discussion of war work for women by Erminta Barlow on WEAF, New York, the program has been extended to the NBC network, and is now presented each week as Commando Mary. Appearing on each broadcast as the "Commando Mary" of the day, are women playing a prominent part in the nation's war program. Mrs. Barlow continues to present discussions of war-time occupations, and salaried and volunteer jobs available to America's 45,000,000 women.

**Art That Lives**

ART will be spelled with a small "a" on the program *Living Art* to be presented on CBS each week in conjunction with the Metropolitan Museum of Art in New York. Stressing the beauty of objects not found in museums, and ranging in subject from advertising posters to paintings in the National Gallery, Washington, the series starts July 7 with a program featuring William Gropper, noted painter, and Otis Shepard, who does posters for Wrigley's chewing gum, discussing "Easel vs. Billboard." Program takes the place on the CBS schedule filled by *Living History*.

**Buddy Letters**

SOLDIER LETTERS received by listeners provide the theme of *Our Buddies* over KSD, St. Louis, sponsored by the Food Center and Jim Remley Super Stores. Friends and relatives of servicemen are also interviewed on the air. A "Buddy Box" containing cigarettes, shaving cream, razor blades, stationery and a pencil set is sent servicemen whose letters are read. Organ and piano music round out the musical side of the broadcasts. Already letters have been used from men in India, Australia and Ireland.

**Relic Records**

PHONOGRAPH RECORD "museum pieces" are used by Al Tate of the staff of WCAU, Philadelphia, for a new record show heard each month. Called the Wax Museum, the oldest records obtainable, including cylindrical discs, are played. Listeners are invited to send the ancient records to be played during the program. Wherever possible, a modern version of the oldtime recorded selection is also played for contrast.

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**KFYR Bismarck**

550 KILOCYCLES ~ 5000 WATTS
House Group Asks Higher Postal Rate
Suggests Third Class Be Put On Self-Sustaining Basis

IN ITS QUEST for additional revenue to bolster the 1943 tax bill now under consideration, the House Ways & Means Committee last Wednesday voted to direct the Post Office to increase third class mail rates to the extent that will pay for itself. The report was included in the Committee's report on the new 6 billion tax bill for 1943.

Third class mailing privilege applies to circulars and advertising matter. The Post Office claims this mailing class last year showed a deficit of $22,525,000. A special committee has been appointed to investigate mailing rates and it was said that the House tax committee hopes means will be found to bring about a balance in rates.

Periodical Rates

The committee already has voted to increase second-class privileges to a pay-as-they-go basis. This will affect mailing of newspapers and periodicals and it is hoped that an estimated 90 million loss yearly will be recovered.

At the Post Office it was said the report asked for by the committee will require a great deal of detailed effort and that it cannot be expected for some time. It was also indicated that some objection may arise from the Post Office. It was pointed out that much business in first class mailing—which more than pays for itself—arises from the second and third class privileges being extended to various industries and that the moves proposed by the tax committee might do more harm than good. It was explained that the present Post Office setup would have to be maintained in any case and losses in business because of increased rates might result in a greater deficit.

Mrs. Roosevelt Advises Freedom of the Radio

THROUGH her column “You Ask Me” appearing in the Ladies Home Journal, Mrs. Eleanor Roosevelt, wife of the President, recently indicated her wishes for a free radio. Mrs. Roosevelt was asked by a reader if it would be possible to have legislation passed forbidding gangster and horror stories on the air and answered that “I think it would be a pity to pass legislation which would be censorship legislation, either for the press or the radio or the movies.” She continued: “All these distributors of news and entertainment, of necessity, are anxious to please the public; and once you get the public educated so that they are really determined that their children shall not listen to certain programs on the air, you will have no difficulty getting them off the air.”

Advertising for Consumer Education
In Planning for Post-War Era Urged

SOME CURRENT arguments against advertising in wartime were recently discounted by Carroll L. Wilson, director of the Bureau of Foreign & Domestic Commerce, Department of Commerce. In “Markets On the March—At Home and Abroad”, an article by Mr. Wilson appearing in Domestic Commerce, weekly bulletin of the Department, he said in referring to national advertising that “some people believe that it should be abolished for the duration.”

“I disagree heartily,” Mr. Wilson declared. “Today, more than ever before, distributors and consumers alike are confused. Informative advertising can and will help to dispel this confusion.”

He went on to say that the educational value of advertising “has been greatly underrated” by its critics. “Frequently,” he added, “it has been underrated by advertisers themselves who abuse the confidence consumers would like to place in such advertising.”

Mr. Wilson then pointed out that “with new price regulations, rationing, shortages, the informative value of national advertising is evident.” “It can,” he said, “be a powerful force for distributor and consumer education.”

Mr. Wilson took up the subject of “brand or trade mark”, which he said also had come under criticism in the light that it should be laid aside until the war’s end. “I disagree again,” Mr. Wilson said. “These brand names personify goodwill and goodwill is at the basis of practically every sale made. In fact, goodwill is about all some manufacturers in England and this country have today with which to guarantee jobs of millions of workers in the post-war period.”

To illustrate his point, Mr. Wilson took a hypothetical case. “Let us suppose,” he said, “that some hand could sweep every brand name off the shelves today. Think of the confusion after the war. The longer we have to wait for peace, the greater the confusion of buyers. Many of the current buying standards would disappear. Consumers would have to revert to the trial-and-error method of buying and experimenting.”

“I do not mean to suggest that all brands are good,” he said, “but I judge that not only you but all sensible people agree with me that the life blood of business—goodwill—must be kept flowing during the war period in order that the conversion from war to peace can be made as quickly and as smoothly as humanly possible.”

He concluded that “goodwill of businessmen for businessmen and of consumers for consumable goods is one of the oils which will reduce the friction of conversion.”

Lima, Ohio is an ideal test town for your radio campaign. Lima is a thriving, multi-industry city of 44,711 progressive Americans. Lima’s only radio station, WLOK, is heard in 126,685 homes. Try it in Test Town—and get America’s reaction.

COVERAGE AT LOW COST

“THE VOICE THAT SPEAKS FROM THE HEART OF LIMA”

NBC Affiliate . . . Full Time Operation
Rogers Flays Newscaster
On Alleged Campaigning
ON THE HOUSE floor June 18, Cal Tinney, newscaster with the Will Rogers delivery, was severely criticized by Rep. Hoffman (R-Mich.) for an alleged political appeal in his broadcast for Phillies cigars over WBS the preceding Wednesday evening.


FORMER PAGES of WBBM, Chicago, now serving overseas are Howard Ut, Navy, Ireland; Earl Schwartzkopf, Army, Iceland, Bill Mors, Air Corps, India.

WARTIME INDUSTRY AND RADIO
Cleveland Concerns Buy Time to Tell Public
About Government Awards

By HARRY CAMP
Sales Manager, WGAR, Cleveland

HUGE industrial concerns, hitherto disregarded as prospective radio advertisers, are buying time on WGAR, Cleveland, for the purpose of dramatically informing the public of Government honors such as the presentation of the Navy E Award, the Treasury Payroll Pendent, and the Army and Navy Burgee for production excellence. They're buying time and are grateful for the opportunity of telling their complete story to the community.

That's the story behind WGAR's sales effort to offset revenue lost because of war's stonewalling affecting various types of businesses.

Upon learning of the announcements by the Treasury to the Army and Navy, WGAR sales people contact the heads of companies singled out for production awards. Since most of the presentations are made at times which permit the workers to attend the ceremonies — or, at any rate, during the hours between shifts— the presentation is recorded and scheduled for broadcast the evening, when most of the workers can listen and a peak audience is available.

Drill Firm First

First of the Cleveland firms approached by WGAR was the Cleveland Twist & Drill Co., Recipient of a Navy E Award. Since there was no precedent for such a broadcast, there was a job of selling radio's ability as a public relations medium necessary. Firms such as this, working at top speed on vital Government contracts, immersed as they are in production, have not lost sight of the value of public goodwill. The Cleveland Twist and Drill Co. decided to avail itself of the broadcast.

To insure news of this development passing to other companies, possibly in line for similar awards, the WGAR promotion department sent out letters to the presidents of major industrial concerns in Northern Ohio telling of the purpose of the broadcast, time and station, and urging industrialists to tune in. Courtesy announcements were generously sprinkled throughout the day of the broadcast. The success of the broadcast was evident in the interest expressed by other companies.

The National Screw & Mfg. Co., informed that it was to receive the Treasury Payroll Pendent, following the example of Cleveland Twist Drill and purchased a half-hour on WGAR. Next to follow was the Moto-Trimco, which other concerns contemplate the use of WGAR, awaiting only their notification of award.

As a temporary source of income, this type of sponsorship is most welcome to any radio station. More important, a job of education is being done in a classification of sponsors whose possibilities have been only thinly exploited in the past. Cleveland Twist & Drill Co. has expressed interest in a series of institutional programs. Enthusiasm of other companies provides a foot in the door for a radio appropriation.

AS ADVANCE publicity for the campaign to be conducted July 17-Aug. 2 by Benefactors Corp., Fighting Men's Kate Smith, the CBS singer, has written a by-line column for use in various publications to explain the purpose of the organization and call on the public to reconnect their old phonograph records. These records will be collected during the drive by members of the American Legion and the Legion Auxiliary with the aim of converting them into scrap and with the proceeds buy new records for our armed forces.

Meet the LADIES

1942

DOROTHY McCUNE

LEAVING a city room for a position in the continuity department of KYO, Tulsa, was an announcement for Dorothy McCune. That was five years ago. Since then she has performed a variety of chores for the station, beginning with a daily program of women's news and assuming the duties of director of women's activities in addition to continuity responsibilities.

Finally it became necessary for her to perform the operations of traffic manager temporarily, but the exigency lasted two years. Now she's back bossing women's activities and writing and emceeing a five-weekly half-hour called It's a Woman's World, which highlights interviews with leading civic, church and club women of Oklahoma, Kansas and Arkansas.

UP LIST GROWING;
46 MORE ADDED

DURING THE first six months of 1942, the list of United Press radio clients increased by 46, while five new radio news bureaus were established and State radio circuits were created in Kentucky, Wisconsin, Nebraska and Texas, according to a mid-year report issued last week by Al F. Harrison, UP radio sales manager.

As a result of these expansions, the report states, more than 510 stations in this country and its possessions broadcast UP dispatches, and more than 610 outlets in the western hemisphere receive UP service. The company also has a similar radio service in South America and in Canada. The UP domestic radio wire service, Mr. Harrison added, now links stations in 48 of the 48 of the United States directly to the transcontinental radio circuit.

Stations added since the first of the year as clients of UP are:

KFAR KFWE WTMG WCOA WHHP WDLF WLAQ KTKI KEE KID WJRZ WITP VYAK KYOB WOOG WHNP WFAQ WJLB WGAH WOOG WBEK WPPR WFTD WJDL WMFP WHFT WIGO KILO WADO WIZE WGAR KCRK WCRS WSMR WPFA KVY KLY WEFY WPH WHIR WFKD.

IIBAART RADIO, New York, has moved from 20 East, 57th St. to 235 East 46th St. Telephone is Murray Hill 2-3656.

BROADCASTING • Broadcast Advertising
Congressional Discord on Dr. Watson Emphasized in Appropriations Debate

DEBATE in Congress on the status of Dr. Goodwin Watson, chief analyst of the Foreign Broadcast Monitoring Service, was strongly revived last Monday during final consideration of the Independent Offices Appropriations Bill, which includes the 1943 appropriation for the FCC.

Last Monday's House debate, which followed a joint committee report on the bill, brought out that House members of the committee were not in full accord in the vote to adhere to the Senate's agreement that Dr. Watson's status remain unchanged.

Wigglesworth Opposes

Rep. Wigglesworth (R-Mass.) revealed that he had not signed the committee report because "no evidence has been put forward warranting the yielding by the House conference." He declared that evidence offered by Rep. Starnes (D-Ala.), who originally proposed that Dr. Watson's salary be withheld because of alleged communist leanings, "indicates clearly that Dr. Watson is not fit for his present position, first by reason of previous subversive affiliations; second by reason of documented public statements indicating his lack of sympathy with our form of government, and his belief in totalitarian principles."

Rep. Wigglesworth then declared that evidence of Rep. Starnes against Dr. Watson had been in the hands of the FCC some time before the House committee originally considered the amendment but that neither FCC Chairman James Lawrence Fly nor the FBMS analyst had appeared before the commit-

tee. He added that they did appear before the Senate Committee but their testimony "was so unconvin-
ing" that the Starnes amendment was included in the report "in exactly the form in which the House had adopted it." "It was only when the bill reached the floor," he said, "that the amendment was stricken from the measure."

Testimony against Dr. Watson was then offered by Rep. Case (R-S.D.) and Rep. Starnes, originator of the Watson amendment, who called Dr. Watson's appointment a trend "toward the appointment of too many, all too many, men and women in the huge enmeshing bureaucracy that now almost throttles the administrative force of this government who are not in sympathy with our system of Government, our system of society, and with our traditional way of life." Further, he said that "Dr. Watson is a symbol of these forces."

Viewpoint Criticism

He went on to review his testimony given before the original House hearings on the Watson amendment in which he appraised Dr. Watson's philosophy and political viewpoint and declared that "he has been one of those responsi-

ble for the prolongation of the program of New America, an organization dedicated to the purpose of the destruction of the capitalistic system and the substitution of a planned economy affecting the life of every citizen of this republic."

Rep. Voorhis (D-Cal.) arose to defend Dr. Watson citing a letter from Dean Russell of Columbia U. had which established that the FBMS analyst while a member of the Columbia faculty had aided in suppressing communist moves affecting the university. He also said a conversation with Dr. Watson had convinced him an "evolution" of mind had taken place since the time of Dr. Watson's "earlier writings."

The conference report on Dr. Watson was also upheld by Rep. Vorys (R-Ohio) who said that "we cannot very well arrange to give a man a fair trial on the floor of this house when we attempt to invade the judicial function."

The conference report was accepted by the House and will now go to the Senate where no difficulty in its passage is expected in view of that body's original vote to strike out the House provision to withhold Dr. Watson's salary.

They All Listen

ENTIRE population of a Pennsylvania town listened to Say It With Music on WJZ, New York, every night, according to a letter received by the station. The fan mail for WJZ's all-night, all-music show, came from Bill's Place, Pa., a town of five inhabitants, one of the smallest postoffices in the U. S. by population.

Canada Labor Rules

CANADIAN broadcasting stations are not exempt from the new labor rationing regulations which were announced at Ottawa and became effective June 17. The rules require employers to ask for permits in the hiring of new employees, require notification of dismissals or quitting of employees, and cover practically every field of labor including employment by the Dominion, but not by provincial governments, agriculture, hunting and fishing, domestic service in private homes and part-time subsidiary employment. Employes can still change jobs, but must obtain a permit.

Christian Science Series

CHRISTIAN SCIENCE Church, New York, has contracted with WQXR, New York, to broadcast two services and one lecture originating from different metropolitan churches each month, starting in July. Account was placed by Christian Science Radio Committee of Greater New York.

Attack in Force!

In radio . . . . as in war . . . . you must attack in force to gain and hold your objective.

With 50,000 watts on a clear channel — backed up by a heavy schedule of NBC, TQN and local programs — WQAI reaches and holds your objective throughout Central and South Texas . . . an amazingly rich market in which a large and responsive audience has the money with which to buy the things you want to sell.

50,000 WATTS
CLEAR CHANNEL
AFFILIATE NBC
MEMBER TQN
San Antonio

Represented Nationally by EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

BROADCASTING • Broadcast Advertising June 29, 1942 • Page 31
WCK
THE ONLY STATION IN THE GREAT CINC
ASSOCIATED PRESS
World Wide
FIFTY GRAND
Men & Materials

RADIO, we hear from all sides, is doing a wonderful war job. But radio folk are wondering how long they will be able to continue— not because of the wherewithal, but because of the manpower situation and the equipment outlook.

Every day adds another long list of radio men, engineers, executives, announcers, writers and even apprentices, who have gone to work for Uncle Sam. Each day so much more vacuum tube life is burned out that without replacement steps, some stations may find themselves without sufficient manpower or replacement materials to maintain regular operation. It's as serious as that!

The Board of War Communications (formerly the DCB), the FCC and the industry trade groups are fully aware of this condition. FCC-BWC Chairman James Lawrence Fly took cognizance of it in an official pronouncement dealing with manpower. He has previously expressed himself on the equipment situation, where the prospects are for some sort of pooling arrangement on a voluntary industry basis, with supplies to be replenished through WPB by negotiations of materials.

"We feel broadcasting is very essential in terms of mass communication, information and in sustaining morale," Mr. Fly asserted. "This can hardly be overemphasized."

There now is in progress the evaluation of manpower in essential industries. This is being done by the War Manpower Commission, headed by Social Security Administrator Paul V. McNutt. It has a direct relation to, but is not joined with Selective Service. "In the evaluation of different activities," said Mr. Fly, "broadcasting should stand high on the list."

In making these observations at this time, Mr. Fly does a service for radio. Every station worker should think twice before moving to other fields which he may regard as more closely identified with the war effort. Radio is an arm of the military operation. It is the link between the Government and the people.

In total war, all turrets must be manned, whether they be at the front, in the factory, in Government headquarters or on other lines imbued with the war interest. To strip radio of necessary expert personnel would be to threaten the continued operation of what has been described as the "Fourth Arm of Defense."

The fact is, radio has not yet been classified officially and technically as an "essential" or "vital" operation. But nobody questions that it is just that. Until it is done, high-spirited young men in radio will be satisfied with nothing short of the front line.

Steps are being taken to this end. Industry and Government are at work on it. But rock bottom is close at hand on both men and materials. We hope action comes swiftly.

The Revised Code

WHEN IN DOUBT, ask the censor first.

That's still a safe rule when it comes to interpretation and application of the Code of War Time Practices for American Broadcasters. The first revised edition since the original Code was promulgated five months ago is designed to clarify and amplify the specific points on which all broadcast management is expected to cooperate voluntarily. In its new outline format and with its additional language, it is indeed simpler to read and clearer to understand.

The strict inhibitions upon foreign language broadcasts will be inconvenient, but should be accepted in good grace. Everyone has long recognized that this segment of broadcasting is fraught with danger. Broadcasters have always endeavored to suffer even an inadvertent slippage which may allow foreign language broadcasting off the air.

The commentators may be puzzled, as the newspaper and radio men at his press conference frankly told Byron Price they were, over the restriction on "premature disclosure of diplomatic negotiations or conversations" which at first blush would seem to ban fair comment and speculation. But the censors made it clear they intend to be reasonable, and were concerned only with avoiding radio and press reports of information that might be useful to the enemy. Common sense can be the hallmark—and there's always the 24-hour Office of Censorship watch that can be consulted.

There always will arise questions as to "release by appropriate authority" of news under the various listed categories. Is a Congressman always an "appropriate authority"? Or a bureau chief? Or even Mrs. Roosevelt? One correspondent had wondered about the matter of "suggestions". An Office of Censorship equivalent is needed. Broadcasters interested to know what subordinate officials and high ones working at cross purposes can do to its operations under the stress of emergency news breaks. But all these questions bulk small against

T h e R A D I O B O O K S H E L F

BOGUS CLAIMS of large American shortwave audiences by Axis broadcasters are minimized in the new book, Propaganda by Shortwave, edited by Harwood L. Childs and John B. Whitton [Princeton University Press $3.75]. Although Mr. Childs believes that little Axis headway is being made with shortwave programs beamed to the U.S., he suggests that the existence of the medium represents a challenge of the American radio. He feels American radio must convince the American people that facts and comments from American sources whereas Axis news is seldom reliable and often distorted. Based on studies carried on by the Princeton Listening Center, it has been concluded that the constant American audience is small. However, some of the Center's studies show that one-third of the people in certain sections of the country have listened at least once in their lifetime to a shortwave program. In the opinion of Mr. Childs, author of the book, the potential American audience, shortwave audiences, many American listeners are first attracted by curiosity, which is soon whetted.

ANYONE who has been involved in the development of the broadcasting industry will derive a lot of nostalgia from Sound & Fury by Francis Chase Jr. [Harper & Brothers, New York, $3], despite the author's irritating carelessness in checking details that permits a reference to WJZ, Detroit, instead of WWJ, for example. Strictly informal, the volume pays more attention to such colorful personalities as Dr. Brinkley, Huey Long and W. K. Henderson, who found radio a profitable means to his ends, than to David Sarnoff, William Paley and the others who have actually shaped the course of American broadcasting.

EDUCATION provided by colleges and universities through radio forms the theme of Radio Broadcasting & Higher Education by C. J. Friedrich [Prize $1]. Individual colleges and universities and educational groups are considered and evaluated; universities on the air are dealt with at length and the power of the medium in reaching the masses is all considered.

HANDY SOURCE of information on copyright regulation is contained in The Copyright Law, by Herbert A. Howell [Bureau of National Affairs Inc., $6]. Written in a direct style, it is considered the best reference work on the subject. It is useful to authors, composers, businessmen and lawyers alike.

the over-all desirability of voluntary rather than compulsory codes. So far they have worked amazingly well, as Mr. Price and nearly every newspaper gather who has had experience with his office will testify. For it should be remembered that the code as a whole consists of "suggestions" rather than legal regulations—but it should also be remembered that the Espionage Act can be invoked instantly if there are any flagrant violations.

So far there have been none, as the record shows, and the broadcasters on their part have continued to lean over backward to avoid any semblance of disseminating information which will be of value to the enemy and inimical to the war effort. That they realize this, is manifest from their record of the last five months at the Office of Censorship.
We Pay Our Respects To —

MILTON STOVER EISENHOWER

Last January things were popping in Washington. But they weren’t popping quite right in the war information line because several agencies were trying to do approximately the same thing at about the same time. Harold S. Smith, the President’s budget director and organization expert, called in Milton Eisenhower, at 42 a veteran official government and possessor of the prosaic title “Land Use Coordinator”, a sort of Governmental euphemism for administrative trouble-shooter and hard-nut cracker for the Secretary of Agriculture. Milt’s forte was Government information before he acquired his reputation as a red-tape cutter extraordinary, and Budgeteer Smith knew it.

Handed to Mr. Eisenhower, who also happens to be the “Kid brother” of Maj. Gen. Dwight D. Eisenhower, named last Thursday as commanding general of the United States forces in the European theatre, a job equivalent to that of Gen. Pershing in World War I, was the task of formulating a plan for Government information in war-time. A few weeks later, he came up with a blue-print for correlation of the functions of the several agencies which had mushroomed in the field since the war’s outbreak. It proposed a single head, but he had no idea he would be called back to help execute the very project he had outlined for creation of an Office of War Information.

Today (and since June 17) Milton Stover Eisenhower has been deputy director of OWI, and its administrative chief. The day Elmer Davis took office as OWI director, President Roosevelt announced the Eisenhower appointment as No. 2 man, at Mr. Davis’ request. Mr. Davis said he had no mind for administration. He knew that Mr. Eisenhower not only was familiar with that, but with Government practices and with all modes of news handling.

Before this took place, and immediately after submitting his OWI plan, Trouble-Shooter Eisenhower was given another assignment, falling in the category of administrative miracle, the same time. Last March he was named director of the War Relocation Authority — handling the evacuation of Japanese from the Pacific Coast to the hinterland. He handled the job, until drafted for OWI, without a single mishap. There were civil liberties to be protected and the Japs had to be moved inland without offending sensibilities. It took hard-boiled action with a diplomat’s finesse — the “know how”.

Radio can’t claim Milt as one of its boys, because he has always been on the Government side of the fence. Milt can claim radio, for he is one of the Government pioneers in its use. Moreover, he is the exception among a whole covey of network vice-presidents and ex-vice-presidents who started in radio via agriculture back in the 20’s. They included such names as Frank E. Mullen, NBC vice-president and general manager, who started the National Farm & Home Hour in 1926; Frank M. Russell, NBC vice-president; Lt. Com. Harry C. Butcher, CBS vice-president, now on active Navy duty; and Sam Pickard, former radio commissioner, later CBS vice-president, and still a station operator. Lt. Comdr. Butcher has been selected as personal aide to Gen. Eisenhower, and will be in Europe for the duration.

Agriculture was the first Government department to use radio in its “extension” work. Milt was there, first as assistant to Secretary Jardine, and then as director of information — the post he held until his genius for organization, negotiation and untangling administration.

(Continued on page 86)

Personal Notes

NED COSTELLO, formerly with O’Mara & Ornsbee, New York, publicity and promotion representative, has joined local and spot sales staff of NBC, succeeding Walter Scott, transferred to the network’s sales staff. Milt Costello served with Katz Special Agency, New York, station, newspaper and farm periodical representative.

ALBERT V. DAVIS, formerly of July Cullin, published, publisher’s representative, and prior to that in the reporting and editor department of W. Kantor & Sons Adv. Co., Chicago, and salesman of KTO, Oklahoma City, and WING, Dayton, has joined the Chicago sales staff of Joseph Her- stey.

I. T. PAUL M. SEGAL, Washington radio attorney now on active duty in the Navy, has been promoted to lieutenant commander. He recently transferred from the Judge Advocate General’s office to the Director of Naval Communications.

ROBERT MCKINLEY, account executive of WFDE, Flint, Mich., has been named sales manager.

EDWARD J. BERRY, account executive of WTRY, Troy, N. Y., since its inception, has resigned to join the armed forces.

WALT DENNIS, sales promotion manager of KYVO, Tulsa, is now vice-president & general manager, Oklahoma rubber scrap report committee.

HOWARD LANE, general manager of KFBD, Sacramento, has been elected a member of the board of directors of the National Advertising & Sales Club.

JOHN LEE ASHBY, son of A. L. Ashby, NBC vice-president and general counsel, and Marian Nolen of East Litchfield, Mich., were married June 20 in Oelwein, Ia., by the groom’s grandfather, the Reverend John H. Ashby, retired Congregational minister. The couple will settle in Kalamazoo where Mr. Ashby will apply his English at Western Michigan College of Education.

Gammons Assumes Post; Forbes His Successor

APPOINTMENT of William E. Forbes as general manager of WCCO, Minneapolis, becomes effective coincident with assumption July 1 by Earl Gammons of his post as director of the CBS Washington office. Mr. Forbes, for the last four years has been assistant to Donald W. Thornburgh, CBS west coast vice-president, and Gammons was recently appointed to direct sales operations in Washington [Broadcasting, June 15].

Mr. Forbes has been with CBS for over 12 years, joining the network in 1937 as an account executive, assuming the post of sales manager of the Chicago branch office in June 1942. Mr. Gammons has enlisted in the Navy and is in training at Quon- set, R. I.

CBS Names Buckalew

EDWIN BUCKALEW, formerly merchandising and sales service manager of KNX, Los Angeles, has been appointed to the CBS station sales office of Buffalo, N. Y., which he will open mid-July. Prior to joining CBS, Mr. Buckalew was with the Pacific Coast branch of the National Broadcasting Co., based in San Francisco.

J. MELVILLE MAY, formerly of WRVA, Reading, and WOBA, Abingdon, Va., has joined WAX, Wilkes Barre, as commercial manager.

LYNN MEYER, formerly on the sales staff of WLOL, Minneapolis-St. Paul, has been named promotion and merchandising manager, succeeding Dong Durkin, now with the British Purchasing Commission, Washington.

STEPHEN FULL, of the CBS station relations department, will report to the Coast Guard as ensign in the near future.

ROBERT J. MCANDREWS, NBC western division sales promotion manager, has joined the Army Air Forces as second lieutenant and is stationed at the Santa Ana (Cal.) re- placement center.

ROLLIE WILLIAMS, account executive of KMOX, St. Louis, is the father of a girl, Cathy Lou.

VIRGIL E. REAMES, sales staff member of KFZ, Denver, who was recently called to active duty with the field artillery at Camp Cooke, Cal., has been named as the replacement head of the Corps Area Service Command.

HAL RORKE, assistant publicity director of CBS, has been named a captain in the Army Air Force, and will leave the network on July 2. No successor has been named as yet.

R. J. BIDWELL, who formerly represented various station lists, has been appointed San Francisco manager of the Halacy Co. and Homer Griffith Co., station representatives, and is headquartered at 681 Market St.

J. T. JENNEH JONES, USN, former continuity and production man for WHAS, Louisville, and afterward director of the field office of the U. S. Office of Education, has been ordered from Washington to Chicago district for special training and eventual sea duty. He has been on active duty in the Public Relations Branch since Dec. 3.

REGINALD COUGH, managing editor of KNX, Pasadena, since last January, and an associate editor prior to that since 1936, has been appointed to the CBS west coast vice-president’s office July 1. Mr. Cough succeeds Ellen Hess, who has resigned to become director of the Washington bureau of McCall’s Magazine.

LOUIS A. ZANGARO, formerly in the traffic department of the NBC traffic division, has been appointed station traffic manager of the communications division of that department, as announced by H. A. Woodman, traffic manager, WOR and WNEW, New York.

WOOLAMIN WHITFIELD, on military leave in the radio communications branch of the Coast Guard.

TOM DAWSON, formerly sales manager of WCCO, Minneapolis, has been appointed to the position of sales manager at National Broadcasting Co., as a result of the merger of various NBC stations.

Names Buckaloa

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Eisenhower

(Continued from page 35)

istrative snarl landed him into the land use coordinator's niche. He never lost his interest in radio, no matter how far afield his official duties seemed to carry him from the daily office. He always recognized its educational and public affairs reporting propensities.

In those earlier days Sam Pickard was the first chief of the Department of radio service; Russell was assistant to Secretary Jardine; Butcher was information man for the National Fertilizer Assn., and Mullen, then farm director of NBC, was金牌 the Farm & Home Hour for the new network (1927-28). Milt kept close tab on radio development when he moved into the directorship of information in 1958, and the department became by all odds the most extensive user of broadcast facilities in the Government.

In every post he has used radio to tell the Government's story, appearing himself or arranging series in which other Government speakers told their stories. When he turned the directorship of information over to Morse Salisbury, in whose capable hands it now rests, he maintained close contact with radio.

Milt started out to be a newspaperman, but diverted to Government and has been there since. He was born in Abilene, Kan., Sept. 15, 1895, the son of David Jacob Eisenhow, an engineer with Kansas Power & Light Co. He received his B.S. at Kansas State in 1924, took the foreign service examination, and was American vice-consul in Edinburgh, Scotland, in 1924-26. He made a study of the British press and became a part-time student at Edinburgh U. He planned advanced study in journalism upon his return to the States but was never able to undertake it because of the press of official duties in this country.

While attending school, Milt served on the school's student paper, the Abilene Daily Reflector. He was city editor in 1918 and in 1920-21. In 1924 he was, at 25, assistant professor of journalism at Kansas State. Then came his foreign service. Returning to this country in 1926 he became assistant to Secretary Jardine, and began his official career. If you're interested in dates, he served as DOA director of information from 1928-40; land use coordinator 1937-1942; member of Natural Water Resources Commission and National Land Commission since 1938.

Milt is the youngest of six brothers. His eldest brother, Maj. Gen. Dwight D. Eisenhower, was chief of the War Plans Division of the Army General Staff, and regarded as one of the most capable strategists in the Army. In a year he has come up from a lieutenant colonelcy. Another brother is executive vice-president of a Kansas City bank; another a lawyer on the Pacific Coast; one an engineer in
WHAT DO YOU KNOW ABOUT THE TIP END O' TEXAS?

Q. What market is equivalent of Texas' fourth city? (Clue: it embraces 40 towns, cities and communities within a 50-mile radius)
Ans. Lower Rio Grande Valley.

Q. Why is Lower Rio Grande Valley comparable to the Valley of the Nile?
Ans. It has the richest soil in the United States—bountiful crops are harvested every month.

Q. For what else is Lower Rio Grande Valley famous?
Ans. For its year round climate, for its gigantic canning industry, for the sweetest grapefruit on earth, for its abundance of oil and, last but not least, for its participation in War activities.

Q. What is the only single advertising medium that completely covers the rich Lower Rio Grande Valley?
Ans. KRGV at Weslaco, Texas—It's the only network outlet that can be heard in the Valley at all times.

CEN'IAL SALES OFFICE
805-6 Tower Petroleum Bldg., Dallas
Ken L. Sibson, Gen. Sales Mgr.

BROADCASTING • Broadcast Advertising
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LEON 101, NEW PROVIDENCE, N.J., the latest installation in eastern New Jersey has been opened.

H. E. HUGHES, has joined the VFACTS staff as assistant to Promotions Director Jack Bulger.

ARTHUR PRYOR, T1, bandmaster and composer, formerly with John Philip Sousa, died June 15 at his home in West Long Branch, N.J., as the result of a stroke. Surviving him are his widow and two sons, one of whom is Arthur Pryor, Jr., vice-president of the bandoiret of HBD, New York. The other is Roger, orchestra leader and movie actor.

JOHN MACVANE, N9C correspondent in London, is the father of a boy.

JEAN HOLLOWAY, of the CBS script department, who writes the Kate Smith shows, was married June 6 to Fred L. Benson, musicians' rank, Navy, now stationed in the Great Lakes Naval Training Station, Ill., morale division. Mrs. Benson will continue living in New York for the duration, and continues her assignments for Kate Smith and CBS.

MARGARET STEWART, formerly of the publicity department of Sher- man & Marquette, Chicago, has joined the program department of WHIP, Chicago-Hammond.

BOB WALDROP, former vice-president, has been named assistant to Program Director Henry L. Miller. She is the wife of Woodrow S. Leifer, of the WPAT announcing staff.

WILLIAM H. ROLAND, former announcer of WAAT, Jersey City, and of WHHI, Newark, has joined the announcing staff of WPAT, Paterson, N. J.

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RATNER QUINTS L&T FOR FEDERAL POST

VICTOR RATNER, former director of sales promotion of CBS and afterward with Lord & Thomas in New York, has announced his resignation to become special assistant to Robert E. Sessions, director, Consumer Division, Office of Price Administration.

Two months ago Mr. Ratner took a leave of absence from Lord & Thomas to engage in special work for the OPA Consumer Division. His resignation followed his decision to accept the permanent post offered him by OPA.

Prior to joining Lord & Thomas last year, Mr. Ratner for the preceding 11 years had been with the CBS promotion department. In 1938 he became promotion director succeeding Paul Kesten, now vice-president and general manager. His unique promotions won him recognition throughout the advertising field, along with numerous awards.

Council Names Bayles

S. HEAGEN BAYLES, vice-president and assistant radio director of Ruthrauff & Ryan, New York, has been appointed chairman of the Radio Advisory Committee of the Advertising Council. Former chairman was Mrs. Paul H. Wilke, Jr., business manager of the radio department of Young & Rubicam, New York, now with the War Manpower Commission in Washington.


SHERMAN ELLIS, president of the agency bearing his name, has been appointed chairman of the advertising, publishing and graphic arts committee of United China Relief.

FRITZ BLOCKI, of the radio department of Benton & Bowles, New York, is on leave of absence from the agency to work as a producer on Cheers from the Camps, General Motors institutional show on CBS.

LAIRD SPARKS, formerly promotion manager of Associated Adv. Agency, Los Angeles, is now a lieutenant in Army anti-aircraft.

DANA H. JONES, head of Dana Jones Co., Los Angeles, has been elected president of the Occidental College Alumni Assn.

JAMES WOODMAN Jr., account executive of Roche, Williams & Gannymah, Chicago, has joined the Navy as a lieutenant (j.g.).

WILLIAM S. HARVEY, III, since 1935 on the staff of Alikin-Kynett Co., Philadelphia, has been commissioned an ensign in the Navy and left for active service last week.

RALPH HART, radio director of Harry Feigenbaum Agency, Philadelphia, is the father of a son, born June 20.

Vick Knight Appointed

Producer For Biow Co.

APPOINTMENT of Vick Knight, producer of the Command Performance series for the War Dept., as executive producer of radio shows for the Biow Co., has been announced by Milton Biow, head of the New York agency.

In his new position, Mr. Knight will have full direction of the NBC Junior Presents and the CBS Crime Doctor and Phillips Mor- ris Playhouses, all three for Phillip Morris cigarettes; Everwharp's Take It Or Leave It; and spot airings for Bulova and Tootsie Rolls.

In addition he will be responsible for the creation of several new shows for new sponsors this fall to be handled by the Biow Co.

Mr. Knight first entered radio in 1935 producing a show for Chryl-
sers Corp. Since then his assignments have included among others, Texaco Town and Camel Caravan with Eddie Cantor; Calumet's We The People; Keep Up Your Wagons for A&P; Rudy Vallee's Sealtest Show; and Fred Allen.

ROLAND VAN NOSTRAND

A N ACID critic once complained that it was a shame youth had to be wasted on the young. Roland Van Nost-
rand, timebuyer of Joseph Katz Co., Baltimore, wasted little of his youth before deciding upon an ad-
vvertising career and today is regarded a real “comer” by his em-
ployers. Born in Sag Harbor, N. Y., in 1910, his education progressed through Pierson High School there, where he starred in football and basketball.

Following graduation, he decided against college and successively became an athletic instructor, gas station operator and musician. His genuine ambition lay in advertis-
ing and soon was employed by Lord & Thomas where he began in the research department but after sev-
eral months shifted to space and timebuying. There he remained for five years before coming to the Joseph Katz Co. As a bachelor he has ample time for his hobbies—
golf, swimming and riding.

Don Law Named

DON LAW, in charge of the edu-
cational and children’s record depart-
ment of Columbia Recording Corp., New York, has taken on additional duties as head of all sales activity for chain store ac-
counts. Law replaces William T. Meyers, who received a captain’s commission in the Army Air Corps and is at Miami Beach.

DANIEL S. TUTHILL, vice-presi-
dent of National Concert & Artists Corporation, New York, has been elected a director of the Advertising Club of New York, to fill the unexpired term of Alan T. Becker, executive vice-
president of Vick Chemical Co., New York, recently elected vice-president.
The FCC has approved the deal between KYA, a San Francisco radio station owned by 39% and licensed to Palo Alto, and WSNJ, a New Jersey station owned by 61%. The new licensee, a joint venture of the two stations, will operate under the name Palo Alto Radio Corp., with the same license administered by the FCC.

The transfer of ownership is subject to the approval of the station's license to Palo Alto Radio Corp. by the FCC. The purchase price, according to the FCC, is $50,000.

The Palo Alto company is the same organization that had previously filed an application for a 1,000-watt daytime and 1,370 kc. in Palo Alto, the home of Stanford University. However, with the transfer of KYA approved, the new licensee has stated that additional studies will be set up in Palo Alto, identifying the station with both cities.

**New KYA Owners**

Principals in Palo Alto Radio Corp. are Wilfred Davis, former manager of the San Francisco Opera, and W. H. Blackman, president of the Blackman Co., New York agency, vice-president, 6%; Dr. Frederick E. Terman, Stanford U professor of engineering and former president of the Institute of Radio Engineers, vice-president, 2%; John M. Kaar, owner of Kaar Engineering Co., Menlo, Calif., secretary-treasurer, 4%. Other stockholders include three Stanford professors -Dr. Harry B. Reynolds, 12%; Dr. George E. Gamble, 10%; Dr. E. F. Roth, 10%.

KYA is on 1360, with 1,000 watts night and 5,000 day. Its manager is Harold H. Meyer, former manager of WSUN, St. Petersburg, Fla.

The sale of KYA further reduces the number of stations owned by Hearst Radio to four. At one time it held about a dozen stations, but several years ago began to gradu-ally liquidate its radio holdings. The others still being held by Hearst, none of which are believed to be on the market at the present time, are WINS, New York; WBAL, Baltimore; WCBS, Pittsburgh; WINS, Milwaukee.

**WSNJ Deal Approved**

The FCC has also authorized the transfer of control of Eastern States Broadcasting Corp., licensee of WSNJ, Bridge- ton, N. J., to Rep. Elmer Wene (D-N. J.). Rep. Wene purchases the 51% interest in WSNJ held by Howard Frazier, a former consulting engineer who has since joined RCA Mfg. Co., Camden, as a government sales engineer, and the 10% held by W. Burley Frazier, a marine engineer. Total price, according to the FCC, is $3,047 for the 61% involved. The remaining 39% is owned by Horace L. Lohnes.

**Valedictory**

GRADUATES of Chicago's 333 public elementary schools were addressed simultane-ously via radio by Dr. Wil- liam H. Johnson, superintendent, during commencement exercises on June 25. The 21,000 graduates heard the talk on each school's assembly hall loudspeakers amplifying the broadcast presented by the school radio council on WIND, Chicago-Gary.

Washington radio attorney, and is unaflected.

Rep. Wene, who owns one of the largest chick hatteries in the country at Vineland, N. J., is also a director and minority stockholder in WTTM, Trenton, and WFPF, Atlantic City. WSNJ is on 1240 kc. with 250 watts.

**Name Radio Officers**

RADIO liaison officers have been added to the Public Relations Branch of the Royal Canadian Air Force and the Canadian Army, the first such officers to have been ap-pointed. Pilot Officer Andy McDermott, formerly of the Montreal office of H. N. Stovin, radio station representative company, is radio liaison officer in the air force, and Capt. R. A. Diespecker, formerly with the Prairie regional offices of the Canadian Broadcasting Corp., is the army radio liaison officer.

**Columbia Pix to Radio**

COLUMBIA PICTURES, New York, will use radio in connection with the opening of its pictures in various cities for the 1942-43 season on a similar scale to that used last year. Company has appropriated the largest advertising budget in its history for a coordinated pro-gram of promotion, in magazines, newspapers and radio. Agency is Weiss & Geller, New York.

**"--Come, my good man, what's that got to do with buying radio time?"**

**P L E N T Y, guv'nor.**

—You mean that electrons might trip over that furrow?

—Tain't that so much as what the ground here is made of. The reach of a station's signal depends pretty largely on its power and frequency. But it also depends on the terrain and the conductivity of the soil.

—You mean that in level country, with soil that is a good conductor, a station can send its signal extra distances?

—That's right. In South Dakota, for instance, the signal of even a low-power station is apt to just go and go, like a tumbleweed in the Dust Bowl.

—I bow to you, sir, but what's that got to do with WGY?

—Just this: central and eastern New York and western New England ain't South Dakota. Our conductivity's not the worst in the world, but there's no getting around the fact that electrons have a pretty hard struggle up here. On top of this, the markets are scattered—over there in Albany you have the nation's 61st retail market. Utica is the 97th, Schenectady the 101st, Binghamton the 104th, Troy the 116th. Not a bad line-up. But it's only when you can reach out to all of those pretty-good markets and hug them into one big buying unit in spite of so-so conductivity and choppy terrain that you get a really outstanding market.

That's where WGY comes in. WGY is able to round up these scattered markets because its $5,000 watts of power is the area's greatest and its frequency is the area's lowest. WGY is this region's strongest listening habit because it has the longest record of service and is the sole outlet here for those popular NBC Red programs. For advertisers seeking broad selling markets, WGY is a must station.
Budget Is Small--But Oh, What a Show!

EARLY in 1935, my associates and I, at the Redfield-Johnstone organization, decided that the national advertisers' biggest problems had been solved; but, what of the local and regional advertisers? Exactly what were their problems? And had they been answered?

In a sincere effort to study this situation, in cooperation with MBS, we conducted a survey from coast-to-coast. Visiting key cities throughout the country, we spoke to manufacturers and retailers in 17 different lines of endeavor. The statements of these businessmen boiled down to this:

Both manufacturers and retailers said: "Radio is an excellent medium—we're sold on radio, but we're not using it."

The retailers said: "Radio does sell merchandise—it's proven itself over and over again, with the radio advertised merchandise we sell in our stores."

The manufacturer, with only local or regional distribution said: "The success of merchandise, manufactured and distributed and advertised nationally by competitors in our own business, has conclusively proven the value of radio advertising."

They all said: "As advertisers operating on a limited budget we must of necessity choose the type of advertising which gives us the most circulation per dollar expended. We'd like to use the radio but programs represent the circulation values of broadcasting, and as a local or regional advertiser operating on a limited budget, we find that we cannot hope to compete with the big network shows for a listening audience. Talent costs alone make this impossible."

"However, if you can give us a radio program as big, or bigger than that of the national advertiser—not just a lot of phonograph records—but a live show presenting top-name talent in person—at a good hour when most people listen—a guaranteed time period that won't be taken away from us to make room for some non-national network program just when we've established an audience—then we'll buy radio. We've wanted it for a long time, but we can see why it's been impossible for us."

And so, there were we faced with the problem of producing and delivering an important live radio program that in some way could be exclusively sponsored by a local or regional advertiser in any given market or markets. After six months study we found the answer, and nationally syndicated live network radio programs were born.

Answer Was Simple

Strangely enough the answer was simple—for it was exactly that used for years by the national radio advertisers—who built a network show at great expense and amortized its cost against results in individual markets on his network, bringing his cost per city down to about the price of a good local show. So we, too, decided to create either in New York or Hollywood, a live network radio program at a talent cost ranging from $5,000 to $7,000 per broadcast, and feed it by direct wire, to affiliated stations of MBS from coast-to-coast, making it available for exclusive local sponsorship in any market or markets of Mutual. The local or regional advertiser could pay only his prorated share of the total talent cost, and since his pro-rated share was based on the actual potential of the market or markets involved, big name, in person network radio could fit immediately into the budget of the small town merchant or the big town manufacturer.

Our plan met with immediate success, both for ourselves and our participating sponsors. Let's take a look at the record. In 1935, as our first syndicated program, we produced Morning Matinees, heard Thursday morning from 9:30-4:50 a.m. and presented by the leading department stores in America. In 1936, by popular demand we repeated Morning Matinees and enjoyed a 90% renewal from our original advertisers. This year we added additional furniture stores and grocery chains in an effort to diversify our sponsorship.

What Was Learned

During these two seasons we established several pertinent facts. First—that even, Morning Matinees, the most pretentious, live, daytime radio program ever presented in the commercial history of broadcasting—could not deliver to the advertiser the results that were a sincere effort to produce a big-time show, and all the trimmings. Through the years the idea has grown up, along with the rest of the industry. Snaps have been struck and lessons have been learned. But cooperative is still here and will be for a long time, in the opinion of the author. And he's watched it grow from a glum in a sponsor's eye to a successful advertising medium.
DESIGNED to evoke pleasant memories of the good old days in contrast to present realities, Moment of Memory at first listening might seem more like an invitation to dream than a call to action, but these daily broadcasts have proved effective in attracting patrons to the Brass Rail. Restaurant located in the heart of New York’s Times Square district, probably the most competitive restaurant spot in the world.

Broadcast seven nights a week on WMCA, New York, immediately following the New York Times news bulletins, which go on at 11 p.m. Moments of Memory are planned to fill the remainder of the quarter-hour, accounting for their unusual length of 8 1/2 minutes. Each broadcast opens with the announcer requesting “A little soft music, professor” and identifying the program through the thematic background. Then the announcer states the memories flowing with a talk like this one, which was used on a recent program.

Ties in the Past

“Peeking down the corridors of time, it seems that 1916 must have been an exciting year. A little war over in Europe was developing into a knock-down and drag-out affair...”

New MBS Pickup

LESLIE NICHOLS, MBS correspondent in Cairo, Egypt, and Frank Cuba, Mutual’s Australian correspondent, share a quarter-hour news period on MBS, Wednesday, 9-10:30 p.m. Nichols is also heard Sunday, 12:40 p.m., during the Overseas Report on MBS.
**GOLAN WINES OPEN NEW YORK DRIVE**

DESPITE the shortage of most types of bottle closures, but in line with the intensive use of radio now in programs promoting beer counts, Central Winery, Fresno, Cal., distributor of Golan wines, last week started a campaign in the metropolitan New York area on three stations for Lango and Legend brands.

On WOR, Don Dunphy, sports commentator, is sponsored five times weekly in the five-minute period immediately after the Yankee and Dodger baseball games. This series promotes Legend wines as does the WHN schedule, consisting of 12 minute segments four times weekly on Newes-reel Theatre of the Air. For Lango wines, sports news and commentaries by Mel Allen are heard on WMCA, Monday through Saturday, 6:30-6:45 p.m., and quarter-hours six times weekly on WHN’s musical program with Dick Gilbert.

To handle the company’s sales and advertising in the Eastern market, R. S. Heaton, president of Central Winery, has appointed Leslie Korn as Eastern regional manager, and Irving Goldstein as assistant in charge of sales operations in the New York market. The campaign also includes newspaper and trade advertising. Agency is Weiss & Geller, New York.

**Hope Leads Hooper**

FIRST PLACE in the Hooper National Awards in the nation shows for June 6, 7, 8 and 9, 1942, is held by Bob Hope with a rating of 30.5. Fibber McGee & Molly show is second, followed by Charlie McCarthy, with 25. Fourth place goes to The Al- drick Family, with 24.1. Remaining programs of Hooper’s list of 15, in order of rating are: Radio Theater; Walter Winchell; Fanny Brice; Frank Morgan; Mr. District Attorney; Kay Kyser; Bing Crosby; Rudy Vallee; Time to Smile; Star Test. To make it or Leave it; Bandwagon.

**MBS Compton News**

WALTER COMPTON, newscaster of WOL, Washington, and MBS announcer of all President Roose- velt’s broadcasts, started a five-week period in MBS, 4:15-4:30 p.m., last week. Compton is also m.c. of Double or Nothing, MBS programs. Compton is sponsored by Pharaco, Newark, for Fenamint. Compton is said to have heard over 1,000 individual newscasts on WOL during the last five years.

**Carter Shortwaves**

TWO ADDITIONAL shows to be shortwave to American troops abroad by NBC’s International fa- cilities have been announced by the Military far- ders and Counterparts, both heard on BLUE. Carter Products Co., New York, is sponsor of the mystery story, shortwave Friday, 1:15-1:45 p.m. Agency is Stack-Goble Adv., Chicago. Counterpart, a weekly adventure series, centers around the adventures of “David Harding,” who upsets plots of enemy spies, is syndicated to Europe Wednesday, 9:30-10:30 a.m.
K. ARAKELIAN Inc., San Francisco (Mission Bell wine), placing direct, on July 15 starts a weekly half-hour musical-dramatic program on KF WB, Hollywood. Program will include dramatized culinary events and feature exploits of Chef Mileni with Leon Leonardi’s orchestra. Firm in addi-
tion will use total of 52 weeks of announcements per week on that sta-
tion. Contracts are for 20 weeks.

FOREMAN & CLARK, Los Angeles (chain clothing) recently renewed for 52 weeks George Applegate, N. B. weeks, five times weekly on KBG, San Francisco. Agency is Botsford, Constantine & Gardner, San Francisco.

GOLDEN STATE Co., San Francisco (Golden V Vitamin milk) on June 8 augmented its schedule by starting a participating listener survey cast, two times weekly in Housewives Protective League and three-weekly on Monday noonday newscasts on KFRC, San Francisco. Agency is Ruthrauff & Alvey, San Francisco.

CALO DOG FOOD Co., Inc., Oakland, (Calo Dog Food and Victory Cat Food) after a layoff necessitated by sponsor reorganization and packaging problems, returned to the air on KFRC, San Francisco. June 21 for a new series of weekly quarter-hour programs The Calo Pet Exchange. Con-
tact is for 52 weeks and account is in Theo. H. Segall Adv., San Fran-
cisco.

LEWIS DISCUSS ES

PLANS IN CHICAGO

WILLIAM B. LEWIS, radio direc-
tor of the Chicago Tribune, met June 17 with Chicago agency and network executives to explain the method and manner of network production and to solicit the names and addresses of networks and to include wartime realities in their dramatic and sport shows.

Jack Scott of Schwimmer & Scott, and head of the Chicago ra-
dio committee of the Advertising Club, was present. Those who at-
tended were:

Max Wylie, George Stellman, Leon Meadow and Alvin Kabler of Black-

Mary Duffy of Sherman & Marquette; Ed Simmons of Wade Adv.
Agency; Ray Herrick of Leo Burnett Co.; M. E. Blackburn of Critch-
Donald; L. J. Sholly of Sholly Inc., New York; James Woodman of Roche.

William & Conyngham; George Hud-
son of U. S. Court of Appeals; Van

Brooks of WGN;

H. C. Kopf, Paul McClure, J. A. McDougald, Judith Waller, Robert Cas-
zini and Julius Hebervex of NBC; Lavinia Schwarts and Alfred We-
volkens of WBBB; William N. Connelly of S. C. Johnson Co.; E. B.
Olson of General Mills; Paul Hazzard of Swift Co.; Victor Hunter of Pepp-
ers Co.; H. S. Thompson of Miles Laboratories; Robinson Murray of AAA.

What happened when all 5 Pittsburgh radio stations carried the same program at the same time?

Perfect test

PROVES

WCAE popularity!

All 5 Pittsburgh stations carried the same government-approved program at 7 to 7:30 P.M., Saturdays, Feb. 21 to May 9—a bullet-proof set-
up for a popularity check.

The HOOPER Continuing Measurement of Radio Listening Report on that time period, December through April, shows these averages:

(1 % of Listeners)

WCAE 31.3
Station B 26.6
Station C 14.1
Station D 9.4
Station E 7.8

Conclusive proof of WCAE’s popularity. Same program same time—all stations and most Pittsburghers tuned to WCAE!

For Results:

WCAE

1250 kc 5000 watts

MUTUAL BroadcASting SYSTEM

The KATZ Agency

New York Chicago Detroit Atlanta
Kansas City Dallas San Francisco

June 29, 1942 - Page 43
MURRAY IS QUizzED ON CBC PAYMENTS

GLADSTONE MURRAY, general manager of the Canadian Broadcasting Corp., was questioned by the Parliamentary Committee on Radio Broadcasting at Ottawa as to his salary and expense payments since taking his post with the formation of the CBC on Nov. 2, 1936. He stated that in addition to his salary of $15,000 a year he was given in March, 1937, a base allowance of $1,500 as a "contribution to a necessary standard of living." In March, 1938, this was increased to $4,500 and in June, 1941, his initiative was reduced to $5,000.

Until April, 1939, he was given an allowance of $10 a day for expenses, other than transportation, while away from his base at Ottawa. In April, 1939, this was increased to $20 a day and in March, 1941, was wiped out and since that date actual expenses had been paid. During the period, he was he was better off and choosing actual expenses, Mr. Murray said.

In the year ending March 31, 1939, payment for his expenses totalled $1,342, Mr. Murray said.

Kate From Camp

FOR THE third successive summer, Kate Smith is shipping summer time program Kate Smith Speaks, sponsored on CBS by General Foods Corp., New York, Swansdown Cake Flour and Calumet, to her vacation camp at Lake Placid, New York. The five times weekly newspaper will be heard from there from June 29 through September when she returns to New York. It will be the first broadcasting of the Kate Smith Hour was June 29, the show to be discontinued for the summer with no replacement. In all, it would be young & Rubicam, New York.

BEHIND THE ARMY'S MIKES

FOUR SHOWS a week originate from Camp Wolters, Tex., over KRLD, Dallas, KGKO, Ft Worth and KSRY, Kansas. The men responsible for these programs were all employed in the radio industry several months ago and now they're back where they started—behind the microphones.

At top, First Lieut. Lester W. Linsdell, former manager of WFBM, Indianapolis, "U.S. Needs Us Strong," the inside sport lists the eight categories of food research classified in the allotted time. The idea stresses the theme of eating these foods and "then eat any- thing else you want." Buck of the folder is blank so as to accommodate an advertising message.

By placing a large order a station carrying several food accounts can get a lower price on the leaflets than could an individual advertiser. Station then sells the leaflets to the accounts with individual imprints for the advertisers' product on the blank back page.

According to the GMA, successful tests on a home economist program have been completed with five advertisers reporting great reader interest in the folder, probably due to the great wave of nutrition consciousness which has been sweeping the nation. Many other food advertisers have found the pamphlet an inexpensive giveaway on their programs.

Court Allows NBC-RCA
60 Days To Answer MBS

A MOTION for a bill of particulars in the MBS $10,000,000 triple damage suit against RCA-NBC was denied by Federal District Judge John P. Barnes in Chicago last Monday, following a 20-minute oral argument. The court ordered RCA-NBC 60 days, or until Aug. 21, to answer the MBS charges of alleged damages.

The suit was filed shortly after the anti-trust division of the Department of Justice launched Sherman Anti-Trust Act proceedings against RCA-NBC and CBS, alleging restraint of trade. Edward E. Johnston, Chicago attorney, represented NBC at the arguments along with Harold S. Gren- der, of New York, and Joseph McDonald, staff attorney for NBC in Chicago. MBS counsel were David Fisher and Howard Ellis, of Kirkland, Fleming, Green, Murray & Ellis, Chicago.

It was indicated that the MBS producers probably would not come to trial until late fall, or at least until after the hearings on the appeal of MBS and CBS from the FCC's regulation, scheduled for trial before a statutory three-judge court in New York during its October term.

Kate From Camp

FOR THE third successive summer, Kate Smith is shipping summer time program Kate Smith Speaks, sponsored on CBS by General Foods Corp., New York, Swansdown Cake Flour and Calumet, to her vacation camp at Lake Placid, New York. The five times weekly newspaper will be heard from there from June 29 through September when she returns to New York. It will be the first broadcast of the Kate Smith Hour was June 29, the show to be discontinued for the summer with no replacement. In all, it would be young & Rubicam, New York.

MAURICE LOWELL, a director of the Henry Souvaine office, and scheduled to be director of the General Motors program 'Cheers From the Camp,' which started on CBS June 9, died suddenly in Chicago June 19 after a short illness. Entering radio in 1934 on NBC's production staff in Chicago, Mr. Lowell directed such programs as Arch Oboler's Lights Out series, several Proctor & Gamble serial shows, Don Winslow, Uncle Ezra and various variety shows. In 1939, he joined Benton & Bowles, New York, where he handled Strange as It Seems, Lincoln Highway, Woman of Courage, Ellen Ralph, When A Girl Marries and Hark Hopkins. After a period of free-lancing, Maury Lowell joined Henry Souvaine where he had charge of the Government program Listen America. He is survived by his wife and a daughter.
GUEST LECTURERS of the Northwestern University broadcasting students at the Illinois Institute in Chicago are A. L. Ashley, general counsel; Tom Rischwitz, public service director; Dr. Frank Black, music director, both of WLS; and P. D. McDonald, counsel; William Drigs, farm director; Paul McNeir, sales manager. Entertainment news sales motion director; William Ray, public relations director; Kenneth P. Rees, and special events director, NBC Chicago. Also scheduled to appear are John J. Holzer, president and radio director of Needham, Louis & Brody, Chicago; Sandor Michael, author of "Apart From the Storm and Lone Journey," and William B. Lewis, radio director of the Office of War Information, Washington.

KTKC, Visalia, Cbl., cooperated with the rubber salvage committees of Tulare and Kings counties, presenting public affairs in each county with an admission charge of five pounds of rubber.

AMERICAN fighting men overseas from Dutch Harbor to Port Darwin attended via shortwave radio San Francisco's Army Day demonstration in celebration of the Day's anniversary on June 13. Several San Francisco stations broadcast the event locally. KOA's broadcast was followed later for shortwave transmission, in support of a national program. ROAD show version of the Musical Clock of WFBF, Syracuse, has been presented in a score of towns under the aegis of the Liberty Bell Festival. KOXK, Portland, Ore., presented a special nine-week series of presentations that will be held in Syracuse parks this summer.

NEW two-hour daily shortwave program to meet the armed forces in Australia, New Zealand and the Antipodes has been started by WGEQ, General Electric's international station in Schenectady. Program includes a dramatization of an important major league baseball game, salutes by cities to the troops and other network shows. CELEBRATING its 1,000th program of Goodwill Devotions on KOXK, St. Louis, Goodwill Industries Inc., a nonprofit welfare organization, recently repeated its first program exactly as it was given on Sept. 19, 1939. Date was also KOXK's first day of operation.

MORE than 100 San Francisco bay area radio executives and editors were guests of the "Ice Follies of 1942" on Radio Night, June 2, followed by a reception at the Palace Hotel. The Shiptad and Johnson ice carnival is spending several thousand dollars in radio time on bay region stations. Frank Schlessinger, San Francisco manager of Allied Advertising Agencies, which handles the account, arranged details for the Radio Night.

Gate Crashers
RED carnations were distributed recently to WBZ, Boston, executives and their guests and soldiers of the local Rotary Club recently at a luncheon addressed by W. E. Lancaster, Rotarian and president of the Illinois Broadcasting Corp., operators of the station. He briefly traced the history of radio and demonstrated the value of the station to the community. The display was under the station were decorated with displays of CBS radio personalities as well as local personalities broadcast by the station.

DRAMATIC interview was aired by CPAC, Calgary, Alta., recently when Mrs. Frances Welsh, a schoolteacher, described her rescue of a pilot from a burning plane which crashed near her school. In spite of her efforts, the airman died and she was awarded the George medal for bravery becoming the first Canadian woman ever to receive the award.

CHARLES P. SHOFFNER, veteran farm editor of WCAU, Philadelphia, this month celebrates his 12th consecutive year of broadcasting on WCAU and his 20th year in Philadelphia radio. On WCAU he conducts four rural programs—Rural Digest, To Whom It May Concern, Garden Spot and Farm Weekly.

A TOTAL of 71 hours and 43 minutes of BLUE time was contributed to the war effort May 10-26, when shows that 62 hours and 21 minutes of sustaining time was devoted to the war effort with amounts to 9 hours and 22 minutes. A TOTAL of 71 hours and 43 minutes of BLUE and the entire included locally by WJZ, New York; WENR, Chicago and KOXK, San Francisco outlet of BLUE.

NUMBER of programs from Fort Des Moines are being planned by the Iowa War Information Committee for the picture of the activities of the WAAC, America's growing Army of women.

WIAQ, Norfolk, Neb., celebrated its twentieth anniversary June 26.

MANAGEMENT and staff of WKTQ, Quincy, Ill., were guests of the local Rotary Club recently at a luncheon addressed by W. E. Lancaster, Rotarian and president of the Illinois Broadcasting Corp., operators of the station. He briefly traced the history of radio and demonstrated the value of the station to the community. The display was under the station were decorated with displays of CBS radio personalities as well as local personalities broadcast by the station.

Only half of its goal of $100,000 in war bonds and stamps sales. The traveling unit of station personalities and talent is currently in Eastern Kansas and Western Missouri on behalf of the drive.

WTMJ, NBC affiliate in Milwaukee, Oct. 1 will have its evening hour rate increased from $340 to $380. Advertisers on record up to the time of the sale, including that date is protected at their current contract rate.

CBS is covering the convention of the National Education Assn., meeting in Washington, June 1-7. With five broadcasts, including a discussion of "The Effects of War on Children," the regular CBS series "People's Platform," with Lyman Bryson, education director, going as usual. On display at the convention is a exhibit of CBS material used in connection with the network's educational activities.

MARK VAN DOREN, Pulitzer Prize poet, who started the CBS series, "The Scarlet Letter," with reading of "The Scarlet Letter," has gone on vacation. Evenings are reserved for Van Doren on the weekly broadcasts, presenting readings of literary classics in their entirety, will be Margaret Webster, under the artistic direction. Miss Webster will read Charlotte Bronte's "Jane Eyre," from cover to cover, presenting a short synopsis of previous action on each program. The Radio Rebels was started on a trial basis May 11.

WBHM, Chicago, stationed mobile recording equipment outside a meeting of half the Chicago fire department in session June 8 for instruction in fighting chemical warfare. Recordings of a two-hour talk on "Protection Against Gas" by Prof. Ward V. Evans of Northwestern U. will be distributed by WBHM to the fire department and also to the instructors for teaching auxiliary firefighters and defense workers.

FRANCES SCULLY, mistress-of-ceremonies of the weekly BLUE Year Blind Date program, was recently honored when a new song, inspired by the program, was added to her repertoire. Her song, "Miss Scully's party," is also appearing on the cover of the sheet music. Lew Pollack and Herman Ruby composed the song.

CINX, Peterborough, Ont., uses as a sign-off quotation from the speeches of Abraham Lincoln against a musical background of "Pomp and Circumstance." Lincoln's quotation starts with "Pondly do we hope, fervently do we pray that this mighty sea of war may speedily pass away.""
FRANK SOMERS, of the CBS engineering staff, has been commissioned a lieutenant in the Navy and reports this week to Corpus Christi, Tex., to attend the naval aviation radio technical school.

EMERSON G. SOUeres, formerly instructor in RCA Institute, Chicago, has joined the studio engineering staff of NBC Chicago.

NEDSTRA COFFMAN has been promoted to chief engineer of WDNC, Durham, N. C., succeeding R. A. Dal- ton, who has joined the staff of WJSV, Washington. Paul Koontz has joined WDNC’s engineering staff.

ROSS GIBSON, former manager of Skayette studios of KUOA, Sioux Falls, S. Dak., has joined the engineering staff of KXED, Waterloo, Ia., replacing Audrey Hume, who replaced Harry L. Newlin as an engineer.

FRANK H. RUSSELL, former chief engineer of WDNC, has joined KVOO, Tulsa, as an engineer, replacing John Bark, now in the Army.

L.D. SMITH, formerly chief engineer of WLOX, Waveland, Miss., has been added to the engineering staff of WJZ, Philadelphia. He will be in charge of the transmitter and radio station and will be assisted by W. L. V. Smith and E. W. Brown.

J. J. ZEHR, chief engineer of WABR, St. Louis, was elected vice-chairman of the St. Louis section of the Institute of Radio Engineers at the closing session of the 1941-1942 season.

GLENN R. CHAPMAN, formerly of KFUL, Tulsa, and KJDL, Colorado Springs, Colo., has joined the engineering staff of KXFD, Colorado Springs, as an assistant engineer.

IVY CALVERLY has been transferred from WJZ, Philadelphia, to WJZ, New York, as assistant engineer.

LES R. BURDEAUX, chief engineer of WBBM, Chicago, has been transferred from WBBM, Chicago, to the U. S. Bureau of Ships in an executive civil service position.

WALTER PAYNE and Clinton Foss have resigned from the engineering staff of WOR, New York, the former to serve in the Army and the latter to accept a civilian defense position. Recent additions to the engineering staff are David Davidson, who succeeds Pegz Blaas, and Joan Cecil Downing, who replaced Audrey Hume, now in Chicago.

PRESS ROUTE TRIA-CITY — It’s On A Fairmont - Baseball Diamond

RADIO-NEWSPAPER competition took on another twist in Fairmont, W. Va., when WMMN clashed with the local press on the baseball diamond only to emerge on the short end of a 19-2 drubbing. The contest, which had been widely heralded with an intense “feud in fair” by the station and their opponents, a combined team from the staffs of the Morning Times and Evening West Virginian, was staged in Fairmont’s East-West Stadium before a crowd of 2,000.

A twenty-five cent admission charge was levied, netting $500 which was turned over to the Marion County Civilian Defense Council for the USO and other war relief agencies.

Interest in the game had been aroused by the papers and WMMN baiting another whenever possible. Salt in the wounds of the defeated radio men in the knowledge that they issued the challenge and were unable to meet it.

However, WMMN undauntedly reports a return match may be arranged later in the summer.

CBS Listener Guide

AS A GUIDE for listeners to the summer schedule of Invitation to Learning CBS has prepared a handy summary of each week’s program. Inclusion starts June 7 through Oct. 25 providing a brief sketch of the man whose works are considered. In addition the pamphlet also describes the popular edition, price and publisher so that listeners may obtain a copy to familiarize themselves with the material before the actual broadcast occurs.

Bernie Shortwaved

WILLIAM H. WIGLE, Jr., Co., Chicago, has added Ben Bernie’s five-weekly musical series on CBS for a broadcast to the 1942 season. The series will be heard over WJZ, New York, WJZ, Chicago, and WJZ, Los Angeles, each week.

CLEARS IN CANADA

CLEAR CHANNELS assigned to stations other than those of the Canadian Broadcasting Corp. can be reclaimed, Dr. A. Frigon, Canadian Broadcasting Corp. assistant general manager, told the Parliament Radio Broadcasting at Ottawa. He said three of the six channels allotted to Canada at the Havana convention are being used by stations not owned by the CBC. Canada is required to place 50 kw. stations on all bands by 1946, he explained.

Amateurs to Sign • For Transmitters

Aug. 25 Deadline Is Set For Equipment Registration

SUPPLEMENTING its order of June 6 ordering the registration by June 28 of all radio transmitters not now under license, the FCC June 19 announced that a similar registration will be held for every transmitter in possession of, owned or operated by an amateur operator or organization. Deadline has been set for Aug. 25.

Action was taken at the request of the Defense Communications Board, now the Board of War Communication, and seeks to cover all those not registered under the June 8 Order No. 99 (Broadcasting, June 15). The Commission defines “radio transmitter” to be a device designed for transmission of communications by radio frequency energy and does not intend this current challenge to include phone to the next. However, WMMN undauntedly reports a return match may be arranged later in the summer.

BROADCASTING • Broadcast Advertising

Mutual

KFXM

DON LEE

$100,000,000

is being spent by the Government in San Bernardino, California, home of
‘Sun’ to Sponsor WHIP’s Newscasts
Utley To Edit Air Edition Of New Chicago Paper

ARRANGEMENT has been completed by the Chicago Sun and WHIP, Chicago-Hammond, whereby the newspaper will originate all news programs on the station from its own studios. Clifton Utley, Chicago news commentator, has been appointed editor of the Chicago Sun air edition.

Mr. Utley, a U of Chicago graduate and a former research assistant and instructor at the university, is a former wire editor of AP in Chicago and travelled widely in Europe. He is currently handling three news programs out of Chicago, but has been granted a 13-week leave of absence from his early morning programs on NBC, sponsored Monday through Friday by Skelly Oil Co., Kansas City, Mo.

Dreier Subbing

During the interim Alex Dreier, NBC correspondent, will fill in for Mr. Utley who will return to that program on Sept. 21 in addition to carrying on his Chicago Sun duties. He will be replaced by John Holbrook on the nightly commentaries on WGN, Chicago, sponsored by the Studebaker Corp., South Bend, but will continue with the quarter-hour program sponsored once a week by Chas. A. Stevens Co., Chicago (women’s apparel), until expiration of the current contract.

Mr. Utley’s staff at the Sun will consist of staff news writers, four announcers and a full time news research assistant. Joe From, formerly acting chief of the Chicago Bureau of Press Association, AF subsidiary, has been appointed executive assistant.

Arch Farmer, formerly news editor, and Bill Costello, formerly farm director of WBBM, Chicago, and Roderick Holmgren, formerly news editor of the Iowa Network, joined the staff last week. Still to be appointed are three news writers, four announcers and the research assistant.

Arrangement of the Chicago Sun is part of a complete reprogramming of WHIP under its new management, headed by John W. Clarke who recently acquired control of the station [Broadcasting, June 15], and William AP, station manager. Marshall Field, owner of the Sun and the New York newspaper PM, retains four per cent of stock in the station after the recent transaction in which Mr. Clarke gained control.

The Sun occupying a portion of the Daily News building, will broadcast from remodelled studios atop that building, which formerly housed WMAQ and the Chicago studios of World Broadcasting System.

The news programs, varying in length of five, eight and 15 minutes each, will be broadcast 22 times a day, but will not start until the station goes full time.

O’Keefe for C & S
A VAUDEVILLE show, starring Walter O’Keefe, Broadway and radio comedian and m.c., will replace the Chase & Sanborn Show, which Standard Brands discontinues on NBC for an eight-week summer hiatus June 28. While O’Keefe as m.c. and featuring Raymond Paige’s orchestra, the show will be sponsored for the summer by Standard Brands for Fleischmann’s Yeast, in the spot occupied by the C & S coffee program, Sunday, 8-10 p.m.; starting July 5. Agency is Arthur Kuder, New York.

Nesbitt Subs For Fibber
JOHN NESBITT, radio and film commentator, will team with Meredith Wilson, band leader, in the 13-week summer replacement for Fibber McGee & Molly on NBC, Tuesday, 9:30-10 p.m., starting June 30. S. C. Johnson & Son, Racine, Wis., continues as sponsor. Series will bear the name of its two stars, and will be informal in nature, combining dance music with casual commentary by Nesbitt. Agency is Needham, Louis and Broady, Chicago.

WITH ELABORATE newsroom and remodelled studios atop the Chicago Daily News Building which houses the Chicago Sun, the air edition of the Sun, organized to handle all the news programs of WHIP, Chicago-Hammond, makes ready to roll under the direction of editor Clifton Utley (right), when William Cline, vice-president and manager of the station, gives the signal within the next few weeks that the station is on the air with its new fulltime operation.

Preparing New Guide
ROCKY MOUNTAIN RADIO Council Inc., Denver, has again sent out questionnaires to stations in the area to determine the summer edition of Guide To Good Listening, seasonal guide to program listings. It was said the new guide will receive wider distribution than past issues and will include new headings.

George M. MENENDEZ, chief studio and recording engineer of WGY, Cheneston, Wyo., has joined the Army Signal Corps. His station duties have been taken over by Jim Barnhart in the studios and Ed Pulley, doing the recording.

Fitzpatrick, WHDL Head, To Serve At West Point
E B. FITZPATRICK, president of WHDL Olean, N. Y., and general manager of the Olean Times-Herald, on June 23 returned to the U. S. Military Academy at West Point where he has been assigned to the staff with the rank of major. Maj. Fitzpatrick was graduated at West Point in 1918 and served with the coast artillery until 1929. During this Army tenure he served four years on the West Point staff. In 1929, Maj. Fitzpatrick resigned to become business manager of the Times-Herald, becoming president of WHDL when the newspaper acquired that station in 1936.

Thomas L. Brown, station manager since 1938, will be in active charge during Maj. Fitzpatrick’s absence.

Hensel in Air Force
HARRY DAVIS HENSHEL, managing director of WOV, New York, and secretary and director of Bulova Watch Co., New York, has been commissioned a major in the U. S. Air Force, and reported to officers’ training camp in Miami last week. No successor at the station has yet been named.

WSJS To Boost Power
WSJS, NBC southeastern group affiliate in Winston-Salem, N. C., on Aug. 1 will begin broadcasting with 5,000 watts power, an increase over its present 250 watts. The station will continue to operate on 600 kc.

G E O R G E J. MENENDEZ, chief studio and recording engineer of WGY, Cheneston, Wyo., has joined the Army Signal Corps. His station duties have been taken over by Jim Barnhart in the studios and Ed Pulley, doing the recording.

'The World's Best Coverage of the World's Biggest News'

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Hensel in Air Force

William, Pennsylvania

Announces Its Affiliation with the

NATIONAL BROADCASTING COMPANY
RED NETWORK
JULY 1, 1942

WILLIAMSPORT! In the Heart of Central Pennsylvania. Long established diversified industries. Busy defense plants.

more income for more buying!

National Representatives
J. P. McKinney and Son
WHOM, WOV START SERIES IN ITALIAN

AS A JOINT project for the entire foreign language broadcasting field, WHOM, Jersey City, and WOV, New York, are making arrangements to produce a series of programs in Italian—the first to be based on the book of Douglas Miller, You Can't Do Business With Hitler. The program is to be a dramatic series, Inside Italy.

Live talent from both stations will enact the programs for the New York Metropolitan area, and OFF, through Lee Falk, will transmit the series through Murak for distribution to foreign language stations throughout the country. Assistance will be given to the stations in this special setup by volunteer writing talent belonging to F.E.N., international literary association, and by freelance directors, who are members of the Radio Directors Guild.

"The series of 'You Can't Do Business With Hitler' is already heard in English on over 600 stations with Larry Elliott announcing and Frank Telford directing the transcribed program for the OEM."

Frances Sprague Marries
FRANCES SPRAGUE, chief librarian of NBC, on Aug. 27 was married to Robert P. Joy, New York editor of Current Events and publishers' consultant. They were married in Pelham, New York, at the home of the bride's brother, Stephen Rhinelander, New York attorney, formerly in the NBC legal department. The day before the wedding, the NBC press department gave a cocktail party for the bride and she was greeted, and the second day by feminine members of her department.

OSCAR LEVANT, part-time expert on NBC's Information Please program for Lucky Strikes, marks his debut on records this month with releases by Columbia Masterworks of "A Recital of Modern Songs," on which he plays piano music by Gershwin, Debussy, Ravel and other 20th century masters.

GAS MASKS are the order of the day at KMO, Tacoma, Wash., as that station receives the first batch of masks for radio men in the city. Equipped and ready for whatever the Nips might offer are (1 to r) Carl E. Raymond, owner-manager of KMO and KIT, Yakima; Art Primm, news editor; Max Bice, operator; Jack Clarke, traffic manager; Vern Sawyer, chief announcer; Joe Kolesar, chief engineer. Bice is chief of the local civilian defense communications setup in which Clarke also serves, and Sawyer is public relations chief of the Tacoma civilian defense.

AFA Dedicates to War Effort
(Continued from page 18)

it will become urgent within the next twelve months to provide some help for such stations if they are to continue to render the service which is expected of them."

Lieut. Col. Ed Kirby, chief of the radio branch, Bureau of Public Relations, War Department, spoke of the Army's demands on radio and lauded the broadcasters, artists and advertisers for their unstinted compliance and cooperation. Stating that everyone knows about the war announcements and programs carried on the national networks, he particularly mentioned the work of the local stations which is less well known but of equal importance. There are, he declared, more than 400 broadcasts a week from army camps throughout the country, broadcast on local stations and sponsored by local advertisers.

Praises Shortwaves
He also paid tribute to the programs shortwave to the American troops abroad, which are prepared expressly for and broadcast exclusively to them. The Command Performance series, he said, has an average weekly talent roster which would cost a sponsor $45,000 if any advertiser could be found to meet such a payroll, with the artists as well as the broadcasters serving without recompense. He flatly re- mitted reports that such shortwave broadcasts are of no avail, stating that they go out over 20 different channels and that "the Army has definite knowledge that they are being heard by the men."

Discusses Pacific Coast
Speaking of military operations, Col. Kirby said that the stations located on the Pacific Coast "have been in the war since Dec. 7th, and added that without exception every station on either coast has obeyed orders and gone off the air immediately upon receipt of any air raid alarm. New regulations will shortly be issued, which will, for stations located in the interior of the country, ordering them not to broadcast reports of coastal raids while they are still in progress, reports which might give valuable information to the enemy as to the success or failure of their plans in reaching their objectives. The Tokio radio, he said, aided our bombers immeasurably by broadcasting reports of hits scored and damage done. These broadcasts also threw the Japanese population into a panic far worse than that resulting here from the famous Orson Welles broadcast a few years back, Col. Kirby stated. Tokio, he declared, has given American broadcasters an almost perfect example of how not to behave during a raid."

Outler's Talk
John M. Outler, commercial manager, WSB, Atlanta, and chairman of the NAB Sales Managers Executive Committee, spoke on "Radio as an Advertising Medium in Wartime," in an address that outlined radio's development from the early play-boy days of the 20's through the depression, when the medium really developed, to the present time, when radio offers the advertiser an "opportunity which is 22- karat, diamond studded and neon lighted," to the portion of Mr. Outler's talk dealing with current wartime conditions and their effect on broadcasting follows in condensed version:

"It's a little too early in the painting of the picture to know, within any fixed limits, just what radio has done in the war effort. The facts are coming in daily and the war is building up to a mosaic. We have it from responsible government officials that the free system of American radio has already contributed to our war effort, in all its phases, which far exceeds a normal without radio. The radio audience of the country is vitally important to the government.

"With radio taking such a vital part providing ships, tanks, planes, guns, men and provisions, it is even more important now to maintain those radio audiences. This is the function—and in many respects—the obligation of the advertiser. I say this because the American system of competition of commercial effort and the advertisers are the only ones with the budgets and the personnel who know how. And the fact that the advertisers will maintain these audiences proves the means and the channel for the government to get its message across to the greatest number of people."

"On April 20 of this year, Lux contributed the last 15 minutes of its program to the War Production Board, who wanted to put on a dramatization of price fixing featuring Frank Craven. Now, as some of you may know, the Lux program packs in quite a hunk of audience."

"On this particular program, they turned over to the Government an audience of 23 out of every 100 sets tuned in—a mighty tall order for the Kraft Cheese folks who duplicated the job by setting up the last quarter-hour of their Bing Crosby show for Lux. Now the Government isn't experimenting with this approach. They know down in Washington where the audience is and when they'll be there. And they know how to use the opportunity provided."

President's Audience
Citing a chart prepared by C. E. Hooper Inc. of Presidential audiences which, from 1936 to 1940, ranged from "a puny 6,000,000, or a pitiful 0.00000000000001%" but which by Dec. 9, 1941, when a war was declared totaled more than 62,000,000, Mr. Outler continued:

"Out of these astronomical figures come certain conclusions which are a strict phenomena of radio, and which occur in no other media. (1) More people stay at home during a Presidential broadcast than at any other time. (2) There is a reduction of telephone traffic during a Presidential broadcast which amounts to between 40 and 50 per
The relationship between the President's audience before and after America's entrance into war became factual, provides a logical deduction of radio's place in the war picture. Economic circumstances created by the war have added to, rather than subtracted from, radio's effectiveness. And the fact that the manufacture of radio receiving sets was stopped doesn't alter the picture. There are more listeners. We know, because a radio audience can be accurately measured. The advertiser is not buying potential circulation, he's buying an actual audience.

Enger On People

While this was the only purely radio session, radio was touched on at other departments ideas were advanced which were as applicable to the broadcasting as to other media. For example, Frank Enger, vice-president, McGraw-Hill Book Co., at a conference on mail order selling, gave the following advice to mail-order copy writers that applies just as well to the writers of copy for radio or newspapers, magazines or any other media:

"Ride in the Subways, visit the movies, read the letters from readers in the Daily News and the little local community papers, and listen everywhere to the people, talking, laughing, worrying, arguing. And let's remember that even in the midst of this great war—even in the midst of this world-wide upheaval that may well be one of all history's greatest social revolutions—people—the little average people who are and have always been our customers—who are and are still many premiums available, or similar articles made of materials now harder to come by Phyllis Cunningham of Duane Jones Co. stated during a "Town Meeting" session on "The Place of Premiums in the War Economy," conducted by the Premium Advertising Assn. of America as a department of the APA convention. There are still many premiums available, however, she pointed out, citing as an example a book of income tax instructions which was offered on two radio programs prior to March 15 and produced the lowest cost-per-inquiry of any premium the agency had ever offered. Flower seeds are another popular premium item not affected by priorities, she said.
If in Doubt, Phone
THAT radio station manage-
ments will continue to func-
tion as their own censors, is a
fundamental precept laid
down in the new Code of
War time Practices for
American Broadcasters. In
this connection, the preamble
to the code points out that fa-
cilities of the Office of Cen-
sorship are now at their dis-
posal 24 hours a day to as-
sist them with consultation
and advice when any doubt
arises as to the application of
the code. Telephone num-
ber of the Office of Censor-
ship in Washington is Execu-
tive 3800.

storms, etc., unless it is specifically
authorized for broadcast by the
Office of Censorship. Occasionally
it is possible to clear such news,
but for security reasons this office
cannot authorize broadcast clearance
in advance. Each case must be con-
sidered individually in the light of
the extent to which the enemy will
be benefited by such information in
broadcast. Confusion and inequal-
ities of competition can be avoided
if stations will consult the Office of
Censorship promptly in all such
cases, either directly or through
their news service.

Exceptions are listed in the cases
of “emergency warnings when
specifically released for broadcast
by Weather Bureau authoritie” and
“announcements regarding flood
conditions may be broadcast provided
they contain no reference to
weather conditions.”

Troops and Ships

With respect to the provision
covering troops, one category—
prospective embarkation—is added
new, as well as the prohibition of
“revelation of possible future mili-
tary operations by identifying an
individual known for a specialized
activity.” Names and addresses of
troops in domestic camps may be
broadcast “if they do not give loca-
tion, “because of security, or tactical
purposes or predict troop move-
ments or embarkations.”

Under the section covering ships,
convoys etc., the new code adds that
not only type and movements of
Navy or merchant vessels must not
be carried, but also transports, con-
voys, neutral vessels, ports or call,
nature of carges, enemy naval or
merchant vessels in any water. Ex-
ceptions are made in the case of in-
formation made public outside of
the United States if the origin is
stated, and in the cases of move-
ments of merchant vessels on Lakes
or other sheltered inland waterways unless specific instances
require special ruling.

The sections covering damage
by enemy land or sea attacks,
etc., air attacks, aircraft, civil air patrol, miscellaneous
and commercial airline planes in
international traffic, are new.

Added to the section covering fortifications and bases, is the pro-
hibition against carrying “informa-
tion concerning installations by
American Military units outside
the continental United States.”

About Production

Most all of the wording under
Production is new, with particular emphasis on eliminating exact esti-
mates, exact contract amounts, sta-
tistics which would disclose the
amount of strategic or critical ma-
terials produced, sabotage etc. The
new wording urges that nature of
production should be generalized
when concerned with tanks, planes,
parts, motorized vehicles as well as
machinery, equipment, ordnance,
munitions, ves sels. However, informa-
tion about the award of contracts
when officially announced by the
WPB, the Government agency executing
the contract, a member of Congress,
or when disclosed in public records,
is permissible.

With respect to unconfirmed re-
ports and rumors, the new wording
reads:

Unconfirmed Reports, Rumors

“The spread of rumors in such
way that they will be accepted as
facts will render aid and comfort
to the enemy. The same is true of
enemy propaganda or material cal-
culated by the enemy to bring
about division among the United
Nations. Enemy claims of ship
sinkings, or of other damage to
US ships, should not be weighted
considerably and the sources clearly identified, if
broadcast. Equal caution should be
used in handling so-called "snoopy" stories. Interviews with
service men or civilians from com-
bat zones should be submitted for
authority either to the Office of
Censorship or to the appropriate
Army or Navy public relations
officer.”

Under the heading General in
the News Broadcast section, it is
newly suggested that names of
persons arrested, questioned by
the military, identified as enemy aliens; names of
persons involved in resettlement
centers; location and description of
interment camps; location and dis-
cussion of resettlement centers;
identification of naval casualties
with ships, unless such ships have
been officially reported damaged or
lost; information about movements
of the President; premature disclo-
sure of diplomatic negotiations or
conversations—all should be kept
off the air.

Telephone, Telegraph Requests

Under the general section, Pro-
grams, the old provision with re-
spect to request programs are
clarified to ban telephone or tele-
gram requests for musical selec-
tions and for service announce-
m ents.

Wording of the quiz programs
subsection remains virtually
the same except for the clause reading
“wherein extemporaneous back-
ground noises cannot be eliminated
at the discretion of the broad-
caster.” It was explained that this related to the possibility of auto
noises being used as code signals.

Under the new heading, Dramatic
Programs, “radio is requested to
avoid dramatic programs that
attract voluntary censor-May which
attr POSTS of auto noises, and sound effects which might
be mistaken for air raid alarms, or
for any other defense alarms.

Under the new heading, Commer-
cial Continuity, broadcasters are
told to “be alert to prevent the
transmission of subversive in-
formation through the use of com-
mercial continuity in program or
announcement broadcasts.

In this connection,” the code con-
tinues, “the continuity editor should
regard his responsibility as equal
to that of the news editor.”

Foreign Language Section

The tightest new provision in the
code is that relating to foreign
language programs. It is again
stated that broadcasters have
recognized that the loyalty of their
personel is of supreme importance
in their foreign language
broadcasting; they recognize the dangers inherent in
those foreign language broadcasts
which are not under the control at
all times of responsible station ex-
ecutives.

“Station managers, there-
fore,” the new language reads, “are
strongly urged to require persons
who broadcast in a foreign lan-
guage to submit to the manage-
ment in advance of broadcast comple-
test scripts or transcriptions of
such material, with an English
translation. It is further requested
that such material be checked on
the air” against the approved script,
and that no provisions thereon be
permitted. These scripts or transcriptions with their transla-
tions should be kept on file at the
station. The old code did not provide for
such pre-censorship activity on the
part of stations carrying foreign
language programs.

-50

WMBD

THE HEART OF ILLINOIS

PEORIA • 5000-1000 Watts • CBS

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

Page 50 • June 29, 1942

BROADCASTING • Broadcast Advertising
PACA Conclave  
(Continued from page 18)

near future, and further pointed out that radio has a new and ever increasing import in buying for the army. That big new network which has just gone on a $50-a-month basis has radio in every tent. Network radio has no circulation problem. It follows both the Army and our shifting labor population as it leaves the South and mid-West to fill up the shipyards and plane factories of our Pacific Coast.

Looking to Long Pull

Looking into the postwar future, Mr. Strotz anticipated America's tremendous productive capacity tooled up for maximum output. "It will be a production and consumption capacity never before reached, but without meaning unless there are markets for the products," he warned. "The markets must be created. Their creation is a long pull which can't wait until after the war." Adding a somber note to his talk, Mr. Strotz reminded convention delegates that among things being fought for in this war is "freedom of the press and radio, and freedom of private enterprise." Those freedoms are inextricably intertwined. Free private enterprise must have a free press and free radio through which to express itself or it ceases to remain free. Newspapers, magazines, radio-everyone of us can keep going as private entities during this war only through continued advertising."

Program Summary

Monday's program was chiefly concerned with advertising's part in the preservation of free enterprise and winning the war. Harold Powell, former editor of Collier's, now advertising director of the Treasury's War Savings Stamp and Bond program, addressed the meeting and praised "the magnificent part advertising men were playing in the unification of public opinion on war and in publicizing the war bond campaign."

"It is seldom that a representative of the United States Government will cross a continent to say two words, 'thank you,'" Mr. Powell said in pointing out the important role played by the PACA in the nationwide campaign.

Government recognition of advertising's importance was also emphasized by Raymond Reeves, Department of Commerce, and Henry White, Seattle bureau of the Federal Trade Commission.

Theme of Tuesday's program was "The Post War Day," which featured a discussion of the problems of peace. Chairman Engle said in summary, "We must expect a new economic order after the war and those who are not prepared for tremendous post-war developments and changes will fall behind." Looking into the post-war future other speakers stressed the industrial growth of the Pacific and prospects of extensive trade with China, South America and Canada.

Chinese Opinion

An interesting address by Chinese Consul Kian warned that "the United States must expect that special privileges and concessions in China are things of the past. Future trade will be on the basis of reciprocity and equality." Wednesday's sessions winding up the convention program dealt with "Advertising in Action". Panel chairmen conducted discussions of the wartime roles of newspapers, radio, outdoor advertising, direct mail, magazines and car cards. It was emphasized that sound advertising will help business in its war efforts and that it was necessary for advertising to inform the American people on the best way to win the war.

New Officers

Officers elected at Tuesday's business meeting were: L.W. Lane, San Francisco publisher, president; Marion Nelson, Salt Lake City agency executive, senior vice-president; Ruth Callahan, publisher of Parent Teachers Magazine, Los Angeles, vice-president at large; Carl Zastman, N.W. Ayer, San Francisco, secretary-treasurer.

A sad note pervaded the closing day's sessions because of the death of Sydney Dixon, NBC executive, who died of a heart attack Tuesday night.

Movie Spots

PARAMOUNT Pictures, New York, will promote "Holiday Inn" with two special broadcasts on over 100 BLUE stations following similar network promotion of two other releases during the past year. On the occasion of the New York and world premiere of the movie, Aug. 4, BLUE will present a half-hour at 9:30 p.m. featuring Berlin's music from the picture, featuring name bands. Stars from the picture cast will appear on a second half-hour program on the BLUE Aug. 26, date set for national release. In addition Paramount plans a campaign of spot announcements with opening of the picture in various communities throughout the country. Buchanan & Co., New York, handles the account.

NEITHER RAIN nor snow nor sleet would have stayed the engineering staff of WDAF, Kansas City, from the appointed chore of repairing damages done to the radiator in a storm. Eight staff engineers and two Kansas City Power & Light Co. linemen worked in the mud to put the station back on the air. At midnight June 18, the station went off the air and shortly afterward about half of the 425-foot tower fell. At 4 a.m. the repair was complete and at 5:30 the transmitting equipment was tuned to the new aerial and the station did not lose any scheduled time.

Front Line Action Given In UP 15-Minute Series

EYEWITNESS accounts of front-line action by United Press war correspondents are the basis of We Cover the Battlefronts, quarter-hour weekly series available to UP radio wire clients for weekend presentation. According to UP, a large number of stations already have the program on the air, while WPTF, Raleigh, is setting the scripts to sound and dramatizing them Monday evenings as part of its war morale effort.

Two special features offered UP clients have recently been made available on a seven-day-a-week basis in response to requests from stations and sponsors, including Today's War Commentary and On The Farm Front.

TENTH ANNIVERSARY of Vic & Sade, sponsored by Procter & Gamble Co., Cincinnati, on 71 NBC stations Monday through Friday 11:15-11:30 a.m., will be celebrated June 20. All roles have been played by four actors, Art (Vic) Van Harvey, Beulahmun (Sade) Flynn, Billy (Rush) Idenison and Cjaraase (Uncle Fletcher) Hartwell. Writer is Paul Rubyer.
Code of Wartime Practices for American Broadcasters

As Revised June 15, 1942; Released June 24, 1942, Effective Immediately

Five months have passed since the Office of Censorship announced the Code of Wartime Practices for American Broadcasters. This is a revision of that Code, combining original provisions with supplemental suggestions and interpretive guidance which have developed out of our experience in working with the broadcasting industry.

To combat these dangers effectively, broadcast management must be in complete control of all programming every minute of every day of operation. That accomplishment—the broadcasting industry will have fulfilled an important wartime obligation.

Radio station managers will continue to function as their own censors. The facilities of the Office of Censorship at their disposal 24 hours a day to assist them in the consultation and advice when any doubt arises as to the application of this Code. The following are the principal advisory guidelines which are intended to aid them in discharging their censor responsibilities.

I—NEWS BROADCASTS

Radio, because of the international character of its transmissions, should edit all news broadcasts in the light of this Code's suggestions and of its own specialized knowledge, regardless of the medium or means through which such news is transmitted.

It is requested that news in any of the following classifications be kept out of the air, unless released by the Office of Censorship, authorized for release by appropriate authority.

(a) WEATHER

All weather data, either forecasts, summaries, recapitulations, or any details of weather conditions.

Stations should refrain from broadcasting any news relating to the results of observations of weather phenomena such as tornadoes, hurricanes, storms, etc., unless it is specifically authorized by the Office of Censorship. Occasionally, it is possible to clear such weather conditions for broadcast if the Office cannot authorize blanked clearance in advance.

Every case must be considered individually in the light of the extent to which the enemy will be benefited if such information is in circulation.

(b) CENSORED NEWS

(1) Type and movements of United States Army, Navy and Marine Corps Units, with or without Continental United States, including information concerning Location, Identity, Composition, Equipment, Strength, Routes, Schedules, Usability for Embarkation, and Actual Embarkation.

Such information regarding troops of friendly nations on American soil, or the location of possible future military operations by identifying an individual known as a specialized activity.

Exceptions: Troops in training camps in United States and units assigned to domestic police duty, as regards location and general character. Names of addresses of troops in domestic camps (if they do not give location of units disposed for tactical purposes or predict troop movements or embarkations). Names of individuals stationed in combat areas outside the United States (after presence of American troops in the area has been announced and if their military units are specified). Names of Naval personnel should not be linked with their ships or bases.

(c) SHIPS (Convoys, etc.;)

Movements of United States Navy, Merchant vessels, or transports, of convoys of neutral vessels, or movements of Axis powers in any waters, including information concerning Location, Port of Arrival, Time of Arrival, Prospect of Arrival, Port of Departure, Ports of Call, Nature of Cargoes, and Personnel.

Enemy naval or merchant vessels in any waters as to

Type

Identity

Movements

Secret information or instructions about set defenses, such as

Burrows, lights and other guides to

Mines and other harbor defenses

Ship construction

Type

Number

Size

Advance information on dates of

launchings, commissionings

Physical description, technical
details of ships or

Exception: Information made public outside United States and origin, statements.

(d) DAMAGE BY ENEMY LAND OR SEA ATTACK

Information on damage to military objectives in continental United States ((pref.); any waters, etc., including

Dockyards

Airfields

Public utilities

Industrial plants engaged in

war work

Counter-measures or plans of defense.

(e) ACTION AT SEA

Information about the sinking or damaging of any merchant or naval vessels, and of transports, etc., in any waters, etc.

Exception: Information made public outside United States and origin, statements.

(f) ENEMY AIR ATTACKS

Estimates of number of planes involved, number of bombs dropped, damage to

Fortifications

Railroads

Airports

Ships

Airfields

Public Utilities

Industrial plants engaged in

war work

All other military objectives

If any broadcast production involving air raid; remote ad lib broadcasts dealing with raids, during or after action.

(g) MISSING PERSONNEL

(a) Personal information of missing personnel;

(b) Personal information of their ships or bases.

(h) SUBMARINES

Personal information of missing personnel;

(i) INDUSTRIAL PRODUCTION

Personal information of missing personnel;

(j) CIVIL AIR TRAVEL

Personal information of missing personnel;

(k) WRITING ON BROADCASTS

Personal information of missing personnel;

(l) DESTRUCTION AND SCALES

Personal information of missing personnel;

(m) PRODUCTION

Personal information of missing personnel;

(n) PRODUCTION

Personal information of missing personnel;

(o) PRODUCTION

Personal information of missing personnel;

(p) PRODUCTION

Personal information of missing personnel;

(q) PRODUCTION

Personal information of missing personnel;

(r) PRODUCTION

Personal information of missing personnel;

(s) PRODUCTION

Personal information of missing personnel;

(t) PRODUCTION

Personal information of missing personnel;

(u) PRODUCTION

Personal information of missing personnel;

(v) PRODUCTION

Personal information of missing personnel;

(w) PRODUCTION

Personal information of missing personnel;

(x) PRODUCTION

Personal information of missing personnel;

(y) PRODUCTION

Personal information of missing personnel;

(z) PRODUCTION

Personal information of missing personnel;
GOVERNMENT POLICIES pertaining to good neighbor shortwave programs were explained by (1 to r) Jack Runyon, Hollywood radio division manager of the Office of Coordinator of Inter-American Affairs, to John W. Swallow and Harold J. Bock, NBC Western division program director and press-relations manager, respectively.

The government agency executing the policies, a section of Congress, or when disclosed in public records.

UNCONFIRMED REPORTS, RUMORS
The spread of rumors in such way that will be accepted as facts will render aid and comfort to the enemy. The same is true of enemy propaganda or material calculated by the enemy to bring about division among the United Nations. Enemies claim of ship sinkings, or other damage to our forces should be weighed carefully and the sources clearly identified, if broadcast or printed. Equal caution should be used in handling so-called "atrocities" stories. Interviews with Service men or civilians from combat zones should be submitted for authority either to the Office of Coordinator or the appropriate Army or Navy public relations officer.

COMMUNICATIONS
Information concerning the establishment of new international points of communication.

(1) GENERAL
Aliens—Names of persons arrested, questioned or interred as enemy aliens; names of persons moved to resettlement centers; location and description of internment camps, locations and description of resettlement centers. 

Casualties—Mention of specific military units engaged or killed in battle; the broadcasting of information about casualties from a station's primary area, as obtained from the office, is prohibited. Indis- fication of naval casualties with their ships unless they have been officially reported damaged or lost.

Diplomatic Information—Information about the movements of the President, of the United States or of official, military or diplomatic agents of the United States or of any nation opposing the Axis powers—dates, schedules, destinations within or within or within the continental United States. Precaution should be taken to avoid diplomatic negotia- tions or conversations.

Lend-Lease Wg. Material—Information about production, amounts and method of delivery, destination or routes, of Lend-Lease war material. 

Exemptions: None.

(b) QUIZ PROGRAMS
It is requested that all audience-participation type quiz programs originate from remote points, either by wire, transcription or short wave, be discontinued, except as qualified here- inafter. Any program which permits the public accessibility to an open line is dangerous and should be carefully supervised.

Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of using the enemy is enhanced. The greater danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups, where participants are selected from a theater audience, for instance, the danger is not so great.

Generally speaking, any quiz program originating remotely, wherein the group is small, wherein no arrange- ments exist for investigating the back- ground of participants, and wherein extraneous background noises cannot be eliminated at the discretion of the broadcaster, should be discontinued. Included in this classification are all such productions as min- in-the-street interviews, airport interviews, train telephones, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected num- bers less than 50 people, program conduct- ors are asked to exercise special care. They should devise a method whereby no individual seeking partici- pation can be guaranteed participa- 

tion.

(c) FORUMS AND INTER- VIEWS
During forums in which the general public is permitted extemporaneous comment, great discussion in which more than two persons participate, and interviews conducted by authorized employees of the broadcasting company, broadcasters should devise meth- ods of guaranteeing against the release of any information which might aid the enemy as described in Section I of the Code. If there is doubt concerning the acceptability of material to be used in interviews, complete scripts should be submitted to the Office of Censorship for reviews.

(d) COMMENTARIES (all lib)
Special events reporters should study carefully the restrictions sug- 
gested in Section I of the Code, espe- cially those referring to interviews and descriptions following enemy offensive action. Reporters and commentators should guard against using of subver- sive material which might be employed by the enemy in plotting an area for attack.

If special programs which might be considered of criticism, in view of our effort to keep information of value from the enemy, are planned, outline should be submitted to the Office of Censorship for review.

In all studio-audience type quiz shows, under the guise of opinion, speculation or prediction, any fact which has not been released by an appropriate authority.

III—PROGRAMS
The following suggestions are made in order that broadcasters will have a pattern to follow in order to do the most important censorship function of program operation: keeping the micro- phone under the complete control of the station management, or its authorized representatives.

(a) REQUEST PROGRAMS
Music—No telephoned or telegraphed requests for musical selections should be accepted.

No requests for musical selections made by word-of-mouth at the origin of a broadcast, or by telephone or radio, should be honored.

The—No telephoned or telegraphed requests for service announcements should be honored, except as herein- after qualified. Service announce- ments would include information related to:

Lost pets
"Swap" ads
Mass meetings
Health programs
Club programs, etc.

No telephoned, telegraphed or word- of-mouth desirous of program fea-

tures or sets terms thereof should be broadcast.

Exemptions: Emergency announce- ments for such things as blood donors, lost pets, lost property, etc. may be handled in conven- tional manner if the broadcaster con- firms their origin. They should emanate from the police, the Red Cross, or similar recognized governmental or civilian agency.

Service announcements may be hon- oured when source is checked and material is submitted in writing, subject to reviewing by station continuity staff.

Requests for the broadcast of greet- ings or other programs to commemo- rate personal anniversaries may be honored on the anniversary date or at the time or on the date designated in the request. These ALL requests may be honored when submitted via mail, or otherwise in writing. The order in which such requests are honored, rewriting any text which may be broadcast.

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POWER! 
WHERE POWER COUNTS MOST

NASHVILLE, TENN.
soon going to
50,000 WATTS

Represented by PAUL H. RAYMER CO.
J. T. WARD, Owner
F. C. SOWELL, Manager

June 29, 1942 • Page 53
Fly Will Request Change in Law if Net Rule Is Upset

(Continued from page 14)

Commission should grant a license to the newcomer, as well as any other interested party could file a petition for rehearing and this would automatically serve to stay the Commission action and keep the newcomer off the air for still a further period. He said as many as a dozen stations might intervene.

After final determination of such petitions by the Commission, any competitor or other interested person could gain further delay by appealing to the courts. Appeals would be allowed either in the District of Columbia or in the Circuit Court of Appeals for the circuit where appellant resides. Thus, he said, a statute in Oregon might have the option of forcing a proposed newcomer in Iowa to litigate either in Washington, D. C., or in Oregon. "Only after this long and tortuous road would the applicant gain the right to go on the air."

Objects To Miller Proposals

In taking up the proposals of NAB President Neville Miller, Chairman Fly objected most vigorously to the provision which would authorize mandatory declaratory rulings by the FCC on the application of any proper person. Beyond that, Mr. Fly said the provision would hold in abeyance all proceedings having to do with revocation, modification or failure to renew or extend an existing construction permit or license until all petitions for declaratory rulings involving the same parties and subject matter have been determined by the Commission. A similar provision is also made for judicial review of declaratory rulings.

Favoring permissive rather than mandatory declaratory judgments, Mr. Fly said he believed the provision as proposed were "unworkable, productive of delay and detrimental to the effective functioning of the Commission."

He added, under cross-examination, the Commission would favor permissive declaratory judgments but not the mandatory declaratory rulings of the major wire service. On the mandatory provision, he said, it opens the door to the imposition of "an intolerable burden of work upon the agency." By making a fairly large number of requests for declaratory rulings, he said, a station could forestall for a substantial time revocations or refusal to renew a license.

Commenting on Mr. Miller's other proposals, Mr. Fly said he regarded them as "entirely superfluous." He said these stated in the main "that this Commission must authorize us to do the things which it is not authorized to do." Deviating from his prepared statement, Mr. Fly said he thought the matter was approached "in a left-handed manner and in a vague way," and suggested that the proposals should have been made "out in the open."

Apropos Mr. Miller's final proposal, suggesting the language in the so-called Sanders Supreme Court case be incorporated in the law, Mr. Fly said he thought this provision was designed to affect our network broadcasting restrictions, and raises a wholly different point from that decided in the Sanders case.

Mr. Fly said the renewal "Pro-Forma"

Rep. Bulwinkle raised the question of longer license tenures when Chairman Fly stated that approximately 8,000 applications for renewal filed with the Commission, of which 2,289 were designated for hearing since 1934.

Chairman Fly observed handling of license renewal was "pro forma and routine," saying that, if five or six people pass upon them, and it was largely a job of intelligent review by Commission clerks alone with several lawyers and engineers, and no witnesses were required, the Commission itself handled them.

Permanent License Issue

"Frankly, don't you think the statute should be amended to make licenses more permanent?" asked Mr. Bulwinkle.

Chairman Fly, after considerable discussion agreed the matter should be discussed, and that he was quite sympathetic with the view that any fear about renewal should be alleviated. He added, however, he would not want to see any legislation that would give a property right to broadcasters. Mr. Bulwinkle, he asserted, was not talking about revocation proceedings, and was not attacking the Commission but that back in 1934, when the Communications Act was passed, he had wondered whether licenses should not have been issued on a permanent basis.

Mr. Sanders interjected that in introducing his bill he did not have in mind past actions of the FCC or allegations of abuse of power, but that his sole purpose was to seek a better law.

"Do you know of any way at all in which the statute could be amended to its better effect?" asked Rep. Halleck (R-Ind.). Mr. Fly said he thought there were several changes that could be made and that he had no objection to Congress making them as it sees fit. He characterized broadcasting as a relatively minor phase, but a controversial one. He added that those of us in Government feel that if the Act should be amended, it should be in the opposite direction. He reiterated previous comments that he thought it unwise to erect legislation in war-time.

Mr. Halleck said he had "chafed a little" because of the attitude of most agencies in stubbornly opposing amendment of the statutes under which they function. Chairman Fly said he thought it would be a "healthy thing" to consider legislation in a "more studious atmosphere." He commented he referred more to previous witnesses, probably including himself, rather than to Committee members.

Bill Revision Fedavaed

When Rep. Bulwinkle interposed that the present law was enacted in peace-time; that it is some 15 years old, and that "we are going to get back to peace one of these days," Chairman Fly said he thought it would be a "good idea" to revise certain provisions of the bill.

"Then let's get together," asserted Rep. Bulwinkle, who was serving as Committee chairman. "There is no law made by man which can't be improved."

Before launching his discussion on the chain-monopoly regulations,

Mr. Fly introduced excerpts from Congressional comments on chain broadcasting and monopoly. These, he said, indicated FCC should do something about the whole question. He described these speeches, resolutions and other comments as the "background" which impelled the FCC to set on the issue. These included comments of former Senator Dill, Rep. McFarland (R-Pa.), Senator White, the late Rep. Conway, and former Rep. McFarlane, of Texas.

Also placed in the record was a summary of chain broadcasting proceedings, which Mr. Fly said showed clearly how there was "nothing impulsive about the Commission's action." Rep. Halleck noted that 96 witnesses were heard in the proceedings which began before the FCC in Nov., 1938, and concluded in May, 1939. He said his calculations showed 51 witnesses were unaccounted for, the others having appeared for the networks, and asked whether they were all FCC witnesses. Chairman Fly said most of them volunteered, and Rep. Halleck requested those placed in the record be a breakdown of witnesses called by the FCC and whether the testimony was in favor of the so-called network regulations.

Halleck "Wrong," Says Fly

When Rep. Sanders asked whether the FCC had not undertaken the study on doubtful authority, which he said was "a slender line and a half in the Act" and therefore, asked Rep. Halleck, if he believed the rules, Chairman 5 explained the 90-day requirement was no longer on the books. He said NBC voluntarily had separated its two networks and disagreed with Rep. Halleck that this was an "admission you were wrong."

It was otherwise, Mr. Fly said, that the FCC should avoid a "forced sale" of the BLUE, but that there was an understanding with RCA that the network in due course would be sold. He added that there was no "quarrel" and that NBC had moved itself to abandon the exclusive contracts. The difference with NBC was only a question of option time, he said, describing this as "the whole area in dispute."

NBC, he declared, apparently decided to conform to certain of the rules because it wanted to get away from the charge of dominating stations. Moreover, Mr. Fly said he was "not isolated" that NBC felt there was a serious question about the "legal propriety of the exclusivity provision."

Submerged

STAGING a mock interview in the script of Company At Base, KOIN, Portland, series, "Bill Mears," scripter, turned a fine subdued phrase. Staged before a soldier audience, the proposed "Bill Mears" was "a newcomer, Flower Garden Swing," arranging an interview with the commander of a Japanese airplane carrier now "permanently based near the American island of Midway." When asked for his version of the recent naval battle, the commander said: "Cutting aegle, gunshiping up obviously ballooning water bubbles."
A NEW TRANSCRIPTION device for recording sound by means of a magnetic stylus on a steel wire has been developed by the Illinois Institute of Technology. The magnetic record is played back on a second wire, and the recorded sound is thus reproduced.

The device, developed by Dr. Harold Voldman, director of Armour Research, is expected to be of great importance in the war effort. The wire used in the device is about half an inch in diameter and weighs about 100 pounds. The device is being manufactured by the Illinois Institute of Technology, Chicago.

The magnetic wire is wound around a metal core and then passed through a series of magnetic fields. The sound waves produced in the wire cause the magnetic field around the wire to change, and the change is recorded on the magnetic wire. The recorded wire is then passed through a series of magnetic fields, and the sound is reproduced.

The device is expected to be of great importance in the war effort, as it can be used to record and reproduce sound without the use of electricity. This is important in the manufacture of electrical equipment, as the lack of electricity is a problem in many areas.

The device is expected to be used in the manufacture of electrical equipment, as well as in the recording and reproduction of sound. The device is expected to be of great importance in the war effort, and it is hoped that it will be used to record and reproduce sound without the use of electricity.
Dear Pop:

Even an old Rainbow Divisioner like you would pop your eyes at the army of USO Clubs that has been assembling in this country. We've been putting them together since the USO was formed last year. You know what's happened since then. We've been streaming across the country to meet the needs of almost 850,000 service members on base, and the USO is in every state, city, and town. And it's got radio, dance floors, nice food, and everything to make up for the best bunch of fighting galoots you ever saw.

And that goes for the USO, too. You know what's happened since the USO started last year. We've been streaming across the country to meet the needs of almost 850,000 service members on base, and the USO is in every state, city, and town. And it's got radio, dance floors, nice food, and everything to make up for the best bunch of fighting galoots you ever saw.

But, Pop, you know what's happened since then. We've been streaming across the country to meet the needs of almost 850,000 service members on base, and the USO is in every state, city, and town. And it's got radio, dance floors, nice food, and everything to make up for the best bunch of fighting galoots you ever saw.

Now Pop, I know you're on what you could last time, but it would be a swell thing if you could contribute a little bit more this year. We need all the help we can get some of the other fellows in the neighborhood, too.

Bill
Service Sticker

SERVICE decals have been announced by KLZ, Denver, for free distribution to listeners; families with members in the services. Red, white and blue, featuring a blue service star, decals carry a message enjoining men in certain branches of service—Army, Navy, Marines or Air Force. Listeners responding to this offer is claimed to be high.

Farewell Testimonials

According to Gammons

FAREWELL dinner to Earl H. Gammons, manager of WCCO, Minneapolis, recently named CBS Washington head, was attended last week by William E. Forbes, who came from CBS Los Angeles to succeed Mr. Gammons at WCCO.

In addition, two other parties were staged for Mr. Gammons. On June 22 executives of Twin Cities and Minnesota stations honored Mr. Gammons with a celebration that was also attended by Barney Lavin, manager of WDAY, Fargo, N. D.; P. J. Meyer, manager of KFYR, Bismarck, N. D.; and Mort Henkans, manager of KSOU, Sioux Falls. On the same occasion, a reception was held for the other WCCO staff staged a cocktail party and buffet supper for Mr. Gammons.

Gohring in Air Force

Mr. E. E. Gohring, program director of WSIP, Toledo, for nine years, left Toledo last week for training in the Air Force at Miami Beach. Mr. Gohring has been commissioned a first lieutenant.

MICHAEL FIELDING, news commentator of WIND, Gary, Chicago, is conducting twice-weekly lecture forums on various phases of the Crystallization of a Plan for Conservation of the Life of Vacuum Tube and Component Parts, probably by modifying operating standards, is foreseen as a result of official conversations. It was expected that within the next fortnight formal action will be taken on an over-all conservation project, possibly having certain pooling and equipment replenishment features.

Problem of Silences

Meanwhile, other war-developed broadcast operation problems received considerable attention. Aside from the WBC-WPB-FCC activities, the whole question of radio silences is being focused. Focusing renewed attention on this problem was the June 6 order of the Southern Defense Command in San Antonio, instructing stations in the Gulf area to go off the air at midnight until 6 a.m. While this had little effect on normal operating schedules, the matter nevertheless is being discussed, with the objective of War Dept. steps which would result in uniformity in all defense areas.

Frequent meetings are being held by the Domestic Broadcast Committee of BWC and by its sub-committee, on assignments delegated by the top board. Matters relating to station operation under the rigors of war, availability of spare equipment, occupational deferments in radio under Selective Service, and kindred operational and manpower problems are dominating its agenda.

Radio Drive Slated In Salvage of Fat On National Basis

Government and Business to Conduct Joint Campaign

RADIO'S part in the nationwide fat salvage campaign began to take shape last week when Kenyon & Eckhardt, New York agency handling the campaign, announced that radio would be used on a national scale along with newspaper promotion.

At the same time it was learned at WPB in Washington that the fat drive scheduled to start about July 8 [BROADCASTING, June 15] would probably coincide with a coordinated and concentrated general salvage campaign likely to be announced by Donald M. Nelson, WPB chief, at a press conference tentatively scheduled for July 6.

Soap sponsors and other interested companies, have already agreed to push the fat drive on their regularly scheduled programs. In these instances, these messages will replace commercials entirely. Spot announcements may also become part of the radio campaign but this is not yet definite.

Collection Plans

Through the Office of Facts & Figures' network allocation program, arrangements are being made to include announcements urging housewives to save pan drippings and cooking fats to be turned over to local greasy and fat markets at an average of 5 cents a pound. Collection agencies such as meat markets will be reimbursed by the renderers who will convert the collected fats into glycerine vital in the production of explosives.

OFF fact sheets have already been sent to stations, networks, and sponsors alike, providing the necessary facts for the salvage drive as well as the fat drive. In the over-all campaign, scrap iron, copper, brass, zinc, aluminum, lead, rubber, rags, manila rope and barrels are the objectives.

It is understood in Washington quarters that the need for the over-all salvage drive has been occasioned by a seeming forgetfulness as soon as any single drive has lost its initial novelty. WPB officials have pointed out that all the scrap rubber available could not possibly be uncovered by a two-week campaign; such is the case with every other needed material which can be reclaimed through salvage.

According to a constant campaign, in the duration WPB officials hope to keep salvage objectives always before the people.

Charging plagiarism of her show, "Lust and Longing," Hollywood radio producer, has filed a $50,000 damage suit in Los Angeles Superior Court against CBS, Philip Morris Co., and Fox Co., New York.

Agency Names Dorrell

SWITCH of W. Ward Dorrell, of the Chicago sales staff, to the Hurst & McDonald, Chicago, as radio director, was announced last week by William B. Henri, president. Before joining the Raymer Co., Mr. Dorrell was manager of the estat- inghouse stations, WOWO and WGL, Fort Wayne. Before entering radio he was assistant to the president of the Toledo Scale Co., Toledo, and a district manager of General Motors Radio Corp., Detroit. David Dole, assistant radio director of Henri, Hurst and McDonald, will remain in that capacity.

KRUMING ASSUMES ROCKFELLER POST

PAUL R. KRUMING, president of Export Advertising, New York, has joined the Rockefeller Committee to take charge of program arrangements for the other Americas. He will headquartered in New York. rockefeller committee.

Paul Kennedy, radio editor of the Cincinnati Post, on July 1 joins the Rockefeller Committee's press division.

John W. G. Ogilvie, associate radio director of the COIA under Don Francisco, has returned from a five-week flying trip to Central and South America and is back at his desk in Washington headquarters.

Illinois? For a big chunk of it, use the DECATUR station.
RUBBER REPORTS from radio stations throughout the country bear testimony to the industry's wholehearted cooperation in the two-week sale campaign. Appraising a part of the Los Angeles take at one Seaside service station (top left) are William Frogge, Southern California manager, Seaside Oil Co., left) and Clete Roberts, BLUE Hollywood commentator, who sponsored three-weekly by the company which devoted its entire commercial radio time to the campaign.

To dramatize the drive, KLZ, Denver, produced a special program describing the various reclamation steps. Bob Harris, KLZ announcer (left) is interviewing John Gates, president of the Gates Rubber Co., Denver, at the start of the tour through the firm's reclamation plant.

In Hollywood last week, it was reported that Greene and Revel had returned to ASCAP membership but will continue to publish music as Greene & Revel Inc., releasing through BMI Greene and Revel severed their association with ASCAP in 1941 and affiliated with BMI. Mr. Greene said the new arrangement discontinues the former free radio licensing of the team's songs and performing rights to the music will go to ASCAP.

Text of Letter
The June 17 letter of Greene and Revel to all stations reads as follows:

The undersigned is a member of the American Society of Composers, Authors and Publishers.

Heretofore the undersigned has delivered to you documents purporting to grant non-exclusive to perform and broadcast certain musical compositions. Attached hereinafter is a list of such compositions. No fee or other consideration was paid to the undersigned for such licenses.

The undersigned notifies you that he has elected and does hereby terminate the said licenses to the fullest extent permitted by law, effective immediately. The said licenses are being so terminated with respect to all broadcasting stations which received such licenses gratuitously and which have paid no fee or other consideration therefor.

Following is the list of numbers affected: Reverse: Zeau Zantara; You're Bad for Me; Until I Love Again; I Haven't a Thing to Wear; Ring Your Warden Away; Cindy Lee; You Go Your Way; I'll Go Crazy; When There's a Breeze on Lake Louise; I'm in Good Shape (For the Shape I'm In); The Light of My Life Went Out Last Night (With Somebody Else); Everything; Wherefore You Are; Heavenly, Isn't It; Call Out the Maroons; How Do You Fall in Love; Hands Across the Border; A Million Miles From Manhattan.

Brewery Discs
FALLS CITY BREWING Co., Minneapolis, is stressing the "good fellowship" angle of beer-drinking in its current Live Get Together As Sports, six-weekly on WHO, Minneapolis, in addition to a weekly half-hour of music and dramatic sketches. Fall City Get Together. The theme is carried out in recorded announcements presenting an orchestra playing in discord and then in harmony. The discs are used in connection with promotion by the Advertising Agency in Anfenger Adv. Agency, St. Louis.

FM and Video CPs Abandoned by Two Materials Shortage Prompts Cancellation Requests
INABILITY to obtain materials necessary for building has prompted the abandonment of immediate plans for the new KSEE, commercial television station that had been authorized for construction in Los Angeles, and W63SY, commercial FM permittee in Syracuse.

Materials Scarce
In a letter to the FCC requesting cancellation, Earl C. Anthony, Inc., operators of KPI and KECA, which held the video authorization, stated that it could not obtain the necessary material especially now that the Commission memorandum opinion of April 27 would positively exclude their type of construction from any priority. The letter further said that after the war, Earl C. Anthony would again seek to pursue its television activities. KSEE was to have operated on channel 6.

The deletion request of Central Broadcasting Corp., licensee of WSYR, Syracuse, as well as permittee for W63SY, was also based on failure to procure necessary materials and the Commission's April 27 opinion. Like Earl Anthony Inc., Central Broadcasting Corp. indicated its letter to the FCC that its commercial FM plans would be again revived after the war, W63SY had been authorized for 46.3 me.

DON DUNPHY and Bill Coran, announcers of boxing broadcasts sponsored on MBS by Gillette Safety Razor Co., Boston, for the past year, have been signed to cover the fights for another year. Gillette renewed MBS broadcasts of the bouts for one year, June 1 [Broadcasting, March 30]. Mason Inc., New York, in agency.
DAILY CALL TO THE COLORS
All Cincinnati Pauses 40 Seconds at 6 Each
Evening to Salute Old Glory

AN ENTIRE city pausing for 40 seconds at 6 o’clock each evening to salute Old Glory! That is the idea behind the “Call to the Colors” ceremony inaugurated in Cincinnati June 22 at the suggestion of Jerry Belcher, public events director of WCKY and WCPO, that city. The brief rite is broadcast by WCKY and WCPO, with other stations expected to follow suit when schedules can be adjusted.

The ceremony is held seven evenings a week. The flag is lowered from its staff on Fountain Square in the heart of downtown Cincinnati. A different color guard is presented each evening, the Army, Navy, Marine Corps and patriotic civilian and veteran organizations taking part.

The observance was inaugurated June 22 with cooperation of the city of Cincinnati and the Army, Navy, and Marine Corps recruiting stations. Flags of the 26 United Nations were massed on the square. The banner of the Free French was given an important place. Prior to lowering the flag, Mayor James G. Stewart spoke briefly. On the speakers’ stand were City Manager C. O. Sherrill and the heads of the Cincinnati recruiting offices.


Representatives of the American Legion, Navy Mothers, Boy Scouts, Girl Scouts, Campfire Girls, Junior Chamber of Commerce, luncheon clubs, and other organizations were present on the square. Consular representatives of several of the United Nations had places of honor. Two Cincinnati boys, members of the crew of the U. S. Aircraft Carrier Lexington and survivors of the Midway battle, were introduced to the crowd assembled.

University of Cincinnati and Xavier color guards assisted in the ceremony.

Belcher was master of ceremonies for the opening observance and the WCKY loudspeaker on the Hotel Gibson, opposite the square, was used to amplify voices of the speakers and for the bugle call. At 6 p.m., Belcher made the announcement, “Ladies and gentlemen, Cincinnati’s Call to the Colors.” You are requested to remain silent during the 40-second interval which follows.

As “To the Colors” was sounded, all present saluted the flag and traffic on nearby streets was stopped for one traffic light cycle, 40 seconds. Flags on the Federal Bldg; nearby, were lowered simultaneously with the Fountain Square flag.

Belcher’s idea for the nightly ceremony was first given to the Army, Navy and Marine Corps recruiting offices and with their approval was passed on to the city government, which quickly gave permission. Mayor Stewart issued a formal proclamation inviting citizens to take part.

Heads Record Group
HEN GRAUER, NBC announcer, is XBR chairman for Armed Forces Master Record Inc, a non-profit organization seeking sponsors for Library units of 100 classical music records for Army camps. Dr. Frank Hillek, music director and Don Goldard, newsreaster, were the first NBC members to sponsor units for the organization, not to be confused with Records for Our Fighting Men Inc, which aims to buy new records for service men from proceeds raised from the collection and sale of old records.

PROFESSIONAL DIRECTORY

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

McNARY & WRATHALL
Consulting Radio Engineers
National Press Bldg. Di. 1205
Washington, D. C.

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BROADCASTING for RESULTS!

June 29, 1942 • Page 61
AFM Formally Bans Recording Aug. 1

Appeal to Government By Transcribers Is Expected

ANSWERING clearly and succinctly the question of the recording and broadcasting industries as to whether James C. Pettrillo, president of the American Federation of Musicians, really meant what he said about "canned music" at his union's recent convention in Dallas (Broadcasting, June 15), the union head last Thursday mailed the following letter to all manufacturers of transcriptions and phonograph records:

"Your license from the AFM for the employment of its members in the making of musical recordings will expire July 31, 1942, and will not be renewed.

"From and after Aug. 1, 1942, the members of the AFM will not play or contract for recordings, transcriptions or any form of mechanical reproductions of music."

Movies Status

But while this letter seems definite enough about the prohibition of recordings, it would also seem to stop AFM members from working on any musical motion picture, since such movies are certainly "mechanical reproductions of music.", This interpretation of the phrase was, however, emphatically denied by AFM spokesmen when it was called to their attention last Friday. "There is no ban on musical films," they stated, adding that the letter was aimed solely at the recording field.

Letters, the union's first official affirmation of Pettrillo's convention, were received too late for the recording industry to take any action, either collective or individual, last week. There seemed little doubt, however, that the recorders would take legal steps to stop the union from effecting the withdrawal of its members from the recording field at the end of July.

It was considered probable that the recorders would request Thurman Arnold, Assistant Attorney General in charge of the Anti-Trust Division, to institute a criminal action against the AFM on behalf of the Government on the grounds that this order constitutes illegal restraint of trade.

To cite only one possible basis for such a suit, transcription executives pointed out that the same rate is paid to musicians for work on commercial transcriptions as for work on commercial network programs. If the AFM, they stated, permits its members to continue to work on network shows but not on transcriptions, that constitutes unfair competition and restraint of trade.

NAB President Neville Miller was in New York several days last week and among other things, discussed the Pettrillo ban with transcriptions company officials. He will be in New York this week, too, on the same matter. An NAB Board meeting is contemplated in mid-July, but it is expected plans will be evolved prior to that time.

WPB Names Kettering As Consultant on Radio

APPOINTMENT of Charles F. Kettering, president of the General Motors Research Corp. and vice-president of General Motors Corp., as consultant to the radio branch of the War Production Board was announced June 26 by Donald M. Nelson, WPB chief. Mr. Kettering is prominent as an inventor of many basic automobile devices. In his new capacity he will serve as an advisor on the production of radio communication equipment, aircraft detectors, and signaling and fire control devices.

In announcing the appointment, Mr. Nelson made public a portion of a letter to Mr. Kettering:

"Our Radio and Radar program has assumed such tremendous proportions that I feel it is now vitally important to have someone of your outstanding capacity and accomplishments in the scientific world, to whom we can turn.

Rubber Pickup

RADIO SQUAD cars were mustered by WGBF and WEOA, Evansville, Ind., recently to collect 1,500 pounds of rubber in 60 minutes for the local salvage committee.

Listeners were urged to telephone names and addresses if they had any old rubber. These were then announced by the stations. The squad cars, stationed in strategic spots throughout the city, made quick pickups. In many instances listeners formed groups to meet the cars.

WOOF'S JINGLE CONTEST WIN A PRIZE!

"The First Prize Winner Returned This—He Wants His Jingle Back!"

DON LEE TO FIGHT PETRILLO'S EDICT

DETERMINED to fight the recent transcription-recording ban edict of the American Federation of Musicians slated to be put into effect Aug. 1, Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Hollywood, on June 23 notified San Francisco Musicians Mutual Protective Assn. and AFM New York headquarters that his organization will not sign or agree to any form of musicians on KFRC, San Francisco.

In breaking off negotiations, Mr. Weiss stated that the AFM's arbitrary action violates an agreement that permits use of recordings. Don Lee network was negotiating to increase time of KFRC musicians from one to two hours daily, with salary boosted from $41 to $60 weekly per man, so long as permitted contractual prerogatives that the new AFM edict rescinded.

Not permitted the transcribing of network shows for later Pacific Coast release, Mr. Weiss cancelled all four music contract to consider the musicians increases. He pointed out that the present KFRC orchestra was not merely needed. The station, he said, thought the investment worthy in view of the recording and transcription privileges.

KMPC, Beverly Hills, Victim of Band Walkout

HAVING failed to negotiate a new working agreement with KMPC, Beverly Hills, Cal., Los Angeles Musicians Protective Assn., Local 47, on June 26 went on strike against the station staff orchestra. With KMPC increasing its power from 5,000 watts to 15,000, to 150,000 watts fulltime, and also becoming a unit of the Golden West Broadcasting System, new regional network, the union demanded the station staff orchestra be increased from six to ten members.

A scale increase to $55 weekly per man, plus time-and-a-half for steward and Rex Koury, musical director, was demanded. Robert Reynolds, station manager, at press time stated that both sides were trying to work out an amicable solution.

Production Firm

PLAYRIGHT PRODUCERS, New York, a radio production firm, has been formed by Peter Lyon, Robert Richards and Robert Tallman, freelance writers. The firm will specialize in the production of package shows. First series to be placed on the market is For Us the Living. The three writers took part in writing the original March of Time series. Lyon writes scripts for the CBS show, Are You a Missing Heir. Richards and Tallman do facilities work for Cavalcade of America on NBC.

BERTHA BRAINARD, NBC manager in charge of program and talent sales, has been made a member of the Twenty Year Club for radio veterans, founded by M. V. Kelbyborn, NBC commentator. Miss Brainard started her radio career with WJZ, then in New York, and has been head of play reviews titled Broadcasting Broadway.
"ADVERTISING can contribute to the war effort in many ways. It does not become a non-essential with the advent of war. In fact, its function becomes increasingly important...

"There is a big job for advertising to do in keeping hope and courage and determination blazing in the minds of those on the production lines — and in the minds of those behind the production lines.

"People’s habits change. They forget how much they desired many things. They become rooted in different ways of life. Advertising can keep the spark of life in that deferred demand — keep it flickering gently until that day when the United States returns to — not normal demand, but our usual stimulated demand.

"We did not build our standard of living on the normal demands of human beings, for no one has ever operated in a ‘normal’ market. We have had a ‘stimulated demand’ economy throughout our lifetime — and advertising has been the great stimulator. Now is no time to shut off the spark which energizes American business.

"As the war economy matures — as more of our current life becomes channeled into a definite part in the winning of the war — there will be time to look ahead and explore these possibilities. This may have much to do with establishing advertising policies which will speed up the process of converting the United States to a post-war plenty, by telling and selling the public the real part played by business, just as advertising in the past has speeded up the distribution of product throughout our national economy."

*To those 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
WKY delivers a Bigger Drug Market

than all 3 other stations combined in Oklahoma City

- WKY reaches more people. WKY reaches more consumers. WKY reaches more buyers. WKY is being listened to morning, afternoon and evening by more persons in Oklahoma City than listen to all three other stations combined.

Hooper's continuing measurement of radio listening in Oklahoma City shows that for the five months ending last April, WKY averaged 55.3 out of every 100 radio listeners while the three other stations had 20.2, 11.7, and 11.2 respectively.

WKY's bigger audience is a bigger market...a bigger market for sellers of drugs, toiletries, food products, and commodities of all kinds. WKY's advertising is more resultful, more economical, more profitable than selling effort on any other single station in Oklahoma City...than ALL THREE other stations put together!