SERVING MARKETS THAT SERVE THE UNITED NATIONS

THE FORT INDUSTRY COMPANY
Broadcast Building
TOLEDO, OHIO
"LOOK! THAT COMPANY DOWNSTAIRS IS ADVERTISING ON WLS AGAIN!"

THERE is no ceiling on Midwest America sales for WLS advertisers. They just keep going up and up and up! WLS can and does send listeners to stores to buy WLS-advertised products. Here's one example—and in Chicago: Each of the past six years, a Chicago grocer has conducted weekend promotions tieing in with the WLS "Feature Foods" program. Sales of one product having an average weekend sale of 180 packages jumped to 573 packages during the WLS promotions—a 319% increase above normal sales! Another product jumped 446%... and still another 201%—all in a single weekend! It proves again that WLS Sells Goods—and in Chicago, too—that listeners act promptly on WLS suggestions.

WLS 890 Kilocycles 50,000 Watts Blue Network

The Prairie Farmer Station

Represented by John Blair & Company

Chicago

Management Affiliated with Koy, Phoenix, and the Arizona Network—Koy Phoenix • KTUC Tucson • KSUN Bisbee-Lowell
... BUILT INTO

THE STANDARD LIBRARY:
"The Commercial Touch"

Ask a Standard subscriber what he likes most about the Standard Program Library, and he's pretty apt to say:

"It helps me sell time!"

After all, isn't that the most important attribute a Program Library can offer? We call it "the commercial touch"—and we make sure it's present in every Standard recording.

The secret? Showmanship... that intangible something that holds the interest of the greatest number of listeners.

In addition to the innumerable shows which program directors can create from the vast musical resources of the Library, Standard's continuity service provides 64 ready-built programs per week... sparkling, sponsorable, and complete to original opening and closing themes!

Ask us for the impressive facts regarding Standard's "commercial touch," and such important "extras" as 100% Orthacoustic recording and our time-and-trouble-saving filing and indexing system.

Standard Radio

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.
Watchers in Waltham...

Sales for you right here...

You get both with:

WWL NEW ORLEANS

50,000 watts - clear channel

When Waltham, Mass., isn't turning out watch dials it turns to radio dials. Every so often some timester tunes in on—and writes to—WWL, New Orleans. Our files fatten with mail from fans at every point of the compass.

But the mainspring of WWL popularity with results-wise advertisers is our Deep South leadership. Here in the New Orleans market area, the power and prestige of WWL makes it unquestionably:

The greatest selling POWER in the South's greatest city

Back of today's decisive war triumphs are years of planning and testing. The successes of whole campaigns, of crucial actions by tanks or sea or air fleets, spring from painstaking preparations in the staff room and drafting room, in the laboratory, the wind tunnel and on the proving ground. Victories are built from blueprints.

But not only military victories—

United Press was first by 24-hours with the long-awaited stories of internees from Japan. These gave America its first detailed account of U. S. bombing raids on Japanese industrial centers, of maltreatment of American and British internees, of how Japan's army keeps the people in the dark about Japanese reverses.

United Press correspondents Robert T. Bellaire and Richard C. Wilson filed their dispatches from Lourenco Marques. They reached New York ahead of all others because, even before the exchange ship had left Yokohama, United Press blueprinted its campaign for a series of beats by establishing an air-tight communications channel from remote Portuguese East Africa and by keeping it open for the prompt movement of the big news.

News beats—victories in news coverage—like victories on the fighting fronts, are built from blueprints.

UNITED PRESS

"The World's Best Coverage
of the World's Biggest News"
timebuyers, advertisers, agency men
how to get more out of radio at 20% to 40% less cost!

"BIG SALES IN SMALL PACKAGES" brings you such vital information as:

TIME SELECTION—how this one step should be taken to make the short-time period most effective.

COMMERCIAL SLANTING—actual cases on how sponsors cleverly aimed their commercials toward specific audiences.

"TYPING" A PROGRAM — describes the simple, but necessary, act of program spotting for "listener types."

ARTIST IDENTITY—the obvious but important trick of identifying the artist with the product or service on the short-time period.

Perhaps you're an advertiser who has never used radio before. Perhaps you're a timebuyer who must maintain strong market coverage for one or more accounts in the face of war-curtailed budgets. Or, you may be an agencyman with a unique new program idea which has been approved by a client, but which must be presented much more economically than you had originally planned.

If any of these problems are yours, WOR urges you to send today for a free copy of "BIG SALES IN SMALL PACKAGES."

"BIG SALES IN SMALL PACKAGES" is a 30-page booklet packed with sound, authoritative facts on the short-time period. It is deliberately slanted to meet the needs of a nation at war. In these 30 pages WOR tells you candidly, clearly and briefly how economically-produced 5 and 10-minute programs have obtained amazing results for a variety of sponsors.

Write, Wire or Phone NOW for your copy of "BIG SALES IN SMALL PACKAGES"

at 1440 Broadway, in New York PE 6-8600
Richard H. Mason
Manager, WPTF, Raleigh

Handsome is as handsome does—and in either case, Dick Mason is doing very handsomely indeed. Starting with WPTF as part-time announcer when he was only twenty-one (and when WPTF was a 1000-watter) Dick was successively a full-time announcer, then production manager, then program director—and, today, is Manager of this 50,000-watt outlet. Just as important, Dick is still the same easy, quiet-spoken chap who started in at the bottom of the radio ladder, fourteen years ago.

Far be it from any of us here at F&P to make any claims about personal appearances, but so help us—one thing of which we're really proud is that we've worked like horses, and have done pretty well for both our advertisers and our stations. Starting in 1932, our first year's billing was such that most of our friends proclaimed we'd done the "impossible". Last year, in 1941, we billed 2495% more than in 1932—or almost as much as in all our first five years combined!

Please don't misunderstand about that. We're not boasting. What we're saying is that every year, F&P must have given more help, more service, more value to advertisers and agencies, or else we couldn't have grown as we have. And that's the way we shall continue to grow, here in this pioneer group of radio-station representatives.
Census Shows 82.8% Radio Homes in 1940

Receivers Doubled Within Decade, Data Reveal

THOUGH the county-by-county reports on five major States remain to be released, the U. S. Bureau of the Census last week issued a national recapitulation of the first official census of American radio homes to be made available in a decade. The report, long awaited by the broadcasting industry, by timebuyers and by market analysts, shows that 82.8% of all occupied dwelling units in the United States were equipped with radios when the 1940 population census was taken.

The projected county-by-county reports covering New York, Ohio, Illinois, Pennsylvania and California will be published by BROADCASTING, as have all other State reports thus far released, as soon as they are made available by the Census Bureau. Later, perhaps in early September, BROADCASTING will issue a supplement containing the county reports on all States and the District of Columbia.

Doubled in Decade

The national recapitulation reveals that the number of homes in the United States with radios more than doubled between 1930 and 1940, with radios reported in 28,052,160 of the occupied dwelling units counted in the 1940 census of housing. Actually, however, a projection of the official census figures, using accepted statistical methods and taking into account the number of occupied dwellings (960,153) which did not answer the radio question, shows that there were at least 800,000 more radio homes that should be added, making a grand total of 28,839,154 [see table on page 10].

The official census count does not include second and third (or more) sets in the home, nor does it include any count of auto radios, office radios, portables, etc. The homes dwellers, during the 1940 census, were simply asked to answer the question whether their homes were radio equipped, and it is an accepted fact that many failed to reply for fear of the then much-talked-about tax on radio sets.

That the figures carried in the projection on page 10 are the irreducible minimum of radio homes in the United States, is further borne out by the fact that the census was taken more than two years ago and that the last several years have been among the heaviest in radio set production and sales in this country. The estimates published herewith were made by the NAB research department, headed by Paul F. Peter, using the Census Bureau's reports as the base.

Highest in Cities

The proportion of homes with radios in 1940 is shown to be highest in the urban areas, in which 91.9% of the reporting units had radios as compared with 79% in the rural-nonfarm areas and 60.2% in the rural-farm areas. In the North and West the proportions having radios were 91.9% and 88.9%, respectively. The corresponding figure for the South was 62.1%.

In 25 States and the District of Columbia more than 85% of the homes had one or more radios. These States form a continuous
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<th>RURAL-NONFARM UNITS</th>
<th>RURAL-FARM UNITS</th>
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<td>% Radio</td>
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<tr>
<td>MOUNTAIN</td>
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<td>159,963</td>
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<td>UNITED STATES</td>
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<td>23,544,533</td>
<td>82.9</td>
<td>22,839,154*</td>
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<td>20,595,509</td>
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<td>18,923,793*</td>
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* Preliminary estimates calculated from U.S. Census advance release, "Home Radios: 1940", Series H–13, No. 1, which presents urban, rural-nonfarm, and total figures for each State. NAB will issue final estimates when the U.S. Census Bureau releases State figures by counties.

**RADIO HOMES IN THE UNITED STATES, 1940**

Estimated by NAB Research Dept. from 1940 U.S. Census of Housing data. Number of occupied dwelling units and percent radio-equipped as reported by U.S. Census, and number of dwellings having radio estimated from census data by projecting percent ownership to the number of units not answering the radio question, applied separately to Urban, Rural-Nonfarm and Rural-Farm units for each county.

band reaching from the North Atlantic Coast, along the Canadian border and down the Pacific Coast.

Upward Trend

The radio question included in the 1940 census, as in 1930, has produced the only official figures on radio homes available to the broadcast industry in complete detail, although annual estimates have been made in the past and some efforts have been made to break down State totals to show rural and urban figures.

Up to now, in only two instances efforts have been made to produce figures by counties, both being radio homes, as the Joint Committee on Radio Research, comprising representatives of the Assn. of National Advertisers, the American Assn. of Advertising Agencies and the NAB. The first of these was dated Jan. 1, 1936 and the second Jan. 1, 1938. Both were conducted under the supervision of Mr. Peter, then secretary of the Joint Committee.

The new census figure of 28,830,154 falls in good alignment with the trend established by the Joint Committee's estimates. Actually, the Joint Committee's figure for Jan. 1, 1936 was 22,889,000; for Jan. 1, 1938, it was 26,666,500.

Because of the enormous cost involved in preparing county estimates, it is doubtful if new projections of the now official 1940 figures will be undertaken on behalf of the industry within the next three years. Absence of such estimates will necessitate the use of the 1940 figures for several years, in the opinion of the NAB research committee which consists of Roger Clipp, WFF, Philadelphia, chairman; C. Grover Delaney, WHNT, Hartford; Ed Evans, Blue Network; John McCormack, KWKH, Shreveport; Barry T. Rundle, NBC; Dr. Frank N. Stanton, CBS.

The newly released census figures are based on answers to the radio question for 33,894,369 dwelling units of the total of 34,853,500 occupied homes. There were 960,163 occupied dwelling units which did not answer the radio question. Based on the experience obtained when the radio question was applied, radios of those not answering the radio question would indicate that almost 800,000 additional radio homes should properly be added.

The NAB Research Committee has approved the method of projecting total radio ownership figures which has been applied by the NAB Research Department. According to Mr. Peter, the method has been checked with members of the staff of the Census Bureau, and it is apparent that the figures thus produced are relatively acceptable within certain limits. The method employed is simple, the percent ownership is applied to the count of those dwellings for which the radio question was not answered, and the result added to those reporting radio ownership. The effectiveness of the method results in its application to the lowest subdivision of the data released. The method is applied separately to urban, rural-nonfarm and rural-farm within each county.

Release of Figures

The Jan. 1, 1938 estimate of the Joint Committee on Radio Research has been widely used through the industry since it was released. That estimate of radio ownership by county was based on two surveys: one among rural population-con
SUMMARY OF GROWTH OF RADIO FAMILIES
By States and Geographic Areas

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<th>APRIL 1930</th>
<th>APRIL 1940</th>
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<td></td>
<td>Total</td>
<td>Radio</td>
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<tr>
<td></td>
<td>Families</td>
<td>Radio</td>
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<td>NEW ENGLAND</td>
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<td>Connecticut</td>
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<td>Vermont</td>
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<td>Mississippi</td>
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<td>Tennessee</td>
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IN THE TABLES ABOVE, three sets of radio figures are presented for comparison. In the first column, the U. S. Census of 1930 figures of total families, percentage of radio ownership and radio families are given.
In the second column, the Joint Committee on Radio Research estimates of Jan. 1, 1938 are presented in the same detail. The third set of figures is the U. S. Census of 1940 total occupied dwelling units, labeled here as convenience total families, percentage radio ownership and the NAB projection of radio families. Comparison of the 1940 figures with those of 1930 reflects the accuracy of the census of radio ownership in the U. S. in the ten-year period.
Comparison of the Joint Committee estimate with the 1940 census data tests the accuracy of the Joint Committee estimate. It must be borne in mind that the Joint Committee of necessity estimated both total families and the percent of radio ownership, the

| Figure of radio families was thus produced. In preparing for the 1938 estimate, the Joint Committee recognized that accuracy could be hoped for only for large areas. It believed that the figure for the United States was accurate within a very small percentage of error. It realized that the State totals would have a large percentage of error and that greatest error would be found in individual county figures. Comparison with the 1940 census data confirms that situation exists.

The total for the United States is amazingly close in five of the major size groups. The previous industry estimate of 28,700,000 radio families at Jan. 1, 1940 agrees closely with the census figure of 28,839,154.

The difference between percentage findings and actual figure findings is accounted for by deviation in the estimate of total families by State.

---

Kerr Glass Extends
KERR GLASS MFG. Corp., Los Angeles (Klarson jars), in an eight-week campaign which began on July 16, will use three weekly participation in Breakfast at Sardi's on KUSF, Pacific Coast stations, every Monday, Wednesday and Friday from 8 to 10 a.m. (P.W.) With expiration of current contracts, firm has extended agreement for three more weeks. The campaign was sponsored by WOCO WHAM WCHS WSAZ, agency is Raymond R. Morgan Co., Hollywood.

BROADCASTING • Broadcast Advertising
August 3, 1942 • Page 11
Copper Expedited By WPB’s Ruling
Improved Prospects Foreseen In Materials for Industry

PROSPECTS for improved supply of raw materials necessary to the broadcast industry arrived another boost July 28 when the War Production Board granted radio and communications a higher copper priority rating to enable them to obtain a sufficient supply to care for operating, construction, maintenance and replacement.

This latest ruling, which amends P-129, improves the copper priority rating of the broadcast industry as well as that of the communications field. As a result, the previous rating of A-3 now becomes A-1.3.

An earlier order, M-9, restricted deliveries of copper to A-1K or higher and the new order enables radio to obtain materials in conformity with that order.

Brighter Outlook
Through this amendment, broadcasters need not file PD 1A applications any longer for each piece of equipment, which is higher than an A-1 J rating. Since a goodly proportion of broadcasting equipment is affected by this order it is likely to be of considerable assistance in maintaining the supply of replacement.

However, informed sources indicate there is a possibility of an even more far-reaching copper order. WPB sources have refused to confirm or deny this report.

Coupling the copper order with the recent order allowing broadcasters to obtain sufficient quartz crystals to care for maintenance and replacement, the outlook is bright for maintenance of existing operations insofar as raw materials go. In addition, WPB officials are generally satisfied with industry cooperation in the matter of conservation. The willingness of the industry to reduce itself to essential and economic operation is credited in part for the success of radio and communications in obtaining needed priority ratings and critical materials.

Another industry advisory committee, concerned with radio receiving-tube supplies, is scheduled to meet in Washington Aug. 5. One of its biggest tasks will be the problem of standardization of tube types. In general, it will study the needs of the industry, sources of supply and likelihood of continued supply for both military and civilian purposes, methods of substitution in manufacture, reclamation and conservation.[BROADCASTING, July 6, 13, 20, 27].

In addition, the BWC is compiling returns of its all-inclusive tube survey [BROADCASTING, July 13] and it is expected results will likely be announced some time this week. Stations have been submitting complete data of tubes on hand, in use, life expectancy and comparable pertinent data.

AFTER YOU, UNCLE SAM!
Your copy of BROADCASTING is mailed in time to arrive on schedule every week. If it is a little late in coming, please remember that our armed forces have first call on all transportation facilities.

ELMER DAVIS TO PETRILLO

Despite this public and published pledge you sent a communication on June 25, 1942, to all companies engaged in the making of phonograph records, electrical transcriptions, and other forms of mechanical reproductions of music indicating that you would aid, order may well force them out of business and thus seriously interfere with the communication of war information and messages vital for the prosecution of the war.

Since, as you say yourself, "music is today one of the finest media for maintaining high public morale," the elimination of records for home use, for use in restaurants, cantinets and soda parks where members of the armed forces go for recreation, and for use in factories where war workers use juke boxes for organized relaxation can only fail to have a negative effect on morale.

Therefore, on behalf of the people of the United States and on behalf of the War Dept., the Navy Dept., the Marine Corps, the Coast Guard and the Office of Civilian Defense, and the Office of War Information, I sincerely urge that you consider it your patriotic duty to stand by your contract and the public security and withdraw your ultimatum of June 25, 1942.

Press Harshly Critical of Petrillo Ban

Music Czar Lambasted In Editorials and Columns

A STORM of public resentment from all corners of the nation against the Petrillo ban on recording was reflected in bitter editorial comment denouncing the cair of the American Federation of Musicians.

Petrillo’s career from his early days in Chicago to his present nationwide activities was raked thoroughly by editorial writers and commentators. The feeling seemed to be that this time the mighty man of music had gone too far and the press was almost unanimous in urging Government officials to act quickly.

A Higher Law

“Is it possible there is a higher law even than Mr. Petrillo’s slightest word?” asked the New York Herald-Tribune in its July 26 issue. “The Government thinks there might be and had the temerity to move against him from two different directions.”

The Herald-Tribune went on:

To force the employment of a ‘state’ orchestra, which must be paid even though it is not used, is, according to the explicit declaration of the Supreme Court, quite all right according to the law.

“Even for ‘union’ hoodlums to tie in with the Government in a State line, force their way onto them by beating the drivers, and force the payment of ‘wages’ to them though they do not offer to render any services, is, according to the Supreme Court, certainly not in violation of the Federal Anti-Racketeering Act.

“As long as a spineless Congress permits this disgraceful state of the law we will have not only Petrillos but union leaders who do far more harm than the Petrillos. Indignation at the edicts of Mr. Petrillo unaccompanied by any suggestion or move to change the state of law which permits Mr. Petrillo and others successfully to issue such edicts, is either hypocritical or hopelessly confused.

The same paper in an editorial July 30 questioned action of Elmer Davis in injecting himself into the music crisis, suggesting he might have left the Government end of the fight to the FCC and Justice Dept. It found “humiliation” in the fact that “a high Government official should find it necessary to appeal to the Davis-Petrillo patriotism.”

Even the Courts

The Washington Post took the position that Petrillo had gone too far in his action. “Well, just as we said, our little tyrant of music, Mr. Jimmy Petrillo, has at last invoked against himself what in the good old days (when we thought such things mattered) we used to call a storm of public indignation,” said the Post.

“ Doubtless Mr. Petrillo, who is, after all, not without experience in these matters, knows that one need do about a storm is to let it go ahead and exhaust itself. Some newspapers, evidently, think so too, and that despite any amendment the Petrillo ban will go on. What better way to make his own sweet way about everything until and unless Congress chooses to act. The Greeks, however, had still another way of dealing with this kind of monkey business. They would have said that Jimmy was just begging for it, and would have given him up long ago as a done deal.

“The venerable Walter Damrosch, the best known and most beloved personality in American music, has written to Vice-President Wallace (whom he evidently considers almost as important and influential as Mr. Petrillo himself) to lend his prestige and power to this fight ‘to end dictatorship and one-man rule’ both at home and abroad.

“Finally, there are other labor leaders who have been shaken out of their usual administrative and jurisdictional preoccupations by the tempest and are, quite properly beginning to take fright. For it is

(Continued on page 58)
Federal Suit Filed as Petrillo Stands Pat

AFM President Goes Ahead With Strike; Justice Dept. Asks Injunction

UNFAIR trade practices were formally charged by the Dept. of Justice against the American Federation of Musicians as James C. Petrillo, union head, stood pat on his announced strike against recording for phonograph records used commercially as well as transmissions for broadcasting.

The Justice Dept. late Friday mailed to Chicago its bill of complaint asking a temporary injunction to restrain Petrillo and the AFM from enforcing the Aug. 1 ban against recording.

The bill was to be filed Saturday or Monday with the U. S. District Court for the Northern District of Illinois, Eastern Division.

Covered in the injunction request are the bans against records and transmissions, the pulling of network band remotes, the Interlochen action and the AFM and the words, "made without a license,"

Signing the bill of complaint were Attorney General Biddle; Assistant Attorney General Thurman Arnold; Holmes Baldrige, chief of the Dept. of Justice's Divorce Disputes section; Victor O. Waters, special assistant to the Attorney General.

At a 7 p.m. press conference last Friday, Petrillo distributed copies of a letter notifying Elmer Davis, director of the Office of War Information, that "I cannot grant your request to cancel the notice that was sent to the Federation members, no matter how urgent it may be for recording or records." The letter states that World Broadcasting System was recently given permission to make transmissions for General Motors employees working in defense industries.

Mr. Petrillo stated that, "electrical transmissions for radio use instead of records do not do anything detrimental to the AFM if destroyed after such use." But he continued that members of the union "will not play for the making of records for juke boxes." He continued, "I can tell by your letter that you have been absolutely misinformed throughout. You say that the AFM action will stop popular and classical music for home consumption. This is not so."

Questioned on this point, Mr. Petrillo said that recording companies may be allowed to use AFM members only if they are members of the AFM international executive board which would grant such permission if the recording companies guarantee that the records be made for home use.

When it was pointed out that no legal means had been found by which either the recording companies or the performing artists can control or restrict the sale and use of recordings, the union leader shrugged his shoulders and said that was up to the recording companies and "if they can't find a legal way we just won't make any more recordings.

Resentful

Apparently resentful because the recording industry has made no effort to contact the union since the prohibition of recordings was announced some weeks ago, Mr. Petrillo stepped up his campaign to ban any public place without somebody coming in to talk things over and no one has tried to see us yet. If the Government hadn't stepped in at the beginning the recording companies would have been in already," he added bitterly.

Declaring that he was tired out and was too busy to go to court in Chicago, Mr. Petrillo refused to answer questions about the details of the union edict, but after his departure union executives said that delayed broadcasts of network programs by transcription would still be permitted under former regulations, that is that the station carrying the program by transcription will be unable to take it at the time of the network broadcast and that the rebroadcast be made within a week of the original. It is understood this means that network programs of network programs made for short-wave to troops abroad.

NAB President Miller replied to Petrillo later Friday evening after the AFM had declined that the strike would go on that night (see page 57).

Broadcasters and recording company executives in New York declared to talk for quotation on a Petrillo letter to Chairman Fly. Off the record, however, they questioned the complete accuracy of his statistics and especially of the implication that it may be true that 90% of the members of some AFM locals are unemployed as musicians, they pointed out, it is just as true that (Continued on page 54)

Petrillo Stakes His Position in Letter to Chairman Fly

POSITION of James C. Petrillo, president of the American Federation of Musicians, on the recording ban affecting commercial users, was explained in a letter to Chairman Fly of the National Broadcasting Co. Petrillo reminded him of a "music-for-morale" pledge he had made last December (see text of letter on page 12). This Petrillo denied.

Third, the FCC apparently was convinced that it had adequate power to investigate Petrillo and his union, though no formal announcement of an investigation had come as the weekend arrived.

Pointing out that the AFM has given permission for its name orchastras to play gratis for the armed forces for Bond Sale campaign, Petrillo said that the same thing be sent to Latin America by the Office of the Coordinator of Inter-American Affairs, and for other patriotic activities, Mr. Petrillo specified.

If in some of our lands unemployment reaches 60%; in some 75%; and in other locals as high as 90%. If this continues, there will be no incentive for our children to become professional musicians, because after leaving attendance they will find themselves in a starving profession. These students and their families are some of the professionals ten years from now, when they and their families will re- spond, music and entertainment, a bread and butter, under the guise of educational purposes.

The program of the Interluchen was emanate from New York, Chicago and Los Angeles. Each of these three locals has closed shop contracts with the broad- casting networks, in spite of which the AFM in many cases has not objected to sending bands Direc- tion of the air occasionally.

Many of the school boys and girls studying music, and many of them at Interlochen, are sons and daughters of members of the AFM, and if the fathers of these children are not able to make a living, then the children cannot make a living. There would be no money to pay for tuition.

Incentive Needed

It has been said that if they do not make a living, they cannot possibly be ex- cretive to study music. What incentive did the good old time musicians have when they were in school, in town, when they were in the union? In my opinion, that is not a good argument. I am especially proud these days of the Interlochen rehearse all week for our program, and I say, the broadcast is made to commercialize the Interlochen Camp.

Let us see what the AFM has done

(Continued on page 62)
Complete Allocation Control For Shellac Exempts Seedlac

ALTHOUGH shellac for use by phonograph record makers was placed under allocation control as a result of an amendment to Order M106 issued July 31 by the War Production Board, seedlac was excluded from this re-

striction. Until now, disc makers have been operating under the order which reduced their supply to 30 percent of the amount they formerly used [BROADCASTING, Aug. 24].

Under the amendment, record manufacturers no longer will be able to obtain any specific amounts of shellac; instead they must apply to WPPB for seedlac, a cheap grade of shellac, from allocation control offered one big source of supply.

Extenders Used

Furthermore, they maintain the industry has been economizing on use of shellac and seedlac since before the order went into effect. Manufacturers have also been employing extenders [BROADCASTING, July 29], which permit wider use of less shelllac without impairing quality of the recording to any marked degree.

Drastic control of pure shellac may mean some reduction, the WPB admitted, but claimed it was impossible to venture a prediction of the extent. In general, WPB minimized the importance of the allocation control in view of the availability of seedlac. In addition, it pointed out that success of record salvage will also be an im-

portant factor in finally determin-

ing the actual reduction, if any, in production.

The original order issued in April, reduced the supply of shellac and seedlac from 40 percent of the amount they formerly used [BROADCASTING, April 27].

In its brief, which bears the signatures of Charles R. Denny, Harry M. Plotkin, Seymour Krieger, Daniel W. Meyer and Max Goldman, all of the FCC legal staff, in addition to Messrs. Broadsky and Taylor, the FCC drew heavily upon past litigation involving radio station membership to point out the constant references to the Communications Act and Congressional comment preceding the Act's inception in denying that the Commission's eight network approval powers were arbitrary, as alleged by the networks.

Summarizing, the Communication Act authorizes the FCC to adopt the regulations in question; the principles of licensees recognizing the maximum use of facilities, preservation of competition and prevention of concentrated control establish the FCC's right to enforce the regulations; and findings by the Commission establish that certain chain broadcasting practices are contrary to the public interest.

On the question of the regulation being arbitrary, the FCC asked, as previously, that the court should determine the question upon the motions and the Commission's administrative record without taking testimony. CBS and NBC, however, are seeking a hearing de novo, which would entail the taking of testimony.

In anticipation of the FCC's brief, Frank N. Trammell, NBC vice-
president and general manager, presented a supplemental statement to his opinions on network licenses given before the House Interstate & Foreign Commerce Committee. The 5-day period for hearings on the Sanders Bill (HR-5497) to amend the Communications Act.

Attacking the network regulations, he declared they should impinge upon freedom of the press; the only objec-
tion time "will create a monopoly" and the "rich station will get richer and the poor station will get poorer"; and the non-exclusive option rule will make the station dizzy-headed with its choice of network commercial programs.

In answer to charges of the FCC that networks dominated affiliations, Mr. Mullen pointed out that one licensee appeared before the House Committee to support the charges. Mr. Mullen then asked for suspension of the rules for the duration.

Network reply briefs are to be filed Aug. 31.

Bragdon Joins NBC

EVERETT L. BRADON, radio editor of the New York Sun for the past 19 years, on Aug. 3 joins NBC as trade news editor in the promotion department, succeeding Leif Eld, who was transferred to Washington as chief of the WCR-

NBC news staff [BROADCASTING, July 27]. Mr. Bragdon is an author-

itative writer on technical wire-

less, broadcasting and television, and is an expert on the subject of broadcasting in the Sun, as well as contributed articles to publications, many under the pseudonym of WPB Strong.*

COMELY GOLF CHAMP is Wilma Lee, star of Lyrics By Lee over 50% of the 1942 figure. The event was announced in San Antonio last week.

Bob Allen Gets Post

ROBERT S. ALLEN, half of the BLUE Merry-Go-Round team who recently was commissioned a major in the Army, has been appointed assistant public relations officer of the Third Army. It was announced in San Antonio last week.

Trammell Recites NBC's NAB Stand

Voices Concern Over Lack of Unity in Industry Group

EXPRESSING concern over "the lack of unity" existing in the NAB, Niles Trammell, NBC president, has addressed a letter to Neville Miller, NAB president, stating the position of his company in applying for network membership in the NAB.

Mr. Trammell asserts that his statement at the Cleveland convention—that NBC sees no need for network membership—"as contrasted with other companies—has been opposed to mandatory representation on the NAB board; that the network regards its dues for such membership as excessive—remains unchanged.

Text of Letter

The text of his letter follows:

I am writing you to explain this letter a signed application for network membership for the National Broad-

casting Company (NBC) and the National Association of Broadcasters.

At the recent convention of the as-

sociation at Cleveland, I expressed the position of our company relative to network membership as being, first, that we saw no need for network membership of this type; second, that we were opposed to mandatory placement of the network on the board of directors of the association; and third, that we considered the dues for such membership to be unduly excessive.

I wish to state that your views rela-
tive to network membership are our own.

The Cleveland convention, however, is of no concern here except in so far as it is being used by the press in order to create the impression of a lack of unity among broadcasters. In reality, we feel that we are able to cooperate with the association without membership, and we shall continue to work with them.

I have stated many times that it is our sincere wish to do everything in our power to contribute to harmony in the ranks of those broadcasters who are coordinating our own views to those evidenced by the large majority of NAB members.

This is not an emotional desire that we become network mem-

bers with the hope that we can thus make an contribution to industry peace and cooperation.

I still feel very strongly that the network members of NBC in par-

ticular, are paying too high a propor-
tion of the total dues which support the NAB. I trust that this letter can be rectified. I also think that it would be more desirable to have network membership on the board of directors only if such representative is elected by the association through normal procedures.

I would be less than frank if I did not state that I am very much concerned over the lack of unity existing in the association today. I feel that imme-
diate action must be taken to develop and maintain a strong, co-
exhesive association in the broadening industry; we must work together and represent all of the group interests. The present differences in the ranks of the association are understandable, but must be kept under control to avoid the division of forces which could be disastrous for all.

I have no desire to discourage you in your efforts to promote the interests of the industry.

I am sure that your interest in the industry is of the same magnitude as mine, and that you will do all in your power to contribute to the effectiveness for the entire industry, and this situation demands prompt and immediate action.

I am not one who believes in a "set up" to achieve industry objectives.

TITLE OF Conti Products' Sunday news period on MBS by Walter Ford is "It Takes A Village." Walter Ford is married to Yvonne Birmingham, Castlemain and Fries, New York, handles the ac-

count, a soap and shampoo concern.
"NO. THE EYES ARE WHAT I NOTICE!"

Much as Iowa people may disagree on some subjects, there is one matter on which the entire State is in almost complete agreement. By actual personal interviews covering nearly 10,000 homes, the 1942 Iowa Radio Audience Survey shows that Station WHO is "listened-to-most" by 55.7% of all daytime listeners in the State, whereas the next-most-popular station gets only 8.1%.

Many Important Disclosures
But the 1942 Iowa Radio Audience Survey is by no means confined to an analysis of station preferences. Within its two covers any advertising, sales or management man will find the answers to questions he has been asking for years. For instance, an analysis showing what percentage of Iowa listeners write to radio stations—by age-groups, by sexes, and by educational and economic backgrounds. And also an analysis showing why they write, and in what volume.

This one study, alone, would fully justify the time and effort involved in making the 1942 Survey—would entirely justify your time in reading it. . . .
But even this important point is only one of many. . . .

Write for your copy today. Ten to one you'll say it is the most enlightening and valuable radio study you have ever encountered. No cost, and no obligation. Address:

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
Senators Critical of Commentators

Object to Unfavorable Statements About Congress

PENT-UP RESENTMENT of certain members of Congress against radio as well as newspaper commentators led to a four-hour debate in the Senate last Monday during which Senators reportedly denounced both radio commentators and newspaper columnists who have criticized Congressional functions in the war effort.

The debate was highlighted by a suggestion by Senator Lucas (D.-III.) that Elmer Davis, former CBS news analyst, who is now head of the Office of War Information, go on the air this very week to aid, as he put it, “the best interests of radio and communications services.

The cue for the Senatorial outburst was provided by a recent broadcast of Raymond Gram Swing over MBS and an article by T. H. Taemas, military historian, in the July 26 Washington Star. Both the radio commentator and newspaper writer were sharply critical of their own colleagues’ observations on Congressional activities, and they were extensively quoted by “radio and newspaper columnists,” who instigated and led the Senate discussion.

Unlikely to Do Routine

That it is unlikely Mr. Davis will go on the air on regular routine for the Government, was the consensus in Washington following the debate. For one thing, it was observed that public opinion would probably oppose discussion of public affairs by a Government employee, which would be construed as strictly propagandist. For another, Mr. Davis might be regarded as a competitor of independent commentators, and there is at present no disposition on the part of the Washington authorities to curb either freedom of speech or freedom of the press so long as the war effort is not impeded.

Moreover, Mr. Davis would find himself in the position of “competing” in the view of his great competitor, as a news analyst, with other important Government spokesmen who speak more or less regularly over the air, possibly even the President himself.

Yet it was learned by BROADCASTING that there are plans to have Mr. Davis go on the air now and then on special shows designed to further the war effort.

When Senator Lucas made the suggestion that Mr. Davis return to the air, he declared it was “most unfortunate” that Mr. Davis has been off the radio since his Committee appointment and suggested that he be allowed to broadcast on one or two 15-minute periods weekly.

He said, “If Mr. Davis will take to the air twice a week with the facts which he has before him and give to the American people the same honest type of broadcast which he gave before he was appointed to his new position, not allowing his Governmental position to interfere with an honest analysis of what he sees before him, because of the confidence which the people have in him, in my opinion, he can do more good toward national unity than any other single commentator.”

Washington radio commentators’ reactions to the Senate attack against them and their newspaper colleagues was that the criticism was largely unjustifiable and based on insufficient knowledge of the facts. They took the position that the discussion did more to further disunity in the war effort than could be done through newscasts, even though some might be erroneous.

Commentator’s Reply

Fulton Lewis Jr., MBS, called the Senatorial attack “a blanket indictment on the basis of the actions of a few.” Ernest K. Lindley, who is both a BLUE commentator and newspaper columnist, took issue with the remarks that commentators’ observations were undermining democracy. He declared that “the attack was directed at those who are ‘not trying to make decisions but doing a good job of reporting.’”

Senator Lucas had suggested that Mr. Davis be given power to call upon radio stations for transcripts of commentators’ broadcasts under Section 303 of the Communications Act, which gives the FCC authority to make general rules on stations’ records of programs. The suggestion was made that Mr. Davis, along with the Commission, be allowed to call in commentators and sponsors for discussions on programs.

Senator O’Mahoney, in swaying into the attack against radio and newspaper correspondence, called attention to Raymond Gram Swing’s criticism of fellow commentators. “If we are not constantly reminding ourselves that we really know very little, we will fall into the habit of reaching firm conclusions just as though we knew a great deal,” the Senator quoted from Mr. Swing’s broadcast, “and more and more we are filling our minds with meaningless words.”

“If we were to look into the records of radio commentators’ incomes and study the increased compensation which they are receiving for their castigation of the Government of the United States, we might reach some interesting conclusions,” the Senator said. He then declared that some commentators’ incomes had trebled and quadrupled “because night after night they indulge themselves in the dissemintation of what Raymond Gram Swing called meaningless words.”

He concluded that commentators were “armchair strategists.”

Chandler’s Indignation

Upton Close, West Coast commentator, one of the few specifically named in the Senate discussion was criticized by Senator Chandler (D.-Ky.) for an alleged broadcast attacking the Senator for a reported request from the Senate for funds for a trip to Alaska to survey Army outposts. Senator Chandler retorted that he had made no request for such funds and declared it a “pity that (Continued on page 51)

Senators Critical of Commentators

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The cue for the Senatorial outburst was provided by a recent broadcast of Raymond Gram Swing over MBS and an article by T. H. Taemas, military historian, in the July 26 Washington Star. Both the radio commentator and newspaper writer were sharply critical of their own colleagues’ observations on Congressional activities, and they were extensively quoted by “radio and newspaper columnists,” who instigated and led the Senate discussion.

Unlikely to Do Routine

That it is unlikely Mr. Davis will go on the air on regular routine for the Government, was the consensus in Washington following the debate. For one thing, it was observed that public opinion would probably oppose discussion of public affairs by a Government employee, which would be construed as strictly propagandist. For another, Mr. Davis might be regarded as a competitor of independent commentators, and there is at present no disposition on the part of the Washington authorities to curb either freedom of speech or freedom of the press so long as the war effort is not impeded.

Moreover, Mr. Davis would find himself in the position of “competing” in the view of his great competitor, as a news analyst, with other important Government spokesmen who speak more or less regularly over the air, possibly even the President himself.

Yet it was learned by BROADCASTING that there are plans to have Mr. Davis go on the air now and then on special shows designed to further the war effort.

When Senator Lucas made the suggestion that Mr. Davis return to the air, he declared it was “most unfortunate” that Mr. Davis has been off the radio since his Committee appointment and suggested that he be allowed to broadcast on one or two 15-minute periods weekly.

He said, “If Mr. Davis will take to the air twice a week with the facts which he has before him and give to the American people the same honest type of broadcast which he gave before he was appointed to his new position, not allowing his Governmental position to interfere with an honest analysis of what he sees before him, because of the confidence which the people have in him, in my opinion, he can do more good toward national unity than any other single commentator.”

Washington radio commentators’ reactions to the Senate attack against them and their newspaper colleagues was that the criticism was largely unjustifiable and based on insufficient knowledge of the facts. They took the position that the discussion did more to further disunity in the war effort than could be done through newscasts, even though some might be erroneous.

Commentator’s Reply

Fulton Lewis Jr., MBS, called the Senatorial attack “a blanket indictment on the basis of the actions of a few.” Ernest K. Lindley, who is both a BLUE commentator and newspaper columnist, took issue with the remarks that commentators’ observations were undermining democracy. He declared that “cause” was being confused with the “effect.” Eric Severud, CBS Washington bureau chief and newscaster, said he did not feel the attack was directed at those who are “not trying to make decisions but doing a good job of reporting.”

Senator Lucas had suggested that Mr. Davis be given power to call upon radio stations for transcripts of commentators’ broadcasts under Section 303 of the Communications Act, which gives the FCC authority to make general rules on stations’ records of programs. The suggestion was made that Mr. Davis, along with the Commission, be allowed to call in commentators and sponsors for discussions on programs.

Senator O’Mahoney, in swaying into the attack against radio and newspaper correspondence, called attention to Raymond Gram Swing’s criticism of fellow commentators. “If we are not constantly reminding ourselves that we really know very little, we will fall into the habit of reaching firm conclusions just as though we knew a great deal,” the Senator quoted from Mr. Swing’s broadcast, “and more and more we are filling our minds with meaningless words.”

“If we were to look into the records of radio commentators’ incomes and study the increased compensation which they are receiving for their castigation of the Government of the United States, we might reach some interesting conclusions,” the Senator said. He then declared that some commentators’ incomes had trebled and quadrupled “because night after night they indulge themselves in the dissemination of what Raymond Gram Swing called meaningless words.” He concluded that commentators were “armchair strategists.”

Chandler’s Indignation

Upton Close, West Coast commentator, one of the few specifically named in the Senate discussion was criticized by Senator Chandler (D.-Ky.) for an alleged broadcast attacking the Senator for a reported request from the Senate for funds for a trip to Alaska to survey Army outposts. Senator Chandler retorted that he had made no request for such funds and declared it a “pity that (Continued on page 51)

Tinney Retracts Army Accusation

But War Department Indicates Investigation May Go On

AN APOLOGY in which he admitted that he was “100% wrong,” was made by Cal Tinney in his July 24 broadcast after his accusation over the air July 17 that Army officers received profits of Army purchases, and spent the money on parties.

The MBS commentator, heard for the Bayuk Cigars, Philadelphia (Phillies Cigars), declared he had never been allowed to listen to letters from enlisted men declaring he to be entirely erroneous in his opinion that their officers were benefiting from their post exchange purchases. Tinney complimented the officers in having their men “100% behind them.”

Meanwhile the War Department indicated that, despite Tinney’s apologies, both the air and in a letter to Maj. Gen. Alexander D. Surles, Army director of public relations, further investigation of the commentator would be made.

Tinney had appeared before Gen. Stimson’s investigating board last May and had not indicated what form “further investigation” of Tinney would take. Previous indications from the War Department were that Tinney might face prosecution for his broadcast.

Blue’s July Spot Sales

Far Above 1941 Figure

INCOME from national spot sales on BLUE m & o stations during July are far ahead of last year for the same period, according to Murrow’s Speechcraft. Spot sales manager for BLUE, Spot sales income for WJZ, New York, is up 65% for WREN, Chicago, 91%, and for KGO, San Francisco, up 90% over July 1941, not including purely local business. For both WJZ (WREN), spot sales income is the largest for July in the history of both stations.

Mr. Murrow reported that advertisers are planning fall campaigns earlier than ever this year, with P. W. Minor & Sons, Batavia, N. Y., for example, already announcing it will return to WJZ in the fall for a second 20-week campaign for Treadeasy shoes. Agency is Stewart, Hanford & Casler, Rochester.

FBMS Name Changed

ANXIOUS to be more precise, the FBMS, for the first time in its history, has changed the name of its Foreign Broadcast Monitoring Service to the Foreign Broadcast Intelligence Service. The change was made, according to the FCO, since the former name did not describe the unit’s activities accurately, a situation by now limiting foreign broadcasts they also are engaged in editorial analysis of such material and preparing the material for its intelligence value.

Page 16 • August 3, 1942 BROADCASTING • Broadcast Advertising
What the Reader's Digest left out...

131,000 WHN listeners bought
262,000 packs of Old Golds, smoked
5,240,000 cigarettes, and even sent in
$32,750 in quarters besides just to get a copy of Red Barber’s Baseball Record Booklet.

Man, that's getting direct dollars-and-cents results! That's the kind of selling you want your advertising to do now when every dollar must do the work of two. America's most powerful independent station—plus America's biggest buying market is the combination that pays off. Be sure that WHN is at the top of your station list for Fall.

WHN
50,000 WATTS • 1050 CLEAR CHANNEL
CHICAGO OFFICE: 360 NORTH MICHIGAN AVENUE
AMERICA'S MOST POWERFUL INDEPENDENT STATION
Talent Fee Resume Projected by NAB Association's Position to Be Reviewed, Asserts Miller

FOLLOWING decision of the NAB to undertake a nationwide survey of the talent fee situation in broadcasting [Broadcasting, July 27], Joseph L. Miller, NAB Labor Relations Director, stated the association would soon file a bulletin advising members of the situation and position of the NAB. Mr. Miller conferred last Wednesday with C. T. Lucy, general manager of WRVA, Richmond, chairman of the NAB Wage & Hour Committee.

Action of the NAB followed an opinion of the Wage & Hour Division, Labor Department, that announcers coming under codes and contracts of the American Federation of Radio Artists, were entitled to special overtime rates when reasonably necessary for specific programs and the fees should be considered as regular compensation in computation of overtime rates.

Not General Rule
Meanwhile in New York, new home of the Wage & Hour Division since it was moved from Washington recently, Charles H. Livengood Jr., chief of the section, further outlined his office on the announcers' talent fee situation.

Explanating that the opinions released by his department are based on specific situations and are not to be taken as general rules, regardless of the facts, Mr. Livengood said that the opinions of his office are not binding and the decisions of his office are not considered as precedents. He did make it clear that the opinions released by his department are based on specific situations and are not to be taken as general rules.

VARYING FROM USUAL soldier-variety and quiz broadcasters in that it promotes such war efforts as the sale of war bonds, the Army Emergency Relief or Soldier's Mail, is Fort Monmouth Reports, weekly transcribed series presented on six New York and New Jersey stations. With cast entirely of Army personnel, the series is recorded in the Post Public Address Station, and produced by the public relations office at Fort Monmouth, N. J. Lt. S. M. Allen (right), assistant public relations officer and former CBS producer, announces the programs, while Sgt. Tom De Huff, formerly with NBC promotion, writes the scripts.

Mills, Assuming Post at SPA, Seeks Rights for Songwriters

E. CLAUDE MILLS, who retired from the chairmanship of ASCAP's administrative committee July 1, has been appointed general manager of the Songwriters' Protective Assn., a newly-created post. Appointment was announced by Sigmund Romberg, SPA president, last Tuesday evening at a dinner meeting of the organization at the Hotel Park Central in New York.

Session was addressed by representatives of Congress, the Office of War Information and the nation's armed services, who stressed the importance of the songwriters' contribution to national morale.

New Revenue Sources
In announcing the Mills appointment, Mr. Romberg briefly reviewed the accomplishments of SPA during its first 10 years, citing particularly the standard contract and improvements in working conditions. He continued: "The time has come for the next great step forward. When Mills recently resigned from ASCAP, I regarded it as an exceptional opportunity to persuade him to put his unusual talents at our service. For a quarter of a century he has been the premier tactician and strategist, first for the publishers and later for the publishers and writers jointly, in numberless campaigns for the betterment of the art and industry of music. His reputation as an organizer, negotiator, copyright authority and business executive is international. He is known to be a fair and just man. Publishers, no less than writers, have been the recipients of millions of dollars in royalties from sources which were non-pro-

sumably play an active part, were not discussed at the meeting. His salary arrangement with SPA has not been disclosed, but it is understood it will be a nominal sum for the first year, during which he is receiving his regular ASCAP salary of $25,000, a severance arrangement voted by the ASCAP board at the time of his retirement [Broadcasting, July 18].

Lorimer Romberg was struck by a telegram of greeting from President Roosevelt, which stressed the nation's need for the "sustaining power of song as an inspiration to our fighting forces and to strengthen the hearts and hopes and aspirations of those who carry on at home."

Lewis Asks for Marches
A plea to the songwriters to "give the Army music that it can sing as it marches" and to "give our people at home music which will strengthen their spirits and keep firm their determination," was made by William B. Lewis, chief of the Radio Bureau, OWI, in an address which made such an impression that Mr. Romberg said he would have it mimeographed and sent to all SPA members.

Capt. Charles E. Clapp Jr., the ASCAP's "Red, White and Blue" is making the case for music which will inspire the man on the assembly line to do his job better, so that the fighting forces can do their jobs better. Lt. Col. Richard Barlow, commander of the 40th engineer command, asked for songs that will make the men realize what they are fighting for and so much anxious to get the war won and to come back to sit on a little apple tree and other peacetime joys.

Congressmen Sol Bloom of New York and Charles Kramer of California spoke of the need for better copyright protection for the writers and composers and intimated that new copyright legislation is already being planned to accomplish that purpose.

Action on Sanders Bill In Near Future Unlikely

FURTHER ACTION on the Sanders Bill (HR-5497) to amend the Communications Act of 1934 can not be expected before the middle of September, Chairman Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee, has indicated. At the meeting considering the bill, told Broadcast last week. Vacation-taking by Congress in lieu of adjournment as well as the possibility of special mid-term elections this fall will prevent any continuous action on the bill.

Chairman Lea stated a subcommittee, which he previously told the House (June 6) would be appointed to consider a redraft of the bill, would not be formed until September. Committee hearings on the bill were adjourned July 14 after a meeting of the committee was held to act on a motion by Chairman Lea for the adjournment of the committee until September. A subcommittee is expected to be appointed to consider a redraft of the bill, which would not be formed until September. The bill would be expected to be considered by the committee in September and could be reported out by the end of the month. A final vote on the bill is expected before the end of the session. The bill would provide for the establishment of a new agency, the Federal Communications Commission, to regulate the communications industry. The agency would have the power to grant licenses for the use of radio frequencies, to regulate rates charged by carriers, and to enforce the provisions of the Communications Act.
We’re On The Air...

"WASTE-FREE"!

Quietly, without fan-fare, comes a new radio network...young...energetic...powerful...servicing America’s richest market, the populous Eastern Seaboard from Washington to Boston...a market impossible to reach, until now, without a top-heavy advertising appropriation.

Here live 6,500,000 radio families who spend over $10,000,000,000 each year—one-fourth of the nation’s buying power—to make this the most concentrated area in the country.

This is the market that the Atlantic Coast Network delivers “waste-free”...without the low concentration areas that usually go with network radio...all at the cost of a major New York City outlet.

It’s the only “waste-free” network in radio!

IN PREPARATION—complete coverage brochures of the Atlantic Coast Network. Write us immediately so that we may reserve your copy.

**BASIC NETWORK**

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**SUPPLEMENTARY NETWORK**

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**ATLANTIC COAST NETWORK * INC.**

501 MADISON AVENUE • NEW YORK CITY
The committee recommended that the corporation in another capacity than that of general manager or executive head of the corporation, since the board of governors had lost confidence "in his ability in financial matters and his attitude to his own expenses." The report, Chairman Dr. J. J. McCann stated, was not unanimous.

**Groups Opposed**

The committee expressed strong opposition to control of groups of private stations by one individual or interest and recommended that "except in most unusual circumstances" no person should hold more than one license. It had recommended, the committee reported, which showed that at present eight stations are owned or controlled by one interest and six by another. (This refers to stations of the Taylor-Pearson & Carson group in Western Canada and the Northern Broadcasting & Publishing group in Northern Ontario and Northern Quebec.) To prevent "dangerous concentrations of control" in broadcasting in private hands, the committee recommended changes in this practice.

These recommendations were:
1. Neither the ownership nor sharing of stations by one individual or interest should be transferred without the authority of the minister.
2. A station should be owned and operated by the holder of the license.
3. Except in the most unusual circumstances no one should hold more than one license.
4. The responsible manager and the corporation shall have the power to obtain all information necessary to carry out these provisions and to ensure that private stations are operated for the benefit of the nation and of the communities in which they are located.
5. If necessary the revenue, profits and expenditures of privately-owned broadcasting stations should be ascertained in order to see whether the fees payable by them to the government are adequate and if the public services rendered by them is commensurate with the direct and indirect profits and advantages enjoyed by them from the right to use a broadcasting channel.

The committee found that private stations are performing a useful function and are making a valuable contribution to the war effort through the contribution of free time. Good relations were found to exist between the private stations and the CBC.

**Wartime Function**

"But the financial position of privately-owned broadcasting stations has improved substantially during the last few years and the corporation should consider if the private stations are increasing their service to the public correspondingly," the report continued. Your committee recommends that the corporation endeavor to work out in co-operation with the private stations means to increase the services of private stations to the national cause as well as their local communities in providing and distributing programs and developing and making use of local talent." Other recommendations included:
- Planned programs to counteract enemy propaganda;
- Co-ordination of government broadcasts;
- Closer relationship between French and English-language broadcasts;
- Extension of a previously declared policy of providing national coverage, if necessary, by acquiring private stations;
- Organization of regional honorary advisory committees;
- Introduction of a pension scheme for CBC employees;
- Allotment of a larger percentage of license revenue to programs;
- Application of the election broadcast policy to provincial elections;
- Consideration whether private station outlets for U. S. chains should be continued.
- Provision of alternate programs wherever possible to provide a choice for the radio audience.
- Annual review of radio affairs by a parliamentary committee.

**Merit Awards**

**JOHN BALLARD**, general manager of KGNC, Amarillo, Tex., is now giving merit awards, on behalf of the station, to men and women of all ages who have performed some act of service of an outstanding nature. One award has already gone to Lieut. Jimmy Daley of Amarillo, now serving in the RAF and recently decorated by the British Government. Another has gone to Laura V. Ham- ner, Texas, author of several books.

The committee's report reviewed changes in the CBC set-up effected by the board of governors since 1939. Up to November of that year, it said, Mr. Murray as general manager was responsible for CBC administration, subject to the direction of the board of governors. Then, on Nov. 26, 1939, the board passed a resolution transferring to financial, engineering and commercial matters, and all operations primary responsibility with regard to Quebec province, to Dr. Augustin Frigon, assistant general manager.

**Executive Committee**

"This division of responsibility was apparently considered to be not enough," the committee said. March 24, 1941, the board made a series of amendments which "further limited the general manager's powers in three very important ways." They provided for appointment of an executive committee to manage the affairs of CBC, control its finances, supervise operations generally, and define the functions, duties and responsibilities of officers and employees.

"By the wording of this by-law the board appeared to give to the executive committee the powers of management previously exercised by the general manager," the report said.

The second limitation provided that the assistant general manager was to have charge of technical or commercial operations and be responsible for the internal management of the affairs of the corporation.

The third change provided for appointment of a controller of finance.

"These changes were rendered necessary on account of lack of confidence of the board of governors in the executive officer of the corporation," the committee suggested.

"He should be, preferably, a Canadian of character and integrity to receive the confidence of the public and the loyal support of his staff," the tabled report said. "He should have organizing ability and administrative and executive ex- pertise and be deputed necessarily in the field of business."

Mr. Murray has been general manager of the Canadian Broadcasting Corp. since it came into being Nov. 2, 1936.

**CANADIAN OUTLETS CLASSED AS VITAL**

CANADIAN broadcasting stations are now listed under the War Services Regulations as "a servicing activity deemed to be essential to the successful prosecution of the war," states an informa- tion from J. T. Thorson, Minister of National War Services, to the organization of the Resident and general manager of the Canadian Assn. of Broadcasters. Under the broadcasting listing, "it is in the same classification as newspapers."

"While the ruling of the Minister does not afford postponement of (station employees) automatic," Bannerman explained in a letter dated Oct. 7, 1941, "it does place the industry before the (National War Service) Boards as essential to the success- ful prosecution of the war, and should help to alleviate a situation which is becoming desperate for a number of stations." The ruling means that the Minister's ruling does not mean automatic postponement for the persons engaged in broadcast- ing who are "men and women," but "the rule will be dealt with by one of the 13 regional boards on its merits and in the light of the facts as a case by the application for postponement. This includes the supply of labor available and the importance of the particular applicant's occupation to the national economy."

**Colgate's Big Show**

**COLGATE-PALMOLIVE-PEET Co., Jersey City,** Oct. 8 will start a half-hour variety program on NBC featuring Al Jolson, Hilde- rick Harrigan, Harry Richman (Parkyakarkus), and Ray Bloch's orchestra. The program, to be pro- duced by Carlo De Angelo, will begin at 9:30- 10: p.m., originating in New York. Product and number of stations will be announced by Colgate Peet- man & Marquette, Chicago, is agency.
On August 20, WWJ will be 22 years old, once again leading American broadcasting stations to the celebration of an additional birthday.

Anniversaries are usually hilarious occasions. In former years WWJ has commemorated the passing of its annual milestones with gala programs, festive parties and much to-do.

But in this war year of 1942 everyone at WWJ is much too busy with procuring manpower for the armed forces, selling war bonds, developing civilian defense, and all the other manifold ramifications of the war effort, to even think of celebrations. And, to whatever degree possible, the station still carries on with commercial broadcasting.

In a business as young as broadcasting, 22 is a venerable age. But age and youth alike are generating greater speed and productivity than ever before in Detroit, the Arsenal of Democracy. And WWJ, now turning into its 23d year of existence is envisioning broader horizons, more usefulness, bigger and better broadcasting than at any time in its history.
Local Station a Community Necessity

By CHARLES L. ALLEN
Assistant Dean and Director of Research
Medill School of Journalism, Northwestern University

The LOCAL radio station has attained an indispensable place in the social structure of the American community. It is regarded as an essential institution, comparable in usefulness and importance with the schools, the churches, and the press. Among men and women of the cities, who are served by the small radio station, its services to the community and its intense devotion to all socially significant enterprises have made it of supreme value to the culture of the nation.

These facts, and a host of others, are apparent from the results of a research study in radio listenership just completed by the Medill School of Journalism of Northwestern University. The study began almost a year ago with an analysis of the available statistical data about radio station WAIM, Archbold, Ohio, the CBS outlet owned by Wilton E. Hall, who is also publisher of two daily newspapers, the Anderson Independent and Daily Mail.

Anderson is a small Southern city of around 35,000 population (including the textile manufacturing area). It is situated in the geographic center of Anderson County (population 88,712) which has an almost even balance of agriculture and industry. Recently published figures show an annual textile pay-roll of slightly more than $4,000,000 and the sale of manufactured goods exceeding $45,000,000 yearly, while the 6,430 farms, each averaging 63.9 acres in size, yield $10,000,000 in marketable products each year.

Interview Technique

Last January a field crew of 20 persons working under the direction of Fay Day, graduate student at Medill, and supervised in Anderson by this writer, interviewed personally about 900 housewives, farm workers, professional men, and skilled and unskilled workers in the primary area of WAIM. The interview data were recorded on a questionnaire check card and tabulated. The tables were the basis of later tabulation. During the last six months these data have been assembled, tabulated and interpreted in the laboratories of the Medill School of Journalism. Recently a 24-page booklet was published containing some of the primary findings of the study, and these may be obtained from the Medill station.

Information received by interview was checked by coincidental telephone calls, and by call-backs during the weekend and night broadcast programs. In several instances the accuracy of the field workers was tested by submitting the marked questionnaire-check chart to the interviewee several days later. Irregular answers and defective charts were rejected. In short, every reasonable precaution was taken to secure a scientifically correct sampling of public opinion regarding WAIM.

A listenership potentiality of more than 90% was found to exist in the primary listening area of WAIM. Previous estimates suggested the number of radio sets in Anderson county homes at from 40% to 80%; yet the house-to-house survey showed that 91.4% of the homes visited had one or more radio sets—leaving only 8.6% without at least one receiver. In short, nine out of 10 homes in the primary listening area of this station are potential listeners.

Several Sets

Furthermore, the potentiality of listenership is potentially increased by the fact that most homes in the Anderson area are equipped with more than one radio set. We found that in the city of Anderson the average home had 1.44 radio sets that was almost sustained for the entire listening area. The number of sets was somewhat smaller in the rural areas than in town.

In the last analysis, the effectiveness of a radio station is its ability to keep the dials of its area consistently tuned to that station. We defined measurable for in the city of Anderson the average radio listener is tuned to WAIM for about three hours of every day. On Sundays the average for the city listener jumps to 3.17 hours.

A corresponding increase in listening time is recorded on Sundays for the suburban and rural listeners, who give the station somewhat less than the 2.56 weekdays than their city cousins do. Nevertheless, the average listening time for the entire area, on weekdays, is 2.56 hours, and on Sundays 2.81 hours. This increase in listenership on Sundays undoubtedly is significant.

Since the ability of a radio station to deliver an advertiser's message depends upon the number of persons who hear the program, the potential listenership must also be measured by the number of persons in the average listening family. For WAIM this figure was found to be four persons. That is to say, in the average home that WAIM reaches there are at least four persons who listen to radio.

Every listener interviewed was asked to rank the five stations he or she considered most important. In this test of value to listeners WAIM scored high—70.19% of the women's vote. Its nearest competitor polled 8.6% in the "all-city" (men and women) ranking of stations it was much the same story, with WAIM capturing a cumulative total vote of 92.47%. Rural listeners gave 94.24%.

It requires a certain degree of courage to ask potential listeners "What radio station do you like best?" and yet that is exactly what we did in our attempt to test the acceptance of WAIM among its peers. We again repeated, but in favor of the local station. In fact, 53.39% of them said they liked this station better than any other, and the next most popular station only 10.40% of the votes. Among Anderson women the percentage went up in favor of WAIM, for 56.7% of the women liked the local station best.

WAIM is also the favorite CBS outlet of listeners in the entire Anderson area. This fact was established by analyzing all the replies to the question stated above, and even that of those who answer that the people who have no WAIM as their favorite station. If WAIM's score in this tabulation were set at 100%, the nearest station to it in popularity would have a comparable score of only 15.82%.

Listeners in the Anderson area do not get their chief programs from some of the national radio stations. It is found that WAIM's most popular programs shows these results: Among the women, 6 of the 10 most popular programs are heard exclusively in the Anderson area. Among men, 5 of the 10 most popular programs are exclusive to the local station. Football broadcasts rank high among all listeners.

WAIM has studies at Anderson College, a five-year institution, and carries all Clemson games, wherever played, as a special feature, in addition to all high school games and other local events in the field of sports. It is the only South Carolina station carrying the Clemson College Extension Service broadcasts, a program of tremendous importance to farmers of the area. Also half-hour of jazz and similar music is provided daily for the 2,200 Clemson cadets and amplified through loud speakers in the mess hall during lunch hour. This and similar local programs are very popular.

News Leads All

Of peculiar significance is the fact that news—news of all kinds from all stations—led the list of most popular programs with all listeners of the area. Furthermore, among the 10 top programs is one labeled "News," which includes the reports of those listeners who specialized in keeping the local stations highly interesting to them. There is no doubt that they of those who did not specify WAIM as their news-giving station have been regular listeners to news programs on WAIM. The Anderson station broadcasts news frequently from its 24-hour wire in addition to the Outdoor World coverage.

A local radio station cannot tell how much usefulness it has in its community until it checks up on the way its people rely upon it for radio service. And since Mr. Hall, the owner of WAIM, also is the

DR. ALLEN: LOCAL STATION PROTAGONIST

SINCE 1940, Dr. Charles L. Allen has been assistant dean and director of research of the Medill School of Journalism as well as editor of National Publishers magazine. Being essentially interested in printed journalism, his radio findings in the special study on Anderson, S. C. (pop. 35,000) are all the more significant. From 1937 to 1940 he was manager of the New Jersey Press Assn. and director of the Department of Journalism at Rutgers. He is past president of the American Assn. of School News of Journalism, a member of the Research of the American Assn. of Schools and Departments of Journalism and formerly a publisher of small newspapers in North Dakota and Illinois. A 1934 graduate of the University of North Dakota, he has done graduate work at Minnesota and Columbia. He has written several books on journalism and has conducted readership studies of newspapers. His previous radio contacts were in 1936 and 1937 when he studied radio in New York and Chicago and did some newscasting over Chicago stations.

WARTIME EFFECT AT KSAL
Salina, Kan., is the presence of Pauline Barnes in the control room as a transmitter engineer. Miss Barnes was recently trained at the N.Y.A. Radio School, Topeka, and formerly worked at KAZZ, Kansas State College of Agriculture, a signal传播 (Continued on page 50)
In the State of Tennessee, where almost 90 percent of all the electricity customers are served from the TVA system, there are today some 40,000 electrified farms. This represents an increase of well over 300 percent since 1932. During 1941, more than 8,000 miles of rural lines were added.

It is a bright picture of prosperity in the great Tennessee Valley.

Power where Power Counts most!

J. T. Ward, Owner  •  F. C. Sowell, Manager
Paul H. Raymer Co., National Representatives

THE STATION OF THE GREAT TENNESSEE VALLEY!
Manpower Group
To Issue List of
Vital Radio Jobs
To Be Used by Draft Boards
As Guide in Selection

ANNOUNCEMENT of specific titles of essential occupations in various industries, including those of broadcasting and communications, can be expected this week, spokesmen of the War Manpower Commission declared last Wednesday. This was further confirmed by the Bureau of Employment Security, U. S. Employment Service.

More than 2,000 occupations will be listed, it was said, and these will be sent to Selective Service local boards for guidance in selection of military manpower or deferment for war production or essential civilian production.

Not Blanket Deferment

It was reemphasized by officials that the list of critical occupations would in no way constitute a blanket deferment for these employment categories. Rather, the list is to be used by Selective Service local boards to prevent any unnecessary shortages in essential industries but is no way considered an “open door” to deferment.

This was further borne out by the ultimatum issued by Selective Service headquarters in Washington last week that local boards in all cases must fill their military manpower quotas. Selective Service indicated that many local boards had taken the position that they need not bother with family relationship categories too literally and were allowing their quotas to suffer as a consequence. Selective Service emphasized that the fundamental purpose of the 1940 Selective Training & Service Act was to secure sufficient men for the armed forces and maintenance of production essential to win the war.

Expected in the extensive list of essential occupations are six technical classes in broadcasting as well as three classes of skilled personnel in the motion picture departments. These were sent to WMC by the Board of War Communications July 20 [Broadcasting, July 27], following studies by the board's numbered groups on personnel problems in the communications field. In addition, 15 classes in shortwave broadcasting were submitted; 25 for cable companies; 48 for telephones, 81 for telephones and 48 in various subdivisions of commercial radio-communications services.

In the WMC it was said no further discussions between industry groups and representatives of the manpower agencies are expected until its new list is released. It is scheduled for an extensive renaming of the list may then follow.

As previously indicated, time required for training of employe groups will be the prime consideration for inclusion in the WMC list. It was declared that no groups

Actual Store Inventories Are Adopted
By WLW for Studies of Commodities

MEMBERS of the New York and Chicago sales offices of WLW, at their semi-annual meeting at Cincinnati, heard Robert E. Dunville, vice-president of the Crosley Corp. and general sales manager of the broadcasting division, discuss the new commodity study plan just devolved by WLW. Under this plan, the recall method is being replaced by actual store inventories.

One store will be used for each 18,000 population throughout the WLW territory, divided geographically and by income areas. A total of 142 stores will be used, which Mr. Dunville stated were considerably more than previous commodity tests indicated would be required to make the studies statistically sound.

Quarterly Studies

The studies will be on 22 basic commodities and will be published four times yearly. However, Mr. Dunville pointed out, the continual flow of information to the station will indicate obvious weaknesses and strong points of the merchandise of WLW clients, as well as reveal any weaknesses in WLW’s own merchandising campaigns and the sales efforts of clients.

The new commodity study plan, Dunville said, will continue to be the guidence for directing sales and merchandising efforts of the station.

Other features include a consumer pantry study, in which WLW field representatives will visit homes throughout the WLW area, and an accurate advertising index on all radio, magazines and newspapers.

Adoption of the new AAAA spot radio contract, recently approved by both the AAAA and NAB, was announced by Mr. Dunville. A plan was outlined for a drive on selling time from 1 a.m. to 5 a.m., but further tests will be made before action is taken. Mr. Dunville pointed out that the potential number of listeners in the “down time,” due to defense work, compares favorably with the 7 a.m. to 8 a.m. time.

George Ziemer, WLW’s expert on European affairs, announced he had signed a new agreement with the management of WLW Ruth Lyons, new conductor of the WLW Consumers’ Foundation, discussed the new format for her weekly participating program in which 1,000 housewives throughout the Midwest test in their own kitchens the merchandise of various manufacturers.

N. Y. BANK GROUP
OPENS SPOT DRIVE

SAVINGS BANKS ASSN. of the State of New York, which has used spot radio in the past, last week started a campaign of three to five-weekly participations on 10 women’s programs on as many stations in New York state. The campaign will promote to women the advisability of savings accounts, as a war economy and anti-inflation measure.

Programs and stations are: Adelaide Haxley’s Woman’s Page of the Air on WABC; Besiec Beatty, WOR; Louise Perry, WOKO; Martha Brooks' Market Basket, WQY; Hazel Cowles Women Only, WHAM; Esther Hutt’s Women’s Matinee, WGR; Ruth Chilton’s Matinee, WYBS; Elizabeth Odales’ Household Chat, WIBX; Betty Barton, WNNY, and Doris Baker, WNYC; Harry Mason, Good Morning Neighbor, WNBF. Agency is Ruthrauff & Ryan, New York.

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BROADCASTING • Broadcast Advertising
I've heard tell there's plenty of whittlin' and front porch conversation about KXEL and its 1540 "top of the dial" frequency. Well, whenever there's whittlin' there's always shavin's to be swept up... and about all that results is a little extra dust.

Out here in Iowa something has happened to that old belief about a high spot on the dial. Yes Siree, KXEL on 1540—CLEAR CHANNEL—IS a good deal to crow about. Engineers tell me that the noise level is lower and Iowa soil conductivity is extra special. Why, the signal is as clear as a bell for all my Iowa neighbors as well as friends from New York City to Tacoma.

And, don't forget that KXEL is programmed with a friendly, sincere handclasp in every message we put on the air. They're quality folks who listen to KXEL. They have money a plenty to buy. All Iowa is listenin' to our "top of the dial"... 1540 CLEAR CHANNEL... AND THEY LIKE IT.

Josh Higgins' "Voice of Agriculture"

50,000 WATTS

CLEAR CHANNEL.....BASIC BLUE
STUDIOS IN WATERLOO AND CEDAR FALLS
JOSH HIGGINS BROADCASTING CO. INSURANCE BUILDING WATERLOO, IOWA

REPRESENTED by JOHN BLAIR & COMPANY
Red Barber Wins Baseball Trophy
Paul Douglas Also Honored
In 'Sporting News' Awards

WALTER (Red) BARBER, of WOR, New York, was voted the No. 1 play-by-play baseball announcer of the major leagues in the annual poll conducted by 'Sporting News,' weekly baseball newspaper published in St. Louis. Selected simultaneously as the outstanding baseball commentator was Paul Douglas of NBC. Both will receive trophies from 'Sporting News.'

Best minor league announcer selected was Woody Wolf, of WRAK, Williamsport, Pa., who was named as tops in all Class A baseball as well as the Eastern League. In addition to a trophy, Wolf will be given an all-expense trip to the first two games of this year's World Series. Winner, of KMBQ, Beverly Hills, Cal., also trip in recognition of the high vote he polled.

Other Winners

Other minor league winners, each in competition within his own league, were Don Hill, WAVE, Louisville (AmericanAssoc.); Earl Harper, WACC, Jersey City (International League); Mike Frankovic, KFAC, Los Angeles (Pacific Coast League); Lowell Blanchard, WNOX, Knoxville (S. o. h. e. n. R. Assn.); Dave Young, KABC, San Antonio (Texas League).

Clint Farris, sportscaster of WGTW, Wilson, N. C., was voted the outstanding baseball announcer for all Class B, C and D baseball circuits. [For past years winners see Broadcast Advertising Yearbook, page 424].

Conoco’s Space Theme

ONE - MINUTE spot announcements, which started in April and are heard this summer on 198 stations for Conoco, Inc., Ponca City, Okla. [BROADCASTING, June 8], are the basis of the company's summer magazine advertising. Copy in the latter two media consists of the announcements set in dialog style verbatim as they are heard on the air, while the closing commercial is printed as an insert in each ad signed by the Conoco oil merchant.” Agency for Conoco, is Tracy-Locke-Dawson, New York.

San Francisco Silenced

RADIO SILENCE in the San Francisco Bay area which lasted 21 minutes was ordered by the Fourth Fighter Command July 24 because of an "unidentified target later identified as friendly." Stations were ordered off the air at 10:16 p.m. and with the "all clear" signal resumed broadcasting 10:37 p.m. (PWT).

AMERICAN Federation of Radio Artists has published a 68-page, pocket-size handbook with the union’s national rules, regulations, minimum fees and working conditions for guidance of its members.

Transmitter Needs During War Period

Studied at Advisory Group’s Meeting

TO DETERMINE the needs of various users during the war period, the Radio Transmitter Manufacturers Advisory Committee, of the American Radio Manufacturers Association, has as its task to study the military needs and supply and a second civilian needs and supply.

In general, these groups will attempt to determine the replacement requirements necessary for the maintenance of transmitters already in operation, recommend standards of power and other equipment, study possibilities of conservation, repair and re-use of defective parts. They will also give careful attention to the possibility of using military receivers for civilian purposes.

Decibel Reduction

The civilian task committee is not only concerned with the needs and problems of broadcasters but also with those of police and other emergency services, aircraft, point-to-point communications, foreign and international communications.

At the same time, the committee confirmed WPB thinking that a reduction of decibels among domestic broadcast stations would do much to increase the life of components, according to Mr. McIntosh. This has already been suggested to the BWC but no action has been reported.

In discussing the problem of conservation of components, Mr. McIntosh said the WPB recognizes the necessity of maintaining key stations on a 24-hour basis. However, he pointed out that a station could be ready to go on the air at all times with an available skeleton staff to handle such emergencies. Through such a plan a station need not broadcast 24 hours a day but it must be prepared to broadcast at any hour of the day or night. In this manner, he feels conservation could be realised and the communications necessity would never be impaired.

Monthly Meetings Planned

At its first meeting, committee members decided to meet again Sept. 1 and the first Wednesday of each month thereafter.


TWO FREQUENCIES

ASSIGNED TO KLRA

FACING interference from the Carr Collins station on the Mexican border, XEAW, Reynosa - KLRA, Little Rock, now operating with 5,000 watts on 1420 kc., but constructing a new transmitter to operate with 15,000 watts' power and 10,000 day on 1010 kc., has been granted special authorization by the FCC to utilize both frequencies if necessary.

It is the first time on record the Commission has granted two wave-lengths to one station. XEAW is reported to have moved to a new site recently, using unspecified but higher power of a 15,000 kc. frequency of 1570 kc. but also 1010 kc. Mr. Collins is understood to have been in Washington recently to secure a permit to transmit on this side of the border, but the request was rejected.

KLRA is installing a new plant, which will have directional antennas for night operation on 1010 kc. However, if XEAW continues on the 1010 kc. frequency, KLRA’s use of that channel will be circumscribed. Hence the Commission determined to use the Little Rock station to utilize both 1010 and its old 1420 kc. channel and erect until the situation is cleared up.

Hawaii Rules Eased

To alleviate the difficulty of certain Hawaiian police departments in obtaining licensed radio operators for their communications system, the FCC last week ordered the waiving of Section 318 of the Communications Act of 1934. Action permits American national operators employed by the police and who meet all requirements for a restricted radiotelephone operator permit, except that of U. S. citizenship, to operate such equipment in Hawaii subject to the extension permitted holders of restricted radiotelephone operator permits.

Hirea Test

HIREA LABS., New York, is the first to sign with WQXR, New York, in a long series of tests. A five-week show sponsored on a participating basis, featuring odd hits, on subjects excluding war and politics. Hirea Co. will use the program in a test for Endemco skin radiotelephone operator & Massee, New York, handles the account.

Arrid Remains

CARTER PRODUCTS Inc., New York, while deciding on sponsors since March the Jimmie Fidler From Hollywood Sunday program on the BLUE for Arrid deodorant, plans a complete network program as well as its spot announcements through December. Spots are now heard on 150 stations in this country and 55 in Canada, according to Small & Seifler, New York, agency in charge.

ZERO MORTEL comedy star of the BLUE program Chamber Music Society of Orange Basin Street, has signed a three-year contract with McEvil-Golden-Maylor to make two pictures a year. The project originates in Hollywood for five weeks, twice a year.
NBC ANNOUNCES A 10% FULL-NETWORK DISCOUNT

Moving to extend the distribution of the nation's top-ranking radio programs to smaller stations in smaller communities, the National Broadcasting Company announces a plan which will permit advertisers to use the entire NBC network of 125 stations at a substantial saving over current card rates.

Effective August 1, 1942, a flat 10% discount will be allowed to advertisers who contract for the full NBC network of 125 stations for 13 weeks or more. This is an over-riding discount, and applies after all other discounts and rebates.

The new plan involves no rate-increase, nor does it penalize advertisers who do not wish to use the full network. It is simple in concept and operation and is being adopted at considerable cost to NBC in the earnest intention of bringing the informative and morale-stimulating benefits of outstanding commercial radio programs to the less populous sections of the country. The plan will enable many advertisers to expand their coverage to new markets at a lower cost-per-thousand listeners.

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
Extra Over-All 10% Discount Adopted By NBC for Sponsors Using Full Net

NBC sponsors using the full 125-station network for their programs are entitled to an extra over-all 10% discount, it was announced last week by Niles Trammell, NBC president.

Plan, effective Aug. 1, puts NBC in line with the other nationwide networks which have all within the past few months instituted discount revisions designed to "extend the distribution of the nation's top ranking programs of entertainment, news and commentaries to smaller radio stations in the less populous areas of the country," in the words of Mr. Trammell.

The new NBC discount, computable after other discounts or rebates, brings up to 32½% the maximum discount earnable by NBC clients, ½% better than the maximum of 32% now offered by CBS. BLUE advertisers can earn maximum discounts of 45%, while MBS is offering its full network clients discounts ranging from 50% in its basic "A" markets to 75% in the small city "C" markets.

No Rate Increase

Mr. Trammell stated that the step was taken with a view toward increasing the network's service in war time. "The informative and morale-stimulating qualities of broadcasting are well recognized," he said, "and the owners of the 56,000,000 sets in the United States constitute one of our strongest forces for united war effort.

"Many of our leading advertisers are now using from 80 to 100 stations," he continued, "and it is our hope that the fine shows sponsored by these and other advertisers will now be available to the remainder of the NBC network of 125 stations. The discount plan is being introduced to encourage full use of the network by companies having national distribution. Nevertheless, advertisers who use a smaller number of stations because of limited distribution will not be penalized by an increase in present rates."

Coincident with Mr. Trammell's announcement, a letter, signed by Roy C. Witmer, NBC vice-president in charge of sales, states that "inasmuch as many NBC advertisers are already using close to the maximum number of stations, the purchase of a few additional markets in the more isolated and remote sections of the country will, under this plan, automatically reduce their overall cost per thousand listeners.

Other NBC advertisers now using a somewhat smaller number of stations are provided with a similar opportunity in that by the addition of a few larger markets, together with the remote sections, they too may obtain a substantial decrease in their cost per thousand listeners."

ALBANY FOR VICTORY

Merchants Use KWIL Spots for Bond Drive

OVER 75% of the retail merchants of Albany, Ore., cooperated with the local KWIL in a Victory Girl celebration, July 24-25, for the sale of War Bonds. Event was staged in Albany's Victory Center in the heart of the business district. Five candidates for the title of Victory Girl were selected by a committee of merchants for appearance in a public talent competition.

To promote the idea, KWIL offered "Victory Girl Spots" at just $2, with a limit of one to a store. Purpose was to attract outside buyers to the city for the celebration. Half of the money received by KWIL was turned over to the Victory Committee of the Retail Merchants Assn.

CLEAR DESCRIBED AS HITLER ENEMY

TO EXPLAIN the importance of clear-channel operations the Clear Channel Broadcasting Service trade group representing the 25 member stations, has prepared a pamphlet, "The 25 American Radio Stations Hitler Likes Least," which is being distributed through member stations.

"These 25 stations," the pamphlet claims, "smash one of Hitler's pet strategies. Although Axis strategy calls for instigation of hate, discord and disunity, the clear broadcasters maintain they represent a part of the unity in the common cause for victory." Through radio, distance is overcome, and all Americans are thus drawn to the very heart of our battle."
IS SCHEDULED FOR EARLY RELEASE
The Music Is Available Now

Here's what they say about it:

**Paul Whiteman**
You have at least two or three important songs in the score. While I don’t want to pick the songs that might be the biggest hits, I do feel that LOVE IS A SONG, LET'S SING A LITTLE SPRING SONG, and TWITTERPATED... should break through in big order for top sellers.

**Sammy Kaye**
Though I like all the music from "Bambi", my personal preference is for LOVE IS A SONG. In it I feel that Morey and Churchill have caught the tenderness and charm of the picture.

**Dinah Shore**
I think LOVE IS A SONG is a "natural," and I like the others IS A SONG through too. Wish you success. Bluebird Records.

**Teddy Powell**
I am delighted to introduce the charming LOVE IS A SONG through the years. Wish you success.

**Lanny Ross**
I have just looked over LOVE IS A SONG from the new Walt Disney picture, "Bambi." I think it is a big song; moreover, it is one that a singer will like to sing through the years.

**Freddy Martin**
I just went over the songs from Walt Disney’s picture "Bambi" and would like to congratulate you on the entire score. I have selected LOVE IS A SONG and TWITTERPATED as my favorites, but I think the other songs will also be well received.

Love Is A Song • Twitterpated • Little April Shower
Let’s Sing A Gay Little Spring Song • Thumper Song

Free copies for the profession may be obtained from Broadcast Music, Inc.
580 Fifth Avenue • New York City
Mr. Amplistat's Dawn

By MAURICE CONDON

Editor's Note: Hell hath no fury like the wrath of K.W. radio clichés. His crusade to exterminate hackneyed phrases he calls to the witness stand a grave offender, the early morn-

Q. You are the gentleman who signs on the broadcasting station? A. Where d'ya think I got these bags under my eyes? Q. I assume that is an affirmative question. What are your duties? A. I spin the platters and give out with light and joy. Q. That is very laudable. A. I give 'em the time, too. "Lant Joe LaGroove at the ol' studio clock," I say. Then I ring the cow-

Q. Is that the extent of your personal participation? A. I give 'em the homey touch—tell 'em about my personal life. "Went out playing golf yesterday afternoon," I say, "and what a time I had! I struck oak on the first tee!" Ha-ha-ha. A little humor starts the day right for folks.

Q. Is that your microphone manner with your public? A. Cozy—ve-r-e-v cozy. I talk soft and gentle. I kiss the mike.

Q. Do you speak to different members of the family? A. Do I? "Roll outa that hav, Dad," I say. "Hit the deck! Come out from under the covers! You've had enough of that shuteve!" Then I blow a whistle or knock over a chair. Get 'em up smiling.

Q. I can imagine. What about the mornings? A. "Scrape that tost, Mother." I say, "Tell the kiddies to be gettin' off to school." Then maybe I say, "Here's a little ol' room for all you mothers," and I read 'em something sentimental. Course I put in a lot of hmmmms... O. I don't quite get that.

A. Hmmmm. Like this. "How are you feeling, mother, hmmm? How's Junior. Hmmmm? D'you work to day yet, hmmm? Got the bacon sizzling, hmmm?" Y'see, a lot of hmmmms gets across that personal stuff.

Q. Very interesting. What type of music do you play? A. Strictly bright and snarling. "Here's something to sweep those cobwebs outa your brain," I say. "Let's give this one a whirl and see what hammers." Q. That is your method of introducing recordings? A. Or like this. "Here's my old friend Joe LaGroove and his Five Five comin' atcha. Let's put this ol' record on the turntable, roll up the rugs and call in the neighbors." Q. Whimsey, of course. You mentioned Joseph LaGroove as your old friend. Do you have a wide ac-

-Umbrance among the orchestra leaders? A. Well, listen K.W., off the record—haha, didn't get that—off the record, no. But it gives me a build-

up to let all at least in the picture. So when I have a Kay Kyser platter, I say, "Well, doggone chillun if it ain't my ol' pal Kay Kyser." Only I say it with a Southern accent, see? Q. Yes. A. And when the record's on, often as not I'll put on my mike and sing right along with 'em. I sing with Bing Crosby and Kate Smith—all of 'em.

Q. Do they reciprocate this regard? A. All the time. Day in, day out it's cookies and cakes and dough-

nuts and gobbledy gook.

Q. Unsolicited? A. Absolutely. Oh, maybe I happen to remark that I miss the old home cooking and maybe I mention the cakes that mother used to make. That always gets results.

Q. Are you the only person in the station at this early hour? A. Oh no, there's the engineer, "Skinny," I call him that because, as I tell the folks, "He wouldn't weigh a hundred pounds sopping wet and his pockets full of sand.

Q. You frequently make refer-

cences to the studio? A. I rib him all the time. He's got a little hair but I tell the folks he's all bald. When I flub the copy I say, "You'll have to pardon me, folks, but I just got blinded from the reflection off of Skinny's bald noggin. But he's a nice boy," I say; "we're gonna start feeding him next week.

Q. There must be a great deal of fun during your program.

A. "Laugh and the world laughs with you," I tell the folks.

Q. How do you inject humor into the serious aspects of the pro-

gram—such as informing the audience of the station's identity and other technical information throughout the show? A. No problem. K.W. "It's still WWWF, folks, on our ol' radius of length of 1500 miles and we're playing episodic transcrip-

tions.

Q. Astutely managed. The vital information is there— A. But we got 'em laughing.

Q. Indubitably. At the conclusion of your time you say— A. "We'd like to stay longer, folks, but the hands of the ol' clock are pushing us out of the studio." Then I give 'em a laugh when I plug the next announcer coming up.

Q. How is that? A. "Keep tuned in," I suggest. "Next on the bill is good ol' Jerry Groffus, one of the better announ-
cers in the low price field." It says 'em.

Q. Beyond any doubt. Then? A. I get to work on tomorrow's show—cook up gags and things. Y've got to work to keep the show clicking, needs new material all the time to keep 'em.

Q. I'm sure it does. You have a great responsibility. A. Y'betcha. Keep 'em laughing, I say.

Q. By all means, keep 'em laughing.

SPONSOR TALKS BACK As Jessie Adler (1), president, Adler Shoes, New York, makes a guest appearance on Here's Morgan, featuring Henry Morgan who ad-libs his way through a tri-weekly sponsored by the Adler Co. Mr. Morgan appears muffled momentarily [see "success" story Broadcasting, Nov. 24, 1941]. Consollet 'em Adv., New York, han-

dles the account.

They got a right for first call, Joe, all our loyal friends. Promise me, Joe,' that's what I said. And folks—ol' Joe Ferstatis agreed. Yes-siree—and the buying jubilee of the year is yours," Course. I go on and on like that but there's the idea. Cozy stuff.

Q. Yes it is. You seem to have the personal approach.

A. I cuddle right up with the folks.
What's your story? . . .

Tell it to the Midwestern Millions* at lower cost per family over—

- Now, more than ever, you have to protect your market; keep your trade name alive; more definitely establish the trade position of your product.
  Whatever your problem—whatever your message—tell your story to the 12,000,000 people who live in WENR's primary station area. It's a responsive audience that can be reached with WENR at lower cost per thousand families. Get the details now. They're really eye-opening.

WENR

CHICAGO'S BASIC BLUE NETWORK STATION
50,000 WATTS ON A CLEAR CHANNEL—890 k.c.

OWNED AND OPERATED BY THE BLUE NETWORK COMPANY
REPRESENTED NATIONALLY BY BLUE SPOT SALES
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD

*A name given to WENR's primary station area which includes most of Illinois and Wisconsin, and half of Indiana and Michigan.
**Car-Sharing Drive**

**USING** transcribed announcements, live spots, car cards and official stickers, KYW, Philadelphia, is participating in the car-sharing program conducted by the Philadelphia Metropolitan District Council of Defense. Based on the KYW plan, tools are being opened and manned by volunteers to register drivers for car sharing. Almost the entire publicity and promotion efforts so far have been conducted by the station. One of the outstanding features of the program is that the printing of 100,000 automobile stickers for all participating in the car-sharing plan. In addition, nearly 10,000 lines of newspaper advertising has been planned by the station.

**Linked at Night**

WITH LISTENER response coming in from 23 States and Canada, expressing enthusiasm for the all-night, all-music show **Say It With Music**, on WJZ, New York, the station has released a sales presentation pointing out vital statistics on the all-night market the program is aimed at interest. The most important segment of the WJZ market, the presentation states, is the night-shift war production workers in the 20% of American industry situated within the station’s primary area.

**War Winners**

**SELECTION** of the boy or girl doing the most to help win the war at home, as judged by the cast of **The Quiz Kids**, sponsored by Miles Labs., Elkhart, Ind. (Alka Seltzer), on 68 BLUE stations, Sundays, 8:30 p.m. will be announced each month on the program and their pictures and story of their achievements will be the subject of a regular monthly feature in Liberty Magazine. Agency is Wade Adv. Agency, Chicago.

**BROCHURES**

**KXX**, Hollywood—Eight-page, 8½ x 11-inch booklet, illustrated with two-color spot drawings, highlighting Crossley statistics on percentage of home listeners in that area during summer months.

**RTL-KOMA**, Tulsa-Oklahoma City—Promoting twin service provided by the two stations.

**WHN**, New York—Brochure on Capt. Tim Healy’s stamp club, including background and personality matter, statistics on stamp collecting, etc.

**KGW-KEX**, Portland—Folder reproducing some of the 14 newspaper ads in the Oregonian on the weekly KGW-KEX Radio Party.

**WAOV**, Vincennes, Ind.—File folder booklet giving the WAOV coverage story and statistics on its clients.

**WCAU**, Philadelphia—First of 13 promotion pieces to be distributed telling the station’s sales story.

**WYLV**, New Orleans—“Covers the Aztec Goose, Creole Style”, in compilation of New Orleans war work, population statistics and money being spent in the Mardi Gras State.
Sorry, Chester Old Boy...

**This is Chester Freeble**—he has what he thinks is a WONDERFUL idea. He has been listening to the Don Lee Network for a long while and he has noticed that all of his friends also listen to Don Lee a good part of every day. Now Chester, who is quick that way, knows that there is always room for competition so he figures that if he could get some capital he could start another network and make himself a lot of money. In fact, he just can't understand why no one out here ever thought of starting another one. Not that he, personally, isn't happy with Don Lee.

Well now, Chester old boy... we hate to disillusion you but not only is there another network, there are 3 of them. You can't hear them on your radio because you live in one of the many areas on the Pacific Coast that can't be covered by long distance broadcasting on account of the topography. The reason you can hear only Don Lee is simple... Don Lee has 33 stations, one in each of the 33 important Pacific Coast markets. Why with this setup, more than 9 out of every 10 Pacific Coast families live within 25 miles of a Don Lee station. The people who advertise on the Don Lee Network cover completely not only the 5 major markets, but a bonus market of 1,000,000 families as well. (That's a heck of a big bonus, isn't it? It's like having Indiana or Iowa tossed in free.)

**Mutual DON LEE**

SWEENEY TELLS IT
And Iowa U Students Will
Find Out How

THE VOICE of Warren Sweeney, CBS announcer, has been selected by Earl McGill, CBS casting director, to be recorded for study and analysis by reports of speech at Iowa. McGill chose Sweeney's voice in response to a request to CBS from a university professor for a model announcing voice.

Sweeney's voice was chosen because "it has clarity without getting in your hair, and wins confidence." The announcer is heard on CBS on Saturday Night Serenade for Pet Milk Sales Corp., at the disposal of any interested station any and all necessary information as to organization and maintenance of a Navy code school.

Blue Welcomes KXEL
EDGAR KOBKA, executive vice-president of the BLUE, F.C. Chairman James L. Fly; and Senator Clyde L. Haring of Iowa, were featured speakers on a special BLUE program presented July 30 to welcome KXEL, Waterloo, Iowa, to the BLUE. The new affiliate also was saluted last week on various sustaining BLUE shows from New York and Chicago.

Chicago Fur Spots
ASSOCIATED FUR INDUSTRIES of Chicago has placed a total of 150 station break announcements a week during August on six Chicago stations: WBBM, WCFL, WBBM, WIND, WABA and WGEE. The campaign, a cooperative project of the Chicago fur retailers, is built around the theme "If you don't know furs, know your furrier." Robert Kahn & Associates, Chicago, is agency.

More than 50,000 Navy
Yard workers in my primary. They listen to...
One night I dreamt of war and the weapons of war.

Before my startled eyes they swept in terrible wonder . . . the screaming bombers, the ponderous tanks, the belching cannon.

Here, I thought, are the mightiest weapons on earth. These are the weapons we build and the weapons our enemies build. Whoever builds strongest and fastest wins.

The next morning, in the sunlight, I knew there was more to it than that. For I remembered the mightiest weapon of all . . . the weapon that urges men to build stronger, think better, fight harder, smile longer.

This is the weapon we use. The weapon the enemy scorns.

TRUTH leads to VICTORY.
Plugs That Are Ugly

NOT SO MANY years ago, the advertiser who ventured a fling at radio was inclined to turn on high pressure commercial plugs. After all, the selling power of the microphone voice was then an unknown quantity.

But times have changed, and so have plugs—most of them, at least. The indirect sales message, the deft quip, even kissing the sponsor and his product—all these have proved to be potent radio sales technique. High pressure isn’t necessary; bad taste never was.

Yet there remain on the air, despite codes and ethical standards and plain horse sense, a few offensive accounts and a few offensive commercials. Some broadcasters are still blinking at distasteful and over-long commercials.

Thus the industry finds itself vulnerable when one of the world’s most widely circulated periodicals, Reader’s Digest, which is not supported by advertising and thus grinds no competitive axe, devotes the lead article of its August issue to what it titles “Radio’s Plug Uglies.” Taken hastily to task and placed under a pitilessly glaring spotlight, all broadcasters find themselves suffering for the sins of a few.

Though the Digest has always been friendly to the broadcast medium and itself has been a frequent user of spot, the writer of its article, Robert Littell, who also handled its famed cigarette survey, placed the industry as a whole in an unfair position by making broad and harsh statements that aren’t adequately borne out by the facts presented. That no ill will motivates him, is manifest from the kudos he gives the American radio system. But he does stretch his points.

For example, he makes the curious statement that radio advertising has become more rather than less irritating since Pearl Harbor. Yet the only semblance of support for this statement is the suggestion that people are listening anxiously for war news and that many sponsors are tying in their product with the war effort.

Such a statement falls far below the usual standards of this great periodical, with its wide following and general acceptance. Apparently much of the material is based on a random “survey” of “over a hundred fellow citizens, from cooks to engineers.” Who really were this hundred? The article fails to mention the vital factors in all surveys: What questions were asked? How were they submitted? Was the consensus really so bitter about radio as a whole?

While the Digest unfortunately has been guilty of sloppy investigating and incomplete reporting, the fact remains that radio—or some segments of it—has left itself wide open to generalized criticism by courting a few undesirable accounts and unnecessarily distasteful plugs that admittedly do annoy listeners. Radio is too vital and important a medium for most advertisers not to listen to reason when it comes to technique of presentation; some of the offensive commercials Mr. Littell mentions, we firmly believe, could do just as good a selling job with more intelligent scriptwriting.

It hurts to get hit below the belt, but that’s one of the penalties of vulnerability.

Check Your Personnel

THERE’S A LESSON to be learned by all station managers from the experience of the local station in Maryland [Broadcasting, July 27] which found, shortly after it had dismissed an utterly unsuspected announcer who had been employed on its staff for some ten months, that FBI agents had picked him up as an enemy alien. Using a nom de plume, he turned out to be a German. And all the station knew about him was that he had come well recommended from an announcing school, that he was a reasonably good announcer and that he was a cocky young man who claimed a Harvard education and spoke English, French and German fluently.

Whether the chap was a German spy, only the FBI knows. He was hired well before Pearl Harbor, so the station’s management can hardly be blamed for harboring him. But in today’s station operations, difficult as it is for all employers to get replacement personnel for the men called into the armed services, there is no excuse whatsoever for failure to get the pedigree and history of all new persons hired. A good idea might be to demand not only references, which should be thoroughly investigated, but a birth certificate.

In that connection, the Foreign Language Wartime Broadcast Control, committee headed by Arthur Simon, manager of WPEN, Philadelphia, is advising all foreign-language stations to exercise particular care in hiring new personnel, especially those coming from other stations. Mr. Simon’s committee has arranged with Lee Falk, foreign-language division chief of the Office of War Information, to advise any foreign-language station manager on persons under consideration for employment and Mr. Falk has agreed to reply promptly to all inquiries. This is a precaution whose importance cannot be too much emphasized.

No Use Gripping

THE RADIO stations, mostly little fellows, left out of the paid advertising schedule for the scrap salvage drive are up in arms, quite properly resenting the fact that the newspapers got the bulk of the appropriation and larger stations some driblets of it, while they are called upon by Uncle Sam’s war publicity agencies to continue to give of their substance to this as to other wartime campaigns. They have even enlisted Congressional support for their plaints.

While the Washington authorities sympathize with them, the fact is that both the scrap iron and fat advertising campaigns are being conducted by private interests as a contribution to the war conservation effort. Washington and the advertising industry’s Advertising Council approved the campaign and okayed the copy, but had not a whit of authority over media and placements. It isn’t Government money that is being spent; if it were, we venture the opinion, based on the heightening esteem the advertising weapon enjoys among Federal war authorities, that radio would certainly get its just share.

It looks as though the newspapers did a better selling job of their medium to the associations placing the campaigns. It seems as though, the deed having been done, radio’s present mood should not be one of crying out against discrimination but rather of alertness toward future opportunities in similar fields. Running to Congressmen won’t help; even a Congressman cannot tell any sponsor where and how to spend his money.

There will be more such campaigns, we expect, and radio’s salesmen should be in there pitching for the business. Meanwhile, no station, large or small, should drop its cooperation with any of the war drives, paid for or not. The larger national interest transcends private gain.
KENNETH HOMER BERKELEY

KEN BERKELEY, who on Aug. 1 took over as the new general manager of the Washington Star's WMAI and as Washington manager of the BLUE Network, is a chap who turned an early hobby into a livelihood.

Back in 1912 he was bitten by the radio bug and the infection has never been cured. By the time he was attending the old Business High School in Washington, he had a first-class commercial operator's license and a 5-watt "ham" set. Not content to chat back and forth with the few fellow "hams" of those pioneer days, he used to run off phonograph recordings, just for variety's sake.

He admits now that the time he spent with his tubes and dials didn't do much to make book learning any easier, but the knowledge he gained in the fundamentals of transmitting sound through the air has paid him a hundredfold.

Soon after he was graduated from high school, the first World War broke out. Before the first draft, when the Army sought civilian volunteers for duty in France, he was one of first in line. Once in Europe, the Army wanted to know what he could do. The answer was quick. "I've got a radio operator's license." Before he had a chance to say anything else, he was assigned to the Army Air Corps communications section at Tours. His job was to install radio sets in planes and test them.

He spent 18 months in France and it was during this time that he participated in an early radio "first." And perhaps it was this incident that helps him keep his calm when the hustle and bustle of present day special events begin to break around his head.

Back from France he joined the U.S. Shipping Board in Washington. But the bug was still working. He continued with his "ham" set, and then gave up his Government job in 1923 to go to work for RCA which had just opened WRC. Those were the days when radio manufacturing companies built radio stations so the folks who bought their sets would have something to listen to.

When he joined WRC, it was located—studios, offices and transmitter—in a building full of the capital's business district. It was a far cry from the modernistic studios and offices WMAI and the BLUE occupy now in the heart of the business district, only two blocks from the White House.

WRC used to be on the air two hours every other afternoon and two hours nightly. There was a staff of five, including executives, clerks, engineers and announcers.

Programming in those days was simple. Anybody who even claimed to have a voice got a chance to try out his talent in front of a few persons who owned sets. When some de-linguent "soprano" failed to make an appearance Berkeley or one of the announcers would go before the mike and read what was euphemistically called "filler." This consisted of sheet after sheet of "current events," grandaddy of the present stream-lined news broadcast. They just read the "filler" until the "soprano" put in an appearance. If she didn't, they read until the next program was scheduled to start. Commercials were unheard of; in fact there were few people aware that Berkeley can't even remember when they put the first one on the air.

What the station lacked in studio talent, it made up in announcers. Members of the announcing staff at one time or other included Ted Husing, Norman Brokenshire, John Gunnion, the late John B. Daniel and George Hicks.

Back in 1924 and '25, Berkeley recalls, "network" broadcasting was attempted. Postal Telegraph lines were leased between New York and Washington linking WJZ and WRC. This was considered a great achievement, but Berkeley points out that anything more than a normal breeze would throw the lines out and there would be a general rush for the "filler" file. No one was ever quite sure, when a program started from New York, just how long it would be on the air, nor was there any advance warning when New York would stop, furthermore the New York station just happened. When the station was off the air the whole staff participated in a democratic game of blackjack, just to pass the time.

In 1925 WRC formed the National Broadcasting Co., and three years later Berkeley was named manager of the station, succeeding John H. Twitchell. The following year, in 1933, NBC leased WMAI and Berkeley was named general manager of both outlets.

No remote control executive, Berkeley has his finger in every department. He knows the status of every spot contract, the engineering overtime, the latest news bulletins and the profit figures to the nearest minute. Of medium height, he's of a wiry build with receding brown curly hair. Taciturn almost to the point of being retiring, he is nonetheless personable and gets things done unobtrusively with a speed that leaves most of his employees dizzy.

A native Washingtonian, Ken Berkeley was born in 1898 and was married to the former Thecla Huelshof, of Dubuque, Ia., in 1925. They have two girls, Betty, 16, and Jan, 13. With her there's a constant point of dissension in the Berkeley household. Betty likes swing, Daddy likes sweet music. And if Daddy's station doesn't have swing, Betty makes no bones about tuning in another with swing, even if it is a hot competitor. He swears he doesn't miss anything on the air, Berkeley has eight sets in his home, including five table or cabinet models and three portables. There's even a set in his bathroom. Occasionally also boasts a telephone. No lover of organized sports, he does his like his exercise. He goes for table tennis, badminton and golf. He is a whiz at table tennis, at badminton and terrible at golf.
WHEB's 'Youngest'
KEITH BOSS, staff announcer at WHEB, Portsmouth, N. H., began his announcing duties with the station just after his 18th birthday. He has been with the station almost four years. Although going on 17 Keith is already 6 feet 4!

RALPH KISIL, formerly of the advertising and sales promotion department of Gotham Gold Stripe Co., New York, has joined the announcing staff of WWRL, New York, replacing Hal Reilly, who has joined WGBB, Freeport, N. Y.

BILL HOWARD, former CBS page, recently assigned to the statistical division of the CBS copyright division, is directing cartoons at a half-hour dramatic show heard Sundays on WBYN, Brooklyn.

ZACK HILL, formerly of WJDK, Detroit, has joined WWJ, Detroit. Myron Golden, WWJ continuity writer, is now with NBC Chicago. Janet Jenkinson, former secretary to J. T. Tyson, WWJ sportscaster, in now in officers training school with the WAAC in Des Moines.

JAMES CIPRIANO, announcer of WBRY, Waterbury, has joined the Army Signal Corps.

MURIEL DARVILLE has been named publicity director of WHN, New York, has been appointe conductor of the New Jersey WPA Philharmonic Orchestra, broadcasts weekly over WHN.

Younger Still
LATEST claimant to the title of radio's youngest is Charles Grobe, announcer for WLOK, Lima, O. The station in answer to claim of John Murruman, KROY, Sacramento, [Broadcasing, July 20], says that Grobe's first regular spot was on May 1, 1937 after his 16th birthday. Last week WDRD-W58H, Hartford, bated the record by entering its 16-year-old control operator, Jack Lenhoff. However, this newest entry of WLOK is younger by 34 days.

ED HARVEY, newswriter of WBBM, Chicago, has been commisioned an ensign in the Navy, assigned temporarily to Great Lakes, Ill. He is succeeded by Earl Hovig, formerly editor of the house organ of Hbuah, Spencer & Bartlett, Chicago.

JOHN LINDSAY, formerly program director of WEIH, Pittburgh, Mass., and Al Gerald, previously chief announcer of WGKY, Charleston, W. Va., have joined WTRY, Troy, N. Y.

ROBERT SANFORD of New York has been named head of the public relations department of WOIL, Boston.

Bob Gentry, formerly program director and continuity editor of KOMO-KJ, Seattle, has joined the Army Air Forces. John Pearson succeeds him.

JOHN BURTON has replaced William Parker as commentator on the NBC Sunday morning quarter-hour program, "Inside the News," sponsored by Thrifty Drug Co., Los Angeles, (chain), on KFI, that city.

JERRY ORNSTEIN has joined the announcing staff of WPEN, Philadelphia, as successor to Larry Price.

ROSELYND LARMAN, continuity writer of W55P, adjutant of W55F, Philadelphia, has taken over the post of continuity writer, formerly Frieda Bloom, who resigned to be married.

C. CARABINE LINK, publicity director of KMOX, St. Louis, has been named to the reserve corps, is assuming his duties temporarily.

ERNIE SANDERS, formerly an announcer of KCH, Des Moines, has been promoted to the rank of sargent major. Sanders is currently in a veterans hospital at Muskogee, Okla., while a fractured arm heals.

LAWRENCE C. SHURRNER, formerly of the United Press Washington staff, has joined the newsworld of WJSV, Richmond.

ROLAND TRENCHARD, long in radio, and recently head of the Mellody Oak Advertising Co., promotion department, is now public relations director of WAAI, Jersey City.

SHERWOOD DURKIN, announcer of KBB, Kansas City, has joined Harry Douglas, has joined the Army, and is temporarily stationed at Fort Leonard Wood, Pet. Myron Carr, formerly an announcer of KBB, is at the radio station, Scott Field, Ill.

ROBERT MADDOCK, formerly night news manager at WLS, Chicago, six years ago, has returned to WLS to assist in planning, writing and production of the National Barn Dance. He will work two days weekly in Chicago and commute from his home in Kenne Valley, Mt. Vernon, Ky.

HOWARD BLACK, former announcer of WMMN, Fairmont, W. Va., has returned to WBBM, Chicago, as of "Smile A While," early morning participating program six days weekly.

GEORGE OSWALD, guide of NBC-Chicago, has entered the Army.

JUNE MERRILL, formerly conductor of a women's program on WIOD, Milled, has joined WBBM, Chicago, succeeding Jane Tucker on a similar program heard six quarter-hours weekly. Miss Thoeye resigned to be married to C. O. Swayzee, of Washington.

JOHN A. WILCOX, announcer of WHF, Rock Island, Ill., has become the father of a baby girl.

RAY VALLON, formerly salesman of WIOD, Miami, is now a private at Ft. Bragg, N. C.
KYA Staff Shifts

A NUMBER of personnel changes have been made at KYA, San Francisco, recently purchased from the Hearst Radio Inc. by the Palo Alto Broadcasting Ltd., whose president is Wilfred Davis. Program and assistant manager is Edi Roux, succeeding Deane Stew- art, now with KQW, San Jose. Don Fedderson has been named sales manager. No longer connected with the station are Lilian Holmes formerly sales coordinator; Ruth Kea- ter, publicity director and director of home economics programs; George Taylor, account executive, now program director of KSAN, San Francisco; Hal McIntyre, chief announcer, now a technician with KSFO; Connie Duprey, receptionist; and Darrell Donnell, newscaster, who has been commissioned a lieutenant in the Navy. Clarence Leisure has been named chief an- nouncer and Paul Schulz remains as chief engineer as well as being named to the executive staff of the station's policy-making board. Janet Kistemann, traffic manager, remains.

IRVING STROUSE, program manager of WINS, New York, has resigned. His duties will be absorbed temporarily by Bill Harding, chief announcer, Ed Oates of the engineering staff, and Mrs. Hazel Rower, who handles programming.

JOHN HARPER, CBS staff an- nouncer, has left the network to pro- duce technical films for the Army Air Force at Wright Field in Dayton.

BARL MULLIN, BLUE publicity manager, on July 31 gave a talk on "Radio's Coverage of the War" before the senior class of Scarsdale High School, Scarsdale, N. Y.

IDELLA GRINDLAY, office manager of the NBC production division, has received a military leave of ab- sence to serve as administrative assistant to Capt. Howard L. Nuss- baum, chief of radio, public relations division, Army Air Force. Her hus- band is Edgar P. Kemp, former NBC supervisor of master control, now on active duty with the Navy.

CARTER REYNOLDS, of WMJ, Cedar Rapids, Ia., is now announc- ing for KSO-KRNT, Des Moines, pending his Army induction.

JAMES A. COCHRAN, in a person- nel shift at WSPD, Toledo, has been appointed acting production manager; Bob Evans, sports announcer, is han- dling special events; and Glean James has been named chief announcer.

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

NOW 5000 WATTS

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by-

(1.) The feature boxes of newspaper adver- tisers on program pages.

(2.) The large number of famous adver- tisers on the station continuously year after year.

Ask for "Who's Who On WEVD"... send an request.

4 Years Coast-to-Coast Mutual Network!

U. S. OLYMPIC GAMES STAR!

Said TIME Magazine: "Enormously popular with sports ad- dict, he has been a big help in boosting the sale of Phillips, claimed to be over half a billion a year, in keeping Bayuck Cigars, Inc. in the black... A one-time high school teacher from U.C.L.A., Balter wrote action stories for the pulps, treated scripts for Universal... he squeezes the last drop of melodrama out of horse racing, ball games, fights, wrestling bouts...390 3-minute stories titled "ONE for the BOOK"... exciting, dramatic, tense moments in sports. Transcribed!
Scripts Offered Gratis By Writers’ War Board

Writers’ War Board, New York, in cooperation with the Assn. for Education by Radio, is sending each month to schools and colleges active in local educational broadcasting a “War Script of the Month.” The contribution, royalty free for local non-commercial use, is aimed to help schools participate in the war effort.

Erik Barnouw, Columbia U., is chairman of the committee for selection of scripts, appointed jointly by the WWB and AER. Other members are Joseph Brechner and Glenn Wheston, War Dept.; Wilson Bower and Elizabeth Cunningham, Los Angeles County Schools; Norman Corwin; John Carlile, San Francisco Poem Club; Robert C. Brown; Mildred Pelletier, New York; and Clara Nelson.

First script sent out during July was Stephen Vincent Benet’s half-hour play They Burned the Books. Future scripts will vary in length.

WOR Changes

RECENT personnel changes in the engineering division of WOR, New York, include the transfer of Gerre Barton from public address to regular broadcast operations. Joseph Brown as non-technical building maintenance technician of the Carteret, N. J., transmitter. Temporary replacements to fill vacancies created by those leaving to enter military service include: Paul Reveal, assistant manager for Paul Reveal; Howard Donnies, acting assistant superintendents for Howard Donnies; and Lewis Tower and William Boer, acting assistant junior supervisors, for Paul Reveal and Lewis Tower.

Gunnison Safe

ROYAL ARCH GUNNISON, former MBS correspondent in Manila, who with his wife was reported interned in that city by the Japanese, has been reported safe in the official list of war prisoners released by the American Red Cross, according to word received last week by his mother, Mrs. Helena Gunnison, of Seattle.

RCA-VICTOR, New York, has added a weekly series titled Our Musical Opus to its list of 27 musical features now being broadcasted in Latin America, via NBC.

Meet the LADIES

SALLY MARTIN

It takes personality and plenty of it to get movie stars, major league baseball players and orchestra leaders out of bed before noon. Sally Martin does it practically every day for WDQO, Orlando, Fla., on her Voice of the Sun Empire program. From 11:15 to 11:30 a.m., Sally chats with celebrities about books, food, movies, clothes in an informal and casually humorous way.

But Sally’s interest in human nature goes further than celebrities. Her featured guest may be a little four-year-old with a doll in her arms, or a grandfather interested in old-time recipes.

Ambidextrous was the word for Sally when she started in radio following a background of newspaper columning, kindergarten instructing, college dramatics and writing of music and poetry. In addition to stenographic duties she filled in on the studio organ and piano. She still writes music; her latest song, “Pennies in a Tea Cup,” was published by BMI and a vocal composition, “Curfew,” recently was awarded a second prize by the Florida Poetry Society. Other extra-curricular activity includes entertaining boys in khaki at service clubs and organist in a church.

Sally’s real name, by the way, is Myrtle Louise Carry.

JACK SHERMAN, of the production staff of WHBP, Rock Island, Ill., has been appointed production director.

RUTH HUTCHINSON, formerly of VLOG, Logan, W. Va., is now women’s program director of WBBR, Welles, W. Va. Sid Tear, formerly of WSJS, Wusten-Salem, is now announcer-engineer at WBBR.

GLADYS HEED, actress of NBC Chicago, on July 26 was married to William T. Rugdale Jr., of Chicago.

DEANE STEWART, formerly program director of KYA, San Francisco, has joined KGW, San Francisco.

LETTI STEVENS, Hollywood musical director of the weekly NBC Remarkable Miss Tuttle, is recovering from injuries received when thrown from a horse.

GENE ENGLISH, formerly in charge of auditions at KNX, Hollywood, is the father of a girl born July 25. English recently resigned to take a Government war post.

LT. STARR SMITH, Army Air Forces, formerly special events announcer of KALB, Alexandria, La., on July 15 married Virginia Seifert.

FRANK WISE, former night director of KSL, Salt Lake Cit, has joined the Army Signal Corps at Fort Monmouth, N. J.

BILL McCORDY, formerly of KTHS, Hot Springs, Ark., has joined the announcing staff of KSO-KMET, Des Moines, Ia.

JOHN KLOMPAN, assistant to Bill Webb, NBC director of institutional promotion, reports for Army duty at Camp Dix July 30. He is replaced by Brendan Griswold, recently engaged in NBC’s personnel survey.


“NO REFLECTION ON OTHERS—BUT WDAY, AT FARGO, IS THE ONLY STATION COVERING THE WHOLE RED RIVER VALLEY AND ITS $626,000,000 EFFECTIVE BUYING INCOME!”

WDAY FARGO, N. D. 5000 WATTS-NBC AFFILIATED WITH THE FARGO FORUM FREE & PETERS. NAT’L REPRESENTATIVES

Page 40 • August 3, 1942

BROADCASTING • Broadcast Advertising
Western Writers Convene

The Conference of the West has been scheduled Aug. 28-30 in Oakland, Calif., according to an announcement by Eva Louise Blum, publicity chairman. The Conference is sponsored by the California Writers Club and will have a radio section under the direction of Elizabeth Pennell, formerly of CBS and KROW, Oakland, and now manager of Ewing C. Kelly Advertising, San Francisco. Also featured will be a radio script contest.

Film Rights Sold

COLUMBIA PICTURES has contracted for exclusive screen rights to the radio series on CBS titled "The Crime Doctor," which is sponsored by Philip Morris & Co., New York, for its cigarettes. Warner Brothers will be the star of the screen series, two of which will be produced annually, the first to go into production in November. Graham Baker of Hollywood will write the screen version, and Ralph A. Cohn will produce. Agency for the radio series is Bowers Co., New York.

JAPs Ban Manufacture, Seize Equipment in P. I.

STEPS to stop "illegal wireless communication and broadcasts" in the Philippines are being taken by the Japanese, according to broadcasts by the Japanese-controlled radio at Manila received by the FCC.

The order, Military Ordinance No. 16, states that the manufacture or the acquisition of wireless telegraph or telephone apparatus or equipment was prohibited and all such materials will be purchased by the Japanese. The ordinance warned that all violators would be severely punished according to military law. Repairs of radio receiving sets and sales of parts required for such repairs were exempted from the order.

YEN TO CLOWN is Dave Murphy's obsession (r), announcer of WGY, Schenectady, and garded in the roles of the ancient profession he interviews a Ringling Brothers clown. In fact he performed with the troupe during its local performance. For the past two years, Murphy has spent his annual vacation working as a novice clown with the Ringlelim Bros. Circus.

Radio Service Problem Is Forecast by Manson

POINTING out that because of gas rationing and the tire shortage, pick-ups and deliveries of radios for repair may soon disappear entirely, Stanley H. Manson, service manager of the Stromberg-Carlson Tel. Mfg. Co., recently told a convention of his company's salesmen in Rochester that America's radio service men may soon be seen only by appointment.

Mr. Manson declared, however, the new condition will work to the customer's advantage, asserting that most repair jobs are being done expertly since radio repair store proprietors themselves are doing the work because of assistants being drafted. He also said that with large manufacturers devoting more emphasis than ever to radio repair work he saw no reason to expect a great drop in the number of radios now functioning.

The convention was attended by sales members of the radio, sound, and telephone systems of Stromberg-Carlson.
PAMPHLET ANSWERS WAR ADS QUERIES
FOR THOSE debating the question of continuing advertising in wartime, Reiss Advertising, New York, is distributing a pamphlet which it claims will answer all queries on the need for such advertising. The pamphlet covers the study titled: "How to advertise during the war?" and examines themes developed in recent months by advertisers of all sizes and in all industries. The study, the agency declares, reveals the "apparent" fact that both manufacturers and agencies have been too busy to work out soundly, domestic wartime advertising campaigns on a par with their peacetime efforts.

Copies may be obtained free from the agency's office, 221 W. 57th St., New York City.

TO FACILITATE early morning programming, Standard Radio is sending its subscribers, along with its monthly continuity releases, a lineup of balanced selections for complete musical clock programs.

NEWS SELLS HEARING AIDS
Commercials Aimed at Hay Fever Victims Also
"Highly Successful", Says Drug Chain Head

DR. DWIGHT H. STOUGHTON
Stoughton Drug Stores Hartford
FIVE YEARS ago, the four Stoughton Drug Stores in Greater Hartford began sponsorship of a Sunday noon 15-minute news period over Station WDRC.

In those days, and even today, radio sponsorship by a drug store is rare, and so our move into radio advertising was somewhat of a pioneer step and an experiment. It's been highly successful. We haven't missed a Sunday news program since the first day the Stoughton Stores went on the air. We can tell that radio is doing a good job for us, and here's how we know.

The Stoughton Stores are one of the two outlets in Connecticut for the Western Electric Audiphone, a hearing device. It is an expensive item, highly-specialized, and the only advertising we do on it is over WDRC on our news program. The response on this hearing device—and remember, the commercials are directed only at a small segment of the population — has been excellent. The leads on this device thus can definitely be traced to our radio advertising, because from where else, except by word of mouth, could the prospective customer hear about it?

WDRC Gets Credit

There's no question in my mind but that WDRC can be credited with the success of this item. People who purchase the hearing device come back for batteries and accessories. They come, not only from the Hartford area, but from several counties around, indicating the coverage we get in using radio. I'm perfectly satisfied with our program, and I can't think of anything better for us at the moment.

Virtually all of our commercials have concentrated on the hearing device. During the hay fever season, however, we mention our nasal filter, and this item usually has a good sale.

We use no other station but WDRC, and our newspaper advertising is sporadic. We've been in business since 1875 when my father founded the first Stoughton Store.

Now, we have four stores in the Hartford area, and a surgical supply department.

Ever since we went on the air five years ago, I've discovered that one we've put on has been just a steady, regular program like the one we put on from an institutional standpoint.
SINGER TO REPORT TO SIGNAL CORPS

CHARLES SINGER, transmitter chief of WOR, New York, has been named director of the maintenance unit of the Optional Research Group of the Army Signal Corps and, following a short vacation, will report for duty at the new War Department building at Arlington, Va. He will do war work in a civilian capacity under Prof. William L. Everitt of Ohio State U. In the same group is Lynne C. Smoby, former NAB engineering director who resigned recently to enter the Government service.

Mr. Singer recently has been active on research designed to make vital radio equipment last longer and at the Carteret plant of WOR he worked out a method for increasing the life expectancy of transmitter tubes [BROADCASTING, March 30]. He started in radio with the old WBNY, New York, joined WOR in 1927. An old ship “sparks” operator, he was cited for bravery after the Comanche caught fire and sank, having remained at his post until the vessel went down and being rescued at the last minute.

Philo Moving Video

WITF, Philadelphia's television station in Philadelphia, went off the air temporarily on Aug. 1 until about the end of September to move its main transmitter from the Philo plant in the city proper to a suburban site at Wyndmoor, Pa., At Wyndmoor, the transmitter antenna will have greater elevation.

ACTING on the unqualified recommendation of an FCC inspector that the present equipment of KGHI, Little Rock, Ark. is obsolete and that a new transmitter is already on hand, the Commission, on July 28 granted a construction permit to KGHI to install the new transmitter.

How War Conditions Are Affecting the Manufacture and Your Use of Presto Sound Recording Equipment

If your station makes instantaneous sound recordings you will want to have these facts:

* * *

Glass base recording discs are still available for immediate delivery. There is no present scarcity of the materials used for making these discs and the materials have no apparent military value. We are still recotating used discs.

* * *

New recording equipment cannot be purchased by broadcasting stations or other civilian users. Consequently, only about 10% of our plant capacity is now devoted to making recording equipment, and this for government departments. The other 90% of our plant is used to manufacture radio transmitters and receivers, amplifiers and other special communication equipment for war uses.

We are in the process of doubling the size of our plant to aid our engineering department in making more efficient use of our shop facilities and thus increase our output of urgently needed military equipment.

* * *

We are still able to furnish replacement parts such as idler wheels, turntable tires, cutting heads, pickups and feedscro and to recondition Presto equipment for stations entitled to use the A-3 preference rating for maintenance.

* * *

If you have any new and inexperienced operators who have questions about the handling or upkeep of your Presto equipment, ask them to write us. We'd like to help them if we can.
### Counties and Cities of 25,000 Or More Population

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### General Information

**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>Urban</th>
<th>Rural Nonfarm</th>
<th>Rural Farm</th>
<th>Total</th>
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<td>Ann Arbor</td>
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<td>96.4, 851,861</td>
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<td>10,313</td>
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<td>Dearborn</td>
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<td>97.0, 412,747</td>
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<td>Flint</td>
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<td>31,613</td>
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<table>
<thead>
<tr>
<th>City</th>
<th>County</th>
<th>Radio Equipped</th>
<th>Dwellings</th>
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</thead>
<tbody>
<tr>
<td>Ann Arbor</td>
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<td>Battle Creek</td>
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<td>Saginaw</td>
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</tbody>
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**Michigan Radio Network**

*Michigan advertisers favor: Michigan Radio Network*

**KING TRENDLE BROADCASTING CORP.*

**HOMES in the MICHIGAN**

**Counties and Cities of 25,000 Or More Population**

*Urban, Rural Nonfarm and Rural Farm: 1940*
Blue Refutes Charges In Winchell Libel Suit

BLUE NETWORK answered a $400,000 defamation suit brought against it, along with Walter Winchell, and the Andrew Jergens Co. (Jergens Lotion), in U. S. District Court, District of Columbia, last week with a petition that remarks Winchell made about the Washington Times-Herald were "expressions of opinion, fair comments made in good faith as honest opinion, without malice, concerning matters of public interest."

Attorney John J. Sirica contended for Blue Network that Winchell's March 15 broadcast had not intended to convey innuendos asserted by Mrs. Eleanor Patterson, Times-Herald publisher, who is asking $100,000 from each of the three defendants and an additional $100,000 punitive damages from Winchell.

KOV'S Substitute Tower

PERMISSION for Kov's, Valley City, N. D., to use a 65-foot an-
tenna in lieu of its 150-foot tower which was partially destroyed by storm was granted July 28 by the FCC which granted a modification of license for the change. Action was taken after Kov's stated that an application for a more appro-
riate antenna in compliance with
he FCC's rules would be filed whenever materials to construct
were again available.

Autry Series Revamped

FOR At and title of CBS Melody Ranch featuring Gene Autry, spon-
sored by William Wrigley Jr. Co., Chicago (wheeling zoo), has been changed to Sergeant Gene Autry and will feature hero stories of Army Air Force personnel. Agency is J. Walter Thompson Co., Chicago.

STATE RADIO CENSUS TABLES
Previously Released by U.S. Census Bureau

<table>
<thead>
<tr>
<th>State</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Hampshire</td>
<td>March 16</td>
</tr>
<tr>
<td>Vermont</td>
<td>March 16</td>
</tr>
<tr>
<td>Nevada</td>
<td>March 16</td>
</tr>
<tr>
<td>Wyoming</td>
<td>April 13</td>
</tr>
<tr>
<td>Montana</td>
<td>May 11</td>
</tr>
<tr>
<td>Idaho</td>
<td>May 11</td>
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<tr>
<td>Maine</td>
<td>May 25</td>
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<tr>
<td>Arizona</td>
<td>June 1</td>
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<td>Delaware</td>
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<td>North Dakota</td>
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<td>Rhode Island</td>
<td>June 29</td>
</tr>
<tr>
<td>South Dakota</td>
<td>June 29</td>
</tr>
<tr>
<td>Oregon</td>
<td>July 6</td>
</tr>
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</table>

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

Canadian Recorder

ROYAL CANADIAN Air Force has obtained a new K-8 recording outfit and shipped it by bomber to Britain where it will be used to get
local broadcasts for overseas serv-
ice. The equipment will be used on stations where several men from
one Canadian district can gather
to tell their stories to the folks back home. The recording will then be shipped to Canada by airplane for distribution according to Pilot Officer A. A. McDermott, radio liaison officer for the RCAF. He was formerly Montreal manager for the radio station representative firm of Stovin & Wright.

Canadian Blue Book

A NEW 1942 edition of the Blue Book of the Assn. of Canadian Advertisement is to be issued shortly in time for winter campaign planning. Among changes in this book on media circulation is a careful revision of radio information, a better breakdown of the Quebec market into French and English households, and a change in format. The 1942 Blue Book is the seventh to be issued by the ACA, the book hav-
ing been published bi-annually for the last 13 years. In conjunction with it, the Internal Trade Branch of the Dominion Bureau of Statistics, Depart-
ment of Trade & Commerce, Ot-
tawa, is issuing a new edition of the Consumer Market Handbook with latest merchandise figures.

SHOW RECORDINGS WILL BE TESTED

TO DISCOVER the public's re-
tection to record albums containing
transcribed versions of favorite radio shows, Charles Michelson, head of his own transcription firm, is serving as coordinator in an ar-
angement between Ruthrauff & Ryan, New York, and Street & Smith, New York publishers, whereby the latter firm would dis-

strue through the American News Co. disc albums of The Shadow.

That dramatic series, which Michelson handles in transcribed format for local sponsors, will return to MBS late in September for its sixth year on the air under sponsor-
ship of Delaware, Lackawanna & Hudson Coal Co., New York, for Blue Coal.

Transcriptions for the albums will probably be produced by WOR Recording Division, with the original cast of the Mutual series and Bill Tuttle as producer. The rec-
ords will be 10-inch size with each side carrying three-minute epi-
isodes, and three discs to an album. They will be available on news-
stands by September, Mr. Michel-
son stated, although the price has not yet been set. Premiums will be included, but the albums will be used by local sponsors and Blue Coal as premium offers and as special promotion material for the series.

UNITED DIATHERMY Inc., New York, engaged in sale and distribution of an electrical device called "United Short Wave Diathermy" has been or-
dered by the Federal Trade Com-
mission to cease and desist from certain alleged misrepresentations. In Decem-
ber, 1940, upon application of the PTC, the company was restrained by the U. S. District Court for the South-
ern District of New York from using certain advertisements pending Com-
mission procedure.

WXXYZ Will Deliver*.

LION'S SHARE of Detroit at LOWEST COST

KING-TRENDLE BROADCASTING CORP. - DETROIT, MICH.
National Representatives: Paul H. Reymert Company

BROADCASTING - Broadcast Advertising
August 3, 1942 • Page 45
**Letters from Gobs**

**LETTERS** of sailors stationed in the Chicago area to their sweethearts, wives or parents are read by the "gobs" themselves on Binni- jackete Calling, quarter-hour Monday through Friday on WAIT, Chicago. Preceding each program, WAIT notifies the families of the boys so that they can tune in. Each viller is introduced and described to the audience in a brief biographical sketch by m.c. Chief J. L. Sullivan, radio director of the Navy recruiting division in Chicago. The sailor's favorite song is tied in with his letter for musical background.

**Coast Tests**

SHOWCASING new programs from its San Francisco studios, NBC on July 18 started a weekly half-hour variety show titled Smarty Party. Written and produced by Ray Buffum, program features Archie Freshly as m.c. with talent including Barbara Lee and Bob Gary, vocalists; Tony Freeman, comedian, and Carl Kalash's orchestra. The Infamous Guild presents a weekly comedy skit.

**Down East Sketch**

THE STORY of two grumpy but likable men in New England, who stage a comeback with their new weekly series titled Gibbs and Finney, General Liberty. Problems of adjustment now facing the average American will be reflected in the lives of the New Englanders.

**FBI Dramas**

FBI activities in rounding up spies and saboteurs are dramatized in a new series on KFRC, San Francisco. Introductory remarks are made by Nat Pieper, special agent in charge of the San Francisco District of the FBI.

**Buy at Home**

CO-SPONSORED by 20 leading firms, WCBI, Columbus, Miss., presents Buy At Home, a program dedicated to local buying in the interests of gas and tire conservation.

**Writers' Review**

TO HELP the amateur writer up the ladder of success, WWBL, New York, presents a weekly series titled Write That Story, conducted by Frank Gogel, writer of fiction. Tips on how to develop story plots are included, in addition to advice on non-fiction writing, poetry, songwriting and script writing. Series features interviews with established writers and editors.

**Nova Scotia Has Excellent Tide-Water Industrial Sites**

**NOVA SCOTIA** occupies a strategic position for the establishment of manufacturing industries for world export. Our situation along the ocean highway nearest to the leading world markets, enables the assembling of raw materials at the lowest rates, thereby reducing manufacturing costs.

Moreover, there are many sheltered harbors, open the year round, which provide greater facilities for external trade than those enjoyed by her northern sister provinces, most of whose ports are closed during the winter months.

In addition to transportation, manufacturers are offered abundant coal for power purposes, as well as ample electric energy. Intelligent labor and congenial living conditions. Investigate.

**NOVA SCOTIA**

Radio Broadcasting Station

**CHNS**

HALIFAX, NOVA SCOTIA, CANADA

USA Rep. • Jos. Weed & Co. • New York City
Molly Pitchers

STARTING its series with a dramatic narration of the story of Molly Pitcher, heroine of the Revolutionary War, KNOX, Knoxville, presents its weekly Modern Molly Pitchers. Program promotes the sale of war savings and subsequent broadcasts will originate from local stores that are high in war savings sales for the preceding week.

* * *

Glider Gleanings

LATEST news about the Army Air Forces glider school in Amarillo and interviews of officers and students there comprises Sound Around the Glider School of KNGC, that city.

* * *

Our Foes

DIFFERENT phases of dictatorial philosophy are dramatized each week on the new series, Call To Arms, presented by WSB, Atlanta. Show is written by Pvt. Elmo Ellis Israel, former WSB writer, with the cooperation of officials at Fort McPherson, Ga.

* * *

Navy Deeds

DEPICTING heroic feats of fighting Navy men, the Navy recruiting Bureau has started a new weekly quarter-hour dramatic series on KJL, Los Angeles. Titled, Man Your Battle Stations, each program is devoted to a different branch of the Navy.

ONE Outstanding Market

563,000 people who spend $130,-
754,000 annually in retail stores.
Three thriving cities, 29 prosperous urban commun-
1,000,000 of the richest farm land
in the world.

with ONE Selling VOICE

42.3% of the composite listening
audience from 7 A.M. to 11 P.M.
—and the showing of WTAD in a recent survey in
this area (1,284 interviews)! The other 9 sta-
tions reported, ranged from 16.6% down to
1%. 

about which ONE Brewer Says

Charles L. Weems, President of
Dick Bros. Brewing Co., Quincy:

"The fact that we are using ten spots a day, and
a weekly half-hour quiz show, "Auction of Wits", is
best evidence as to what we think of WTAD as
a result getter."

SEE How Your SALES Increase
Because RADIOS Keep Tuned To

"930 on the Dial"

WTAD

QUINCY, ILL. C.B.S. 1000 Watts

E. KATZ, Special Agency

National Representative

TIPS FROM CRANEY

Montanan Suggests Stamps

Instead of Coins

HERE'S A TIP on wartime tipping! Ed Craney, general manager of KGIR and the Z-Bar Net, has printed cards carrying the legend "A Tip for Victory — Buy War Savings Stamps. Thanks for the service." Then it carries his signature. In the upper right-hand corner is space for a savings stamp, 25c or 10c denomination.

Mr. Craney reports that use of the novel tipping system results in better service and at the same time serves Uncle Sam.

World Makers

KWTO, Springfield, Mo., is now broadcasting It Takes All Kinds, an Army show based on the old saying, "It takes all kinds of people to make a world". Program is written and produced by Bill Ring of KWTO and is heard each Thursday evening at 7:30. A soldier is interviewed on each broadcast and music is furnished by the KWTO staff.

Priorities and the Farmer

AS A SERVICE to farmers in that area, Arizona Network in early July inaugurated a weekly quarter-hour feature, How Priorities Affect the Farmer. Originating from KNX, Phoenix, the program is prepared and announced by Don Hitch of the U of Arizona.
The Business of Broadcasting

WEEL, Boston
California Fruit Growers Exchange (Sun-(-Lemon Growers' Exchange), weekly as, thru Lord & Thomas, Los Angeles.
Quest Oak Co., Chicago, as, thru Sherman & Ellis Co., Chicago.
Kellogg Co., Battle Creek (Rice Krispies), weekly as, thru J. Walter Thompson Co., Chicago.
Gus Watch Co., Cincinnati, thru, thru McCann-Erickson, N. Y.
Ward Co., New York, as, thru Young & Rubicam, N. Y.
Carlin Perf. Co., Philadelphia (Rattlepost), weekly as, thru BBDO, N. Y.
Procter & Gamble Co., Cincinnati (Oxy-ol), as, thru Blackett-Sample-Hummel, Chicago.
KGO, San Francisco
Ame Brewing Co., San Francisco (Ame beer and ale), thru, thru Brue, Davis & Staff, San Francisco.
Sunshine Biscuit Co., San Francisco (dairy products) as, series, direct.
Furman & Clark, Los Angeles (chain clothing), 6/9, weekly, thru Bottford.
Constantine & Gardner, San Francisco, Summer & Kaufman, San Francisco (shoes), as, series, thru TCN, San Francisco.
American Milk Products Co., San Jose, (dairy products), weekly as, thru Blackett & Kaufman, San Francisco.
WBNE, New Bedford, Mass.
American Chicle Co., New York, (Dentine), 18/9, thru Badger, Browning & Barge.
H. P. Hood & Sons, Boston (cream ice cream), 1942, thru Harold Calot & Co., Boston.
WKZO, Kalamazoo-Grand Rapids
Clark Gardner, Osage, Ia., 3/9, weekly, thru Northwestern Ad., Chicago.
American Industries Salvage Committee, Inc., New York, thru McCann-Erickson, N. Y.
Michigan Bell Telephone Co., Detroit, 8/9, thru McCann-Erickson, N. Y.
WMAL, Washington
American Industries Salvage Committee (dairy material), 22/9, thru McCann-Erickson, N. Y.
WMAQ, Chicago
Illinois Bell Telephone Co., Chicago, 60/9, thru N. W. Ayer & Son, N. Y.
Martin Firearms Co., New Haven (Martin Blasters), 39/9, thru Graven & Hodick, N. Y.
WABC, New York
Paramount Pictures, New York ("Holiday Inn"), 6/9 weekly, 2 weeks, thru Buchanan & Co., N. Y.
WJZ, New York
N. Y. Telephone Co., New York (education: 6/9 weekly, 4 weeks, thru BBDO, N. Y.

WPIT, Raleigh
Poster Milburn Co., Buffalo (Donn's Suits), 3/2 weekly, 62 weeks, thru Spot Broadcasting, N. Y.
General Foods Corp., New York (Post's Macaroni Pasta), 15/4 weekly, thru Benton & Bowles, N. Y.
Grove Lake, St. Louis (Chili Tonic), 5/4 weekly, 16 weeks, thru H. W. Kaster & Sons, Chicago.
Kellogg Co., Battle Creek (Corn Flakes), 5/4 weekly, thru J. Walter Thompson Co., Chicago.

WPR, Philadelphia
Laver & Lewis, Richmond (Edgeworth & Domino), 39/9 thru, thru Warwick & Albritt, Philadelphia.
MacFadden Pubs., New York (Blackett-Sample-Hummel, Chicago.
Yager Lintiment Co., Baltimore, 7/9 weekly, thru Harvey-Massengale Co., Durham, N. C.

WRC, Washington
P. Lorillard Co. & Cincinnati, 17/9 thru, thru Blackett-Sample-Hummel, Chicago.

KFL, Los Angeles
Pep Boys of California, Los Angeles (auto accessories), 5/9 weekly, thru Henry Kaufman, Los Angeles.
California-Grown Sugar Group, San Francisco (beef sugar), 3/9 weekly, thru McCann-Erickson, San Francisco.

BLUE RIDGE COAL Co., Inc., Baltimore, with coal yards in Washington D.C. and Baltimore has been changed by the Federal Trade Commission with misrepresentation in the sale of its coal.

PRICE GILBERT Jr., vice-president in charge of advertising of Coca-Cola Co., Atlanta (soft drink), has been granted a leave of absence by the company to join the office of the Coordinator of Inter-American Relations.

SENSATION SIGNS for six weekly newcasts by John Galbraith, at (Mike), KGO, San Francisco, newscaster.

Bakers' Co-op Utilizing Spots in Annual Drive

SERIES of spot announcements by the Quality Bakers' of America Co-op Inc., New York, are being used by member bakers to round out the country in its 18th annual campaign. Theme of the drive is "Flavor-Ranged Bake" and will be emphasized on the transcriptions.
The 40-second discs are composed of jingles to the tunes of the Tastyeast Jesters, comedy by Jeanne Roy and Jackson Beck & commercials by Warren Sweeney. The entire series is being cut by Empire Broadcasting Corp., New York.

CBS Rate Card Issued

CBS has issued Rate Card 29, dated July 15, 1942, and embodying the recently announced revision in CBS network discounts [BROADCASTING, July 20]. The new card is in a new format, being printed as a booklet with pages 3½ x 5 inches, bound at a narrow end, instead of the usual single folded sheet.

New York Prefers 15-Minute News

LISTENING audience in and around New York City prefers quarter-hour news programs to those of 5 or 10-minute length by approximately 2 to 1, according to a survey by Crossley Inc., based on 12,000 personal interviews in various homes in the New York metropolitan area.

On two successive months, 6,000 persons were asked their preference between the two type news shows, with 60% favoring the longer half hour and 36% voting for the shorter programs. To avoid possible bias through mention of the longer period first, the question was reversed for the second week of interviewing. The results showed 65% preferring the 15-minute and 34% preferring the 5 and 10-minute spots. This survey was released by WOR, New York, in connection with its "Continuing Study of Radio Listening."
The study also revealed that only 7% of the women sampled the participating sponsorship variety have more than doubled their audiences in recent months over network programs.

An index composed of the eight top shows of this type, heard on New York radio stations, showed that 107% more homes were tuning to these programs in April and May of 1942 as compared with the last two months of 1941. The average rating for this type show is now 24% of the total popular listeners while six months ago it was 11%.

Royal Desserts Account Placed With Ted Bates

SETTLING to some extent the confusion of the last few weeks surrounding the Royal Desserts portion of the Standard Brands account [BROADCASTING, July 20], the announcement was placed appointment of Ted Bates Inc., New York, as agency for Royal Gelatins and Puddings, Royal Bak'ry, Royal Mousse, Richfield's, and Preferred and Bond Whiskies, effective Sept. 1.

Royal Desserts and Baking Powder advertising was handled by Sherman K. Ellis & Co., New York, until two weeks ago when Standard Brands assigned the Royal Desserts product to J. Walter Thompson Co., New York, for promotion temporarily on that agency's own Men's Fashion account on NBC, heretofore heard for Tender Leaf Tea, another Standard Brands account.

The newly-appointed agency would make no announcement as to promotion for the Royal products, stating merely that the plans were "under consideration" and no details would be revealed before Sept. 1.

WJWC Names F. & P.

FREE & FETTERS has been appointed exclusive national representatives of the new WJWC, Hammond-Chicago, formerly WHIT.

H. ARTHUR ENGLMAN has been elected director, sales manager, and vice-president of Henry Tefloy, London England and Philadelphia (cosmetics).
CARL M. STANTON, in charge of radio for Lucky Strikes for three years at Leo's & Thomas in New York, has been appointed account executive to handle all phases of the American Tobacco Co. account.

Karl W. Schullinger, formerly supervisor of radio production for Lucky’s, has taken over Stanton’s post as head of radio advertising for American Tobacco.

BURGER BREWING Co., through Midland Agency, has signed with WKRC, Cincinnati, for sponsorship of 15 minutes of talk chatter from River Downs, Blue Grass Track, Monday through Saturday, 1:15 p.m. Also carried is an eyewitness account of the racing of the eighth race daily. Andy Cunningham is at the microphone. The new 30-minute six days weekly is in addition to co-sponsorship of play-by-play broadcasts of all Red baseball games. Cunningham is well-known turf authority formerly of WGR, Cleveland.

ROBERT KENNY for Attorney General, Los Angeles (political), in a six-day writeup election campaign ending Aug. 24 will use more than 102 spot announcements on 10 California stations. List includes KMJ, KERN, KKBK, KWG, KFBK, KHX, KFMB, KGW, KFEC. Time has also been contracted for a quarter-hour talk Aug. 23 on 3 NBC California stations (KFI, KFCO, KPO). Sundays, 12:30-1:30, p.m. Agency is Raymond R. Morgan Co., Hollywood.

ROY THREAS, New York, used five spot announcements on 10 stations in New York and New Jersey last week in connection with the world premiere of the Columbia Picture “They All Kissed the Bride” on July 29. Announcements ran July 25-28 and on WJAC and WHOM, Jersey City, and on WWIZ, WBBX, WOW WINS and for an additional two days on WOR-WMCA-WNEW, Kayton-Squier, New York, handles the Roxy Theatre account.

Eight days ago, in a talk to advertisers in Chicago, Milton Weinberg, agency executive, outlined his plans for the coming year on a national basis. He stated that additional time for various clients would be handled by the agency.

ANGELICA LUTHERAN CHURCH, Los Angeles, is sponsoring a weekly half-hour religious program, “Pacific Lutheran Hour” on four Arizona network stations. Stations are: KPHO (KCM), KFWB KYA. Featured is Rev. Ralph C. Barke and a male quartet. Other stations will be added in early fall. Transcribed series is being cut by International Artists, Hollywood recording studios. Tom Westwood Adv. Agency, Los Angeles, handles the account.

AS A TEST for a contemplated weekly series, Western Conference of Temple, Los Angeles (union), on July 27 only, sponsored a half-hour dramatic program, “There Shall Be Peace,” on 33 Los Angeles stations. Monday, 6:30 p.m. (PWT). Program produced the program with Earle Hall as script writer. A $100 prize was offered for a permanent name for the proposed series. Clarence R. Janzen Andrews, Los Angeles, has the account.

KFI, Los Angeles (radio), shoot for an addition to its five-weekly quarter-hour newscasts on KECA, on July 24 started for 52 weeks a similar nightly schedule on KFI. KFI also sponsors nightly quarter-hour newscasts on KFEE, KFSD KPON, Milton Weinberg Adv. Co., Los Angeles, has the account.

RED EE FOODS Inc., Los Angeles (cereal, inc.), has started sponsoring an additional weekly series, “McDonald’s Poultry” on KFEC, a city station. Contract is for 12 weeks, having started July 25. Agent is Elwood J. Robinson Adv., Los Angeles.

FOREMAN & CLARK, Los Angeles (men’s clothing chain) recently started for 52 weeks a 6-weekly quarter-hour news service on KOE, San Francisco. Agency is Bosted, Constantine & Gardner, San Francisco.

MEYENBERG MILK Products Co., San Jose, Cal. (milk products) on July 6 renewed for 26 weeks “Let Them Eat Milk,” weekly half-hour on KOE, San Francisco, Agency is M. R. Harlan, San Francisco.

KAYS JEWELRY Co., Denver, has increased its schedule of KOE, Denver, from three to six 15-minute programs weekly. Agency handling the account is Raymond Keene Adv. Agency, Denver, Dr. A. Reed Cushion Shoe Co., Denver, has renewed its contract with the same KOE, another 15-minute daily, business is placed direct.

WILLIAM PECK Co., San Francisco (wholesale groceries), recently started a 52-week spot announcement campaign on five California stations (KFI, KKBK, KKBK KFSD KFRC). Agency is Bosted, Constantine & Gardner, San Francisco.

AMERICAN POULTRY Co., San Francisco, (American broiler poultry), recently added radio to its advertising budget and is using a weekly participation in Ruth Thompson’s home economics program on KJHS. Agency is Frederick Seid Adv., San Francisco.

CLOSSON Co., Cincinnati, through Allen Heaton & McDonald has contracted with WKRC, Cincinnati, to sponsor the five weekly 15-minute series “Babe” starting May 12, Carroll, world traveller and decorator. Programs will feature tips on home furnishings in addition to news interludes.

CASH INCOME and GOVT PAYMENTS

(NIN MILLIONS)

NORTH CAROLINA

AVERAGE OF NINE OTHER SOUTHERN STATES

$221.8

$133.3

Source: Department of Agriculture, 1940
Radio Excise Taxes Top All Previous Collections

FEDERAL radio excise taxes totaled $19,144,408 for the fiscal year ended June 30, 1942, breaking all collection total records, according to the Treasury. Contributing factors to this figure are heavily increased sales, the radio tax rate increase from 5½% to 10% effective October 1, 1941, and the inclusion at the higher rate of automobile radio sales.

Radio taxes collected during the six month period, Jan. to June 1942, totaled $13,052,325, more than double the collections in the July-December 1941 period, despite the general suspension April 22 of civilian radio production.

Local Station Community Necessity (Continued from page 22)

When the station was established in 1935, new Western Electric equipment was installed throughout. Six years later when a power increase was granted, WAIM was completely rebuilt, a Blaw-Knox vertical radiator and new Western Electric transmitter put into operation and the efficiency of the plant improved by the best engineering and technical skill available.

Of chief interest to advertisers is the fact that almost 80% of the persons interviewed said that they patronize the advertisers who sponsor WAIM programs. No attempt was made to solicit actual buying figures, nor to determine the regularity with which purchases were made. These things are suitable subjects for a further study.

WAIM ranks high in the hearts and minds of its listeners. They believe that its programs have improved every year, and most of them comment favorably on the present quality of its offerings. Almost 100% of them stated that WAIM is generous and public-spirited in its utilization of time for the promotion of all community enterprises and institutions. All of whom is gratifying to the owner of the station, who has given unstintingly of the station's time and his own to help boost Anderson.

We asked listeners: "If you had to restrict one radio station only, would you choose WAIM?" Their requests would be the acid test of any radio station. And WAIM came through it handsomely, with 70% of all the listeners in the Anderson area answering yes to that question. The farm listeners are WAIM's strongest boosters, for 90% of them would rather get along without all other stations than to lose WAIM. Moreover, the city listeners gave this local station almost an 80% rating against all other stations in the country.

These statistics will give you a fairly good idea of the kind of socially significant job a 250-watt station can do.

---

Plenty of ways to solve the problem of keeping cool on a hot summer day! But only one way to solve the problem of reaching all of the 117,000 radio homes in the rich Roanoke-Southwest Virginia territory! That's with WDBJ—the only station that can be heard satisfactorily at all times throughout the entire area. Let us show you what that means in results for advertisers!

ROANOKE WDBJ VIRGINIA
CBS Affiliate . 960 K.C.
5000 Watts Full Time
Owned and Operated by the TIMES-WORLD CORPORATION

Page 50 • August 3, 1942
NOT UNCLE SAM—really—but a reasonably exact facsimile. The bearded gentleman in the above photograph is George W. Smith, managing director of WWVA, Wheeling, W. Va., who recently portrayed Uncle Sam in the patriotic show, "By the Dawn's Early Light," held at Ogden Park in Wheeling.

Commentators (Continued from page 18)

we are subject to 'smeared' by commentators who go on the air every night to advertise a soap, a perfume, or some other such article . . ."

Commentators and newspapermen were then castigated further by Senators O'Mahoney, Luces, Willis and White for "distortion of facts" in their efforts to make broadcast times and deadlines.

The implication was that newspapers are being influenced by their advertisers—advertising of steel companies that factory output was rapidly increasing receiving particular attention because of War Production figures being in disagreement with the steel companies—and that radio was influenced by advertising agencies.

Senator O'Mahoney said "let it be remembered that practically every comment which comes over the ether each night is paid for by some advertising agency." He continued that manufacturers of advertised articles are the ones who "use the 'pitch' adjectives" and who "take communiques and fill them in."

Senator Lucas, at conclusion of the discussion, said "one of the troubles with many radio broadcasters is that they are not responsible to anyone, so to speak. One sponsor has them for one week or six weeks, and another sponsor has them for another six weeks. They are in a category wholly different from that of a newspaper, as I view it, and certainly we ought to have all the information we possibly can obtain in regard to the sponsor, the advertisement and the individual who is commenting for one minute upon a particular article and during the other 14 minutes is telling us what is wrong with the world."

Called Unjustified

In a roundup by BROADCASTING of radio commentators' observations on the Senatorial attack it was found that none were apologetic and the consensus was that the Senate had made an unjustifiable attack based on insufficient knowledge of the facts.

Fulton Lewis jr., Mutual commentator, who received passing reference in the Senate discussion when it was declared by Senator O'Mahoney that Mr. Lewis was probably the only commentator who was asking why the country did not have rubber, took issue particularly with remarks of Senator Lucas. He said, "My reaction is that Senator Lucas is guilty of precisely the same thing—accusing broadcasters of who made a blanket indictment on the basis of the actions of a few."

He added that "Senator Lucas unjustly attempted to tear down the role of the function of the democratic system and did a great disservice to the broadcasting industry when he made this attack."

"I challenge and resent Senator Lucas' statements and charges insofar as they apply to me," he declared, "and, inasmuch as they were blanket, without specifically excluding me, I must consider myself included."

A Bit Confused

Mr. Lindley, syndicated columnist, Newsweek departmental editor and commentator who with William Hillman conducts a commentary series over the BLUE, conceded that too much optimism concerning the war may be reflected by some commentators but took issue with the Senate's complaint that Congress is being unfairly criticized. He stated:

"With at least one point made by Senator O'Mahoney, I agree: There has been too much optimism concerning the war, both in the press and on the radio. But the burden of his complaint, and that of Senator Taft, seems to be that Congress is being unfairly criticized. Senator O'Mahoney says in effect that this criticism is undermining democracy. He confuses the cause with the effect."

"Most of the criticism I have heard and read comes from men too deeply attached to the American form of democracy not to feel gravely alarmed by the 6 a.m. of many members of the present Congress to rise to the demands of the war, and especially by their quest for votes based on the supposition—which I believe to be erroneous—that the American people are soft and must be coddled."

Should Be Applauded

"Senators and Representatives who are aware of the gravity of the situation, should applaud the commentators who criticize Congress for its poor record in recent months—and, to judge from my own experience, they do."

Mr. Severed said he felt that men in his particular field has not been attacked by the Senate. He said, "Since I am a news correspondent and not a news commentator, I don't feel the attack was directed at me or those in my office doing this specific type of work. We here are not trying to make decisions on the air but do a good job of reporting the news."

WKBN Joins Navy

IN PLACE of its own bugle, the Naval Training Station at Grove City College, Pa., is making the most of the transcribed bugle of WKBN, Youngstown. Since the station lacked one of its own, several officers suggested the use of a transcribed bugle call which is daily used to open the station at 6 a.m. Since then, the Naval station hook up a loudspeaker every morning tuned to WKBN and the Navy's bugle service is awakened as effectively. In addition, the station carries five minutes of news immediately after sign-on and the gobs get their news before the breakfast table. The station's service has gone over so well with Lt. Comdr. Grogan, commanding officer of the Naval post, that he asked the station to broadcast an assembly call bugle at 6:25 a.m.

DID YOU EVER HEAR OF BURG (Ky.)?

No foolin', fellers, Burg (Ky.) is a sure-enough town. But it ain't no Sales Management "High-Spot" city. On the other hand, Louisi-

va is! It's easy to see why: the Louisville Trading Area has 57.5% of Kentucky's effective buying income, does 55.9% of the State's total retail buying!... The High-spot radio station in the Louisville Area is WAVE—which delivers complete coverage at lowest cost. So—how about it, huh?

THE MAINE MARKET IS NOW A SUPER MARKET WITH PORTLAND

Retail Sales Gains First In New England Where Alert Advertisers Are Now Reaping A Golden Harvest With

WGAN

560 KC.
5000 Watts
DAY AND NIGHT
National Representatives

August 3, 1942 • Page 51
Press Critical of Petrillo
(Continued from page 12)

Jimmy Petrillo orders Beethoven, Mozart, Wagner, Brahms and Sibelius off the air and out of the symphony halls, are we to be forced to abide his will? Suppose he instructs his musical slaves to play only jazz or swing, are we to suffer in silence?

"Meanwhile the central issue would be obscured. That central issue in the event of such a strike would be that one man, James Petrillo, boss of a private duces-collecting union, may wreck the business of broadcasters in order that American boys and girls of high school age should be kept off the air.”

Pegler Bitter

Junge Westinghouse, etc., associated with newspapers in New York City, and will continue those newspapers over the sales of that company. Thethrds will shift to time on 64 CBS stations from Friday at 7-15-7 on Sunday at 6:15-6:30. The title role will be played by Irene Rich who last week in Chicago completed contractual arrangements for another year on the program—her tenth year with the same agency, H. W. Kastor & Sons Adv Co. Louis Snook, Chicago script writer, will adapt the play for radio while Gordon Hughes will direct the program which will continue to come out of Hollywood.

Kraemer Joins WSAV

EUGENE H. KRAEMER, formerly Red Network representative of NBC in New York, has taken over the sales management of WSAV, Savannah, according to an announcement by Harben Daniel, general manager. Mr. Kraemer at one time was advertising manager of Scientific American Magazine in New York City and prior to that was associated with newspapers in the Middle West.

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape, tomato juices), will wind up Dear John on Aug. 7 and on Aug. 16 will replace the quarter-hour dramatic serial with a radio adaptation of the Connecticut Yankee screen and stage play, A Bill of Divorcement. Simultaneously, the program will shift time on 64 CBS stations from Friday at 7-15-7 on Sunday at 6:15-6:30. The title role will be played by Irene Rich who last week in Chicago completed contractual arrangements for another year on the program—her tenth year with the same agency, H. W. Kastor & Sons Adv Co. Louis Snook, Chicago script writer, will adapt the play for radio while Gordon Hughes will direct the program which will continue to come out of Hollywood.

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PROBLEMS confronting stations which have agreed to sell as well as advertise War Savings Bonds and Stamps were discussed informally last Wednesday afternoon by a group of broadcasters and station representatives from the New York metropolitan area, meeting at the Hotel Roosevelt at the call of Vincent F. Callahan, director of press and radio for the War Savings Staff of the Treasury Dept., who presided. This was the first of 50 such meetings to be held throughout the country during the next two weeks.

Stating that 636 of the 868 stations invited by the Treasury Dept. to act as agents for bonds have already accepted, Mr. Callahan reiterated Secretary Morgenthau's faith in radio's ability to do the job. [BROADCASTING, July 27.]

Promotion Aids

The use of station personalities in selling bonds, suggested by several broadcasters, is counted on heavily by the Treasury, Mr. Callahan said. Emphasizing radio's salesmanship, he said many listeners will go to a post office and buy money orders to mail to the stations, when they could buy their bonds right at the post office and save the cost of the money orders, just for the satisfaction of getting their bonds from their favorite announcer or actor or singer.

In response to requests for suggested methods of operation, Mr. Callahan said his staff was at a loss for an answer but as soon as stations develop successful plans he would send weekly mailing to all stations describing these proven methods.

Ralph E. Burgess, of the New York Federal Reserve Bank, explained the mechanics of becoming certified agents for bonds, securing application blanks, bonds and other needed equipment and turning over money from bond sales to the Federal Reserve Bank. In addition to supplying franked envelopes and reimbursing broadcasters for the cost of registered mail which the Government insists on for the delivery of bonds by mail, broadcasters who wish to have special applications forms made up to conform to the needs of their special audiences will find the Government willing to cooperate by supplying those as well, he said.

Leonard Callahan of SESAC, volunteer liaison group between the Treasury Dept. and the broadcasters for bond sales, opened the meeting. Tom Lane and Russ Barrett of the Treasury Dept. were also present.

AFRO-AMERICAN Newspapers, Baltimore publishing house which circulates several newspapers in the Negro field, has undertaken paid sponsorship of remaining games of the Washington Metropolitan Negro Baseball League champions, over WWDC, Washington, under supervision of Henry J. Kaufman Adv. Agency and with Ray Carlson at the microphone. Conferring last week on the arrangements were: M. Belmont VerSanding, WWDC; Ray Carlson; J. B. LaCour, advertising manager of the newspapers; Henry J. Kaufman; Ralph Matthews, managing editor.

Mexican Net Additions

FOURTEEN Mexican affiliated stations have been added to the NBC Pan-American Network, making a total of 139 stations in North, Central and South American. The recent additions, all associated with the 43-station network headed by XEW, Mexico City, are XEKJ, Mexicali; XEVT, Chihuahua; XEFT, Celaya; XESA, Culiacan; XEBO, Irapuato; XEDW, Minatitlan; XEGL, Navojoa; XETQ, Orizaba; XEMU, Piedras Negras; XETL, Tuxpan; XERK, Tenap; XEUF, Uruapan; XEU, Vera Cruz; XEGC, Zamora.

WEBR's New Setup

IN THE reorganization of WEBR, Buffalo, entailed by its recent transfer of ownership from the Buffalo Evening News to the Buffalo Courier-Express and Paul E. Fitzpatrick [BROADCASTING, July 6], C. Robert Thompson is retained as station manager and William Doerr Jr. as commercial manager. Other executives are: Cy King, news bureau manager; Anthony Kay, assistant news bureau manager; Peter Krug, production manager; Edward Wegman, chief announcer; Robert Kliment, sports- caster; Helen King, publicity director. No change in personnel has been made and none is contemplated, according to Mr. Fitzpatrick, who is president of the licen- see corporation. Lt. Comdr. W. J. Conners Jr., of the Courier-Express, has been chosen chairman of the board; John J. Meegan, secre- tary; Frank J. Clancy, treasurer.

WWL Promotes Hoerner

ED HOERNER has been promoted from production manager to program director of WWL, New Or- leans, to succeed Henry Dupre, who recently joined the U. S. Marine Corps, General Manager W. H. Suwalski has an- nounced. Hoerner, with a record of successful produc- tions, has been conduct- ing the Sunday Mr. Hoerner evening Elmer's Jamboree quiz.

WHY AMERICA FIGHTS

Classic 'Squibb' Editorial

Arouses Interest

CONSIDERED the very essence of what America is and what it fights for, the "editorial" read by David Ross on the July 3 broadcast of E. R. Squibbs & Sons' Keep Working, Keep Singing, America series on CBS has been read into the Congress- ional Record by Samuel A. Weis (R-Pa.) Following the broadcast a wave of requests from all over the country came in to Squibb, which ordered special re- prints of the passage. It reads:

"There was a dream... that men could one day walk free of the chains of their own choosing. There was a hope... that men could one day stroll through streets at evening, unafraid. There was a prayer... that each could speak to his own God in his own church. That dream, that hope, that prayer became America! Great strength, youthful heart, vast enterprise, hard work made it so. Now that same America is the dream... the hope... the prayer of our world. Our freedom, its dream. Our strength, its hope. Our swift race against time, its prayer! We must not fall the world now. We must not fail... Freedom with it afterwards... Keep singing, Keep Working and Fight for America!"

FOUR STATIONS to sign for UP news recently are: WMAL, Washing- ton; KRUN, Salt Lake City; WMBR, Unisnton, Pa.; KVAK, Atchison, Kau.

THERE CALL ME A -

"BOOM BABY" WITH A FUTURE!

Sharon Lee George of Wichita, Kansas, isn't old enough to understand this "Boom Baby" business. But her dad does. He works for the Golden Lamp and Stone Co., a large Wichita concern, heavily engaged in war contracts. Says Mr. George, "This whole thing is booming and we think it's going to play that way. That's why Sharon is a "Boom Baby" with a future."

Wichita enjoys the perfect combination: a growing industrial and air transport center, backed up with basic wealth in agriculture and oil. To sell this booming profit area, the Kansas KFB on your schedule. Kansas' biggest, KFB dominates the market! In fact, it's the only full-time, 5000-watt in the State of Kansas.

That Selling Station in Kansas' Biggest, Richest Market

K F H

W I C H I T A

CBS - 5000 Watts Day and Night

CALL ANY EDWARD PETRY OFFICE

August 3, 1942 • Page 53
Radio'd Erle
THREE FLIELS, in an uncontrollable bombing plane over Kansas City, radioed Erle Smith, news editor of KMBC, Kansas City, they would notify him of their positions if they landed safely. They bailed out and two, V. D. Gibson, chief pilot, and Dan Norton, flight engineer, called Smith to have rescuers pick them up. Third member of the crew, L. E. Lloyd, copilot, suffered an injured ankle and was unable to reach a telephone. He was rescued, however.

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

WFMJ
Has more listeners in this rich market than any other station.
Headley-Reed Co.
National Representatives

Petrillo Ban
(Continued from page 13)
in some war plant areas there are no musicians available because they are all working on other jobs.

In many smaller cities and towns playing a musical instrument is even in normal times only a sporadic occupation and most AFM members in such localities derive most of their livelihood from other work. Yet they are listed as unemployed musicians on the AFM records, which therefore, it was stated, do not give a true picture of the situation.

Resentment was expressed that Mr. Petrillo should blame his troubles on the broadcasters, who a few years back agreed to increase their employment of musicians in an effort to cooperate with the union in solving its unemployment problem at that time.

Recorders Busy
When the broadcasters did this, it was with the understanding that the union on its part would not interfere with the use of records of copyrighted music by the broadcasters, many of whom could not continue in operation without recourse to recorded music. In prohibiting AFM members from making records, the AFM definitely violated this understanding, many broadcasters feel.

Earlier last week, following announcement of the proposed Government suit and the request of their music might be carried by KSTP. It does not settle the larger question which is whether one man shall have the right to this country not only to dictate to 140,000 musicians, but to determine what music shall be heard by the 80,000- 9000 radio listeners in this country. We believe Mr. Petrillo has not settled, however, the question as to whether he shall have the right to deprive the American public of the music which they now enjoy by means of phonograph records.

"KSTP, one of the largest radio stations in the country, makes no use whatever of phonograph records, but we do feel that the hundreds of union stations in the country who serve the people of the smaller towns and rural communities should not be the victims of Petrilloism and be put out of business by this one man. It is for this reason we are so interested in this fight to preserve the American system of broadcasting and the rights of the public - a fight in which not only the Dept. of Justice already has interested itself, but one which also should interest every man, woman and child radio listener who believes in his fundamental rights as a free American."

Mr. Davis, which seemed to offer the union leader a chance to retire gracefully and without losing face with his 138,000 members, tension had noticeably lessened in New York radio and recording circles. Publication of Mr. Petrillo's letter to Chairman Fly, however, combined with the failure of the Dept. of Justice to file its suit, caused a return of the general feeling the walkout might occur on Saturday after all.

Meanwhile, the recording studios through the week had operated at fever pitch. Advertisers and transcription library services, taking no chances, put on the pressure to get as many programs as possible stored up against the threatened shut-down in their future supply. Some of this was new business for the studios, such as recordings of opening and closing theme music for daytime serials which in case of a musician's strike could be sent to the stations as dialogue only, with the recorded music to be added locally.

The musician's union head sent a lengthy letter [see page 13] to Chairman Fly in which he explained that he was not a "czar" but merely an officer of the AFM carrying out instructions of its membership. His letter dealt at length with the history of canned music and the unemployment created by phonograph recordings and transcription libraries.

Petrillo charged that the Government is protecting radio stations and makers of recordings. His letter to Chairman Fly did not answer the allegations of Mr. Davis, however.

As the Dept. of Justice indicated a bill of complaint was ready for filing any moment, perhaps Saturday in a Chicago Federal court, it was believed the bill would be sufficiently broad to cover any interin actions Petrillo might take. The Government would ask the court for an injunction restraining operation of the AFM ban.

Public indignation and sharp press rebukes against Petrillo continued to pile up during the past week. Frequently references were made to the arbitrary action of the union head at a time when the nation is facing a grave crisis and to the morale-building activities of the broadcasting industry.

First step tending to ease the situation was an agreement by KSTP, St. Paul, with the AFM local over a new contract [see page 54]. The union finally agreed to

(Continued on page 56)

DAYTON HAS CHANGED IN EVERY WAY BUT ONE!

NEW thousands in POPULATION
NEW millions in PURCHASING POWER
... but STILL as LOYAL as ever to its FAVORITE STATION

WHIO IS THE DAYTON MARKET
BASIC CBS - 5000 WATTS
G. P. HOLLINGBERY CO., Representative

HUBBARD'S STATEMENT ON AFM

THE STATEMENT by Stanley E. Hubbard, president and general manager of KSTP, St. Paul, follows in full text:

"KSTP has today signed a contract with the St. Paul musicians union for a period of two years from March 15, 1942. This contract has been under negotiations for some time. We conceded to a number of demands of the union, which we have been ready to meet at all times during the negotiations. On the other hand, the union finally agreed to the justice of our claim that our orchestra should not be frozen by requiring that we retain a man for a whole year after he worked four weeks, regardless of how he fitted into our musical organization.

"This was the sole matter in dispute between ourselves and the union, and our musicians have been working during all the time these negotiations have been in progress. In fact, our own musicians had no interest in the negotiations whatsoever.

"The signing of this contract settles the local situation and Fuehrer Petrillo no longer has any excuse for banning the broadcasts of name bands on the flimsy pretext that

...
... not only the Northwest's most popular radio station

BUT

ALSO

a substantial contributor to "unemployment" relief

KSTP has just signed a new contract with Petrillo's American Federation of Musicians
So Cal. Stations Laud Fly for Petroillo Probe

LAUDING FCC Chairman James L. Fly for his defense of the radio industry against the music edicts of AFM President James Petroillo, the Southern California Broadcasters Assn., Los Angeles, emerged in executive session in late July, commending the chairman for his stand and support and telegraphed him to that effect. Under signature of Richard F. Connor, radio coordinator of the SCA, telegram to Chairman Fly read as follows:

"The Southern California Broadcasters' Assn. in formal meeting today passed a resolution expressing its sincere appreciation of your valiant stand in defending our industry against the abusive and arbitrary impositions of the Musicians' Union under the leadership of James Petroillo. We broadcasters feel heartily encouraged by having the champion of our industry in this vital issue."

Petroillo's Defense

Petroillo offered a vigorous defense of his ban on recordings in his appearance before the FCC, Chairman Fly, made public Thursday night at AFM headquarters in New York. At that time he stated that the order forbidding any AFM member from making recordings for use on the air or in jingle boxes after July 31 (the next day) was still in effect.

Questioned as to the letter from Elmer Davis, OWI head, which asked Mr. Petroillo to rescind his ban on records "as a patriotic duty," he said that he had not yet answered the letter but would do so at the first possible moment.

Declaring that there are 500,000 jingle boxes in the United States and Canada which "alone have taken the jobs of approximately 8,000 live musicians," and that "there are approximately 500 radio stations which do not employ a single live musician," the Petroillo letter continued that: "It may be surprising to the public to know that 95% of the music in the United States and Canada heard today is canned music."

He repeated his previous arguments that AFM members get about $3,000,000 a year for recordings and lose about $100,000,- 000 worth of jobs for live musicians as a result. In some AFM locals, unemployment is as high as 0%, 75% or even 90%, he declared.

Evades the Issue

The NAB through President Miller, said Friday that "Petroillo's reply to Chairman Fly of the FCC evades the basic issue which he himself has raised through his ban on the making of phonograph records and other types of musical recordings."

"In stopping all recordings, Mr. Petroillo is depriving the entire American public of recorded music in order to get at the few establishments which he believes should employ union musicians even though there is no need for them, even though the establishments may be unable to afford them, and even though musicians suited to their purpose are not locally available."

The basic issue is the right of the American people to enjoy the fruits of invention. Mr. Petroillo's ban has the effect of depriving a large proportion of our citizens of the inspiration and enjoyment of heard programs performed by their favorites. However much Mr. Petroillo protests that his edict is aimed at 'commercial' use of records, he knows that his order prevents the making of all recordings, whether for private or commercial use, whether popular, classical or patriotic, and whether used in the home, in rural areas, for the entertainment of the armed forces and defense workers, or otherwise."

One aspect of radio's AFM troubles was cleared up Wednesday, when a two-year contract was signed between KSTP, St. Paul, Minneapolis, and the St. Paul local union of the AFM. It is believed agreed to a 10% wage increase and to an increase in the size of its staff orchestra and the sole remaining stumbling block, that any musician employed for four weeks or more could not be discharged, was disposed of.

In its stead, the final contract contains a provision that any musician found unsatisfactory by the station may be discharged upon four weeks prior notice, with the stipulation that a local orchestra shall be kept up to the specified minimum number of musicians at all times.

Since that station maintains studios in Minneapolis as well as St. Paul, it also has a contract with the Minneapolis AFM local, but that does not affect the station's agreement with the St. Paul union and still has a year to run.

Settlement of the KSTP difficulty with the AFM removes the union's bar of the network's broadcasts of dance bands from remote pickup locations, but late last week NBC had not restored the only two programs of that type which it had formerly regularly scheduled.

The NBC Saturday evening broadcast of the AFM concerts in Grant Park, Chicago, which had been cancelled July 25 by the union to prevent the program from going to the air, was run on Aug. 1, NBC stated. It was expected, however, that they would again be heard in the 9:30-10 p.m. spot on NBC, beginning this coming Saturday.

Before the agreement was reached in St. Paul, however, the AFM had ordered all remote dance band pickups from MBS as a result of controversies between KFRC, San Francisco, and WARM, Los Angeles, and the AFM locals in those cities. The San Francisco local had reportedly asked that the minimum hours of employment be increased from 10 to 12 and that the hourly scale also be increased.

A wage increase demand by the Scranton local was said to be the crux of the situation in that city. Dale Robertson, commercial manager of WARM, conferred with Mr. Petroillo on Thursday afternoon, but no agreement was reached, the union reported.

Fred Weber, general manager of MBS, was in Florida when the remote pickups of that network were cancelled, but Mutual's New York headquarters issued the following statement in his name:

"With reference to the bannings of remote dance bands feeding to the Mutual Network by our various originating stations, the network office was not notified directly by Mr. Petroillo, president of the AFM, of this action. Instead, this ban has been put into effect through the local musicians unions in each affected area. Locals in turn notified the stations. The trouble has arisen as a result of union disputes at KFRC and WARM, but not local affiliates."

"Mutual has tried unsuccessfully all day to reach Mr. Petroillo. In the meantime we are doing our utmost to present substitute service through a high quality of our affiliates from coast to coast."

First MBS remotes to be pulled from the network were those on WOR, New York, on Monday evening, but Tuesday night they had been cancelled at WGN, Chicago; KHJ, Los Angeles, WKRC; Cincinnati, and WCAE, Pittsburgh. Stations were allowed to pick up the bands for local broadcasts as long as they did not feed them to the network.

Trammell Letter

Niles Trammell, president of NBC, in a letter sent July 28 to FCC Chairman Fly, explained NBC's position in the Interlochen, Mich., affair:

Outlining history of the camp, Mr. Trammell said he understood it was incorporated in the fall of 1927 as a non-profit educational institution. Later it was affiliated with the U of Michigan School of Music and Department of Speech. Since 1931, said Mr Trammell, the camp orchestra has broadcast..."
over NBC on a sustaining basis. He explained negotiations between NBC and AFM on the broadcast, saying that if the NBC station does not agree to Petirillo's demand, the broadcast can be cancelled this year.

"No doubt you will be interested to know that NBC does not now have an agreement with the AFM but is working out the details of a new agreement," wrote Mr. Trammell. "Our agreements with reference to the hiring of musicians have always been made on a local basis with the various AFM local unions which have jurisdiction over the various territories in which we maintain studios."

Not a Closed Shop

After listing these pickup points, Mr. Trammell said, "I make a point of this because the AFM has claimed in press statements that they have a national closed shop agreement with NBC."

Had NBC broadcast the Interlochen orchestra, Mr. Trammell said, it would have deprived members of the AFM of employment. He recited agreements with local unions for payment of staff musicians and mentioned that NBC has been broadcasting on July 11 from a staff orchestra of 56 from the New York studios. These men were already being paid for this time under the NBC agreement with the New York local. At the same time, he said, "We would have had available any number of other musical programs which we could have used on the air without additional cost to NBC or additional income for AFM members who were already being paid pursuant to agreement with AFM locals."

In a statement Friday night on behalf of the broadcasting industry and some transcription companies which are associated members of the NAB, Neville Miller, NAB president, stated, "Mr. Petirillo's ban on recordings is not the ability of hundreds of radio stations fully and effectively to serve the public. We cannot approve his attempt to put back the hands of the clock by abolishing one of Thomas Edison's greatest inventions which brings education and entertainment to all our citizens wherever located."

Pointing out the excellent labor relations of the broadcasting industry and the fact that radio has not put a single union musician out of work, Mr. Miller stated that a survey made only last year under Mr. Petirillo's own auspices, characterized the transcription industry as "a vital necessity to the small stations."

Mr. Miller continued, "It appears that Mr. Petirillo would like to have the transcription companies prevent their records from coming into the hands of stations which do not employ what he considers an adequate number of union musicians. As Mr. Petirillo knows too well, the companies have held that any attempt by the transcription companies to do this would make them a party to an illegal conspiracy and subject to criminal prosecution by the Federal Govern-

OWI SETS UP PLAN FOR SPOT MESSAGES

ESTABLISHING a new system of allocating Government messages to National Spot Programs (Broadcasting, July 27), the Radio Bureau of the Office of War Information last week announced it had set up a plan to put advertisers in groups so that no two groups would broadcast the messages in the same week. One or more Government messages will then be carried by one group of advertisers, each of whose programs are broadcast once a week, according to the plan, while those broadcasting more than once a week will be asked to carry two Government messages per month.

Meanwhile, it was disclosed that of 905 advertising agencies contacted by the OWI for information on national spot programs, more than 500 replied by July 22, naming 54 sponsors willing to cooperate under the Anti-trust Laws.

Mr. Petirillo, however, will not permit his musicians to perform unless the record companies guarantee that their records will not be sold into the hands of commercial users. Phonograph records are sold at every music store in the country. Mr. Petirillo knows that the record companies can keep police all the record stores of the country and he also knows that as a legal matter they cannot impose restrictions on the users of the record which are in any way binding on the purchaser. By every realistic standard, therefore, Mr. Petirillo's ban is all-inclusive."

HILL GOODWIN, Hollywood announcer on the weekly CBS Top Twenty, was a major role in the film "Hurry, Altherich Gets Glamour" being produced by Paramount. Isabel Randolph, who portrays Mrs. Uppington in the weekly NBC Fibber McGee & Molly show, has a comedy role.

Porter Aids Godwin

ROY PORTER, recently added to the BLUE commentator staff after his return from the European war zone where he was an AP correspondent, has been appointed alternate for Earl Godwin on the daily newscasts sponsored by Ford Motor Co., Detroit. Porter will substitute for Godwin two or three times weekly on the Ford broadcasts, heard daily at 8-8:15 p.m. and repeated at 11 p.m. (EWT) for the West Coast.

T. D. Christian to Rio

T. D. CHRISTIAN, NBS engineer for the last seven years, has left the network to become plant supervisor of the Brazilian Telephone Co., Rio de Janeiro. He leaves in mid-August by plane with his wife and two children. Previously with the International Telephone Co. in Central and South America and with Western Electric Co. in plant construction and installation, Mr. Christian has been a member of NBC's development and television groups for the past five years.

Leaver Switch

LEVER BROS., Co., Cambridge, on Aug 3 is switching both products and company for its CBS Bright Horizon program. Formerly promoting Swan Soap through Young & Rubicam, New York, the program is now heard in the interest of Silver Dust through BBDO, New York. Effective the same date, the company also discontinued the afternoon rebroadcast of the series on CBS at 2:15 p.m.

MR. RADIO EXECUTIVE:

Your time is valuable while you're in New York. That's why we want you to stay with us at the Roosevelt. You'll be only a couple of steps from your representative, your network and the radio agencies. Our private passageway from Grand Central Station leads right to the lobby where you can register for a comfortable room and bath from $4.50.

HOTEL ROOSEVELT

840 MADISON AVE. AT 45TH ST., NEW YORK

FOR SALE

5 KW. WESTERN ELECTRIC USED TRANS-MITTER—355B—LOW LEVEL GRID MODULATION—1% OVER ALL DISTORTION—CERAMIC WATER SYSTEM—NO RUBBER—DC FILAMENTS AND SPARE AVAILABLE—ALL COMPLETE—MANY EXTRAS. FULL INSTALLATION AND MAINTENANCE DATA READY TO MAIL YOU.

Sacrifice Price—Less Than Half Original Cost

WIRE OR WRITE—

BOX NO. Z-10

BROADCASTING

250 PARK AVENUE

NEW YORK, N. Y.
Actions of the
FEDERAL COMMUNICATIONS COMMISSION

JULY 25 TO JULY 31 INCLUSIVE

Decisions . . .

JULY 28

KGHI, Little Rock, Ark.—Granted construction permit to install new transmitter.
KOVC, Valley City, N. D.—Granted construction permit to make changes in existing tower.
WAKR, Akron, O.—Granted modification of license to operate with 5 kw., non-directional daytime.
NEW, M. Burton, Nashville—Upon petition of applicant dismissed without prejudice application for new station.
KAWO, Chattanooga, Tenn.—Denied petition for grant of application and set forth issues upon which application will be heard.
KBBK, Everett, Wash.—Granted modification of license authorizing unlimited time operation and cancelled special service authorization.

WBZT, Brooklyn—Denied for hearing application for move of studio.
KGEI, San Francisco—Granted modification of license to add frequencies 7250, 9520, and 12,320.

KXIL, St. Louis—Designated for hearing application for extension of time to complete station construction.

WSYH, Hartford—Granted request to waive requirements of §18.203 so as to continue operating only from 6 p.m. until midnight.

WJKO, Joliet, Ill.—Granted modification of construction permit for extension of completion date to 10-16-42.

JULY 29

NEW, Hugh Francis McKee, Portland, Ore.—Granted petition to dismiss new station application.

NEW, Capital City Broadcasting Co., Topeka, Kan.—Same.
NEW, Capital City Broadcasting Co., New Haven—Same.

WAGC, Waukegan, Ill.—Granted modification of construction permit for extension of completion date to 10-16-42.

KMPR, Beverly Hills, Calif.—Granted modification of construction permit for extension of completion date to 9-2-42.

WCCO, Minneapolis—Granted modification of construction permit for extension of completion date to 9-6-42.

WLAG, Nashville—Granted modification of construction permit for extension of completion date to 9-6-42.

Applications . . .

JULY 25

WKZO, Kalamazoo, Mich.—Modification of construction permit for extension of completion date to 10-25-42.

WAKR, Akron, O.—Modification of construction permit as modified for extension of completion date to 11-1-42.

KOY, Phoenix, Ariz.—Modification of construction permit for extension of completion date indefinitely.

JULY 29

WITU, New York—Modification of construction permit for extension of completion date to 10-15-42.

WFMJ, Youngstown—Voluntary assignment of license to WFMJ Broadcast Co.

Tentative Calendar . . .

WMAM, Worcester, Mass.—Modification of construction permit for extension of completion date (Aug. 15).

WIBC, Indianapolis, construction permit for 10 kw., 5 kw. night, 10 kw. day; unlimited; directional antenna night (Aug. 6).

Rubber Substitute Developed By RCA

Plastic Replaces Critical Item In Making Radio Tubes

DEVELOPMENT of “resinoflex,” a semi-plastic material made from alcohol, now permits the release of large quantities of rubber previously required to operate intricate machines used in the production of RCA radio tubes. The company’s research men have been at work on this substance for several months and last week its practical success was announced.

When indications of the rubber shortage first appeared, the company realized the necessity of developing a substitute product for use in the various steps in tube manufacture. In the past, rubber tubing was standard equipment to feed fire from fixed sources to moving burners; rubber was also used for connectors between valves, traps, pumps and gauges in evaporating lines.

According to an RCA announcement, this new material was found to be highly resistant to many solvents which depreciated rubber and eliminated the other plastics. Though it lacked rubber’s flexibility at first, RCA scientists overcame this.

RCA tests with new rubber-less hoses have shown that under actual operating conditions they stand up under hard use even when saturated with hot oil and subjected to continuous flexing at the rate of 600 times an hour. In one particular test the new substance has lasted on one machine for a year with no signs of depreciation, although the rubber tubing, formerly used, had to be replaced about five times annually.

Capt. Harold Smith
CAPT. HAROLD SMITH, Army Air Forces, and former FCC telephone rates examiner, was killed July 24 in an airplane crash near Lynchburg, Va. Graduate of Pennsylvania State College and George Washington Law School, Washington, D.C., Capt. Smith was admitted to the D. C. bar in 1929. Formerly with the Justice Department, he joined the FCC in 1933, serving until September, 1941.

DREXEL INSTITUTE OF TECHNOLGY, Philadelphia, has started a 12-week course in radio communication. The work, all on college level, is directed by Prof. E. O. Lange, of the Drexel faculty.

More than 21,000 Lapp Porcelain Compression cones have gone into service. They range from tiny 3” cones for pipe masts to the large units shown above and recently installed in the new WABC transmitter. In the history of these insulators, covering more than 20 years, we have never heard of a tower failure due to failure of a Lapp porcelain part. Reason enough to specify “Lapp” for tower footing insulators. Lapp Insulator Co., Inc., LeRoy, N. Y.

Blue Coal Starts Early

STARTING its annual radio campaign several weeks earlier this year, Delavan’s Blue Coal, Western Coal Co., New York, will again sponsor the mystery thriller The Shadow on MBS as part of a series of new programs, dealer drive to advocate conversion of oil-burning heaters to the use of coal. Promoting Blue Coal, the campaign will extend from Sept. 1 through Nov. 15, throughout the anthracite-burning territory as far west as Chicago. It will include, besides radio, the use of newspaper, poster, counter cards, window displays and direct mail. Date for the start of the weekly Mutual program has not yet been announced, according to Ruthrauff & Ryan, New York.
**Studio Notes**

RETURNING to WINS, New York, after a half-year's absence. Welcome to Wheeler, transcribed quarter-hour weekly series produced by the public relations office of Elgin Wheeler, Ga., brings greetings from soldiers from New York City to their families, as well as band music with Sgt. Harry Blake, former New York newspaperman serving as announcer and produced under the supervision of Lt. Chauncey Brooks, Jr., public relations officer, formerly of WDAI, Baltimore. First series was launched by Capt. Edwin P. Curtin, formerly publicity director of BBN, New York.

WCCO, Minneapolis, held its third dinner party at the Hotel Nicollet recently for members of the Minneapolis Aquatennial Committee and 255 Minnesota mayors and their wives. Welcoming addresses were given by Gov. Nossen, Mayor Kline of Minneapolis, William E. Forbes, general manager of WCCO, Al Sheehan, program director.

WTCM, Traverse City, Mich., cooperated with the cherry growers and the U. S. Employment office by running job spots for WDAI, Duluth, whenever a report on a worker shortage came in from a certain district. Due to the 100% recruitment of crops that might have rotted were saved.

WORL, Boston, is opening a branch office in Chicago to serve tuberculosis patients in the Midwest and Chicago agencies. Dana Baird, with WORL three years as salesman, will be manager.

PLAN for the air fleet of super cargo planes was first advanced by Henry J. Kaiser, West Coast shipbuilder, during a July 10 broadcast of KEX, Portland, from the Oregon Shipbuilding Corp., Portland, according to that city's paper.


WPAT, Paterson, N. J., to promote the sale of war bonds and stamps in Northern New Jersey communities has started a "Bond Wagon," which travels with talent shows to acquire war savings pledges.

KFW, Wichita, in cooperation with the call for nurses from Washington has added a number of special hour-long broadcasts promoting student nurse applications as well as taking the Ark Boys out on the streets to capture on air during downtown noon rush hours in the interest of recruiting student nurses.

**Keystone Disc Hookup**

Now Has 188 Outlets

WITF development of intensified war activity in Alaska, Keystone Broadcasting System last week announced from its New York headquarters that it had added WQOD, Anchorage, to its affiliates. Recent additions to the wax network, bringing the total number of affiliates to 188 stations, include: WTMU, Oceola, Fla.; WGAQ, Gainesville, Ga.; WRLC, Topeka, Kan.; WJFJ, Herrin, Ill.; WKMO, Kokomo, Ind.; WAOV, Vincennes; WFMD, Frederick, Md.; KFJF, Sioux City, Mont.; WLL, Middle- ton, N. Y.; WSLB, Ogdenburg, N. Y.; WFS, White Plains, N. Y.; WMNF, Lewiston, Pa.; KYW, Philadelphia, Pa.; KFKX, Corpus Christi, Tex.; WWSR, St. Albans, Va.; WDEV, Waterbury, Va.; WJMA, Covington, Va.; WINC, Winchester, Va.

A semi-annual report of the activities and sales progress of KROC is being out to affiliates this week, covering the results of recent tests and nation-wide surveys. The report also includes a listing of the network shows for which the transmis- sion network is now negotiating, and covers the detailed activities of the KROC sales departments in New York, Chicago and Hollywood and their work to date in developing the secondary market field.

The **INTRODUCTION is IMPORTANT!**

First impressions make a difference! Why not take advantage of the prime spot in the heart of the "phone folks" in PEORIA AREA? Public service, community endeavor, the finest entertainment—these policies place WMBD in the position of trusted and valued friend. And—WMBD gets results no "outsider" can.

**FOLKS Listen TO WMBD**

Here's one's medium that covers all of the thriving PEORIA AREA market—and continues to cover it day and night. Just ask us for facts—they'll be eye-openers! The chart at right—a C. C. Chappelle survey, for example. And there are many more!

**YOU'RE IN EXCELLENT COMPANY ON WMBD**

National advertisers use WMBD to introduce and keep selling their products in PEORIA AREA. Many of them have based national advertising campaigns on tests run here. Our Merchandising Department is alert, aggressive, eager to help.

**WMBD is a Member of CBS Network**

August 3, 1942 • Page 59
WALTER A. TIBBALS, formerly radio manager of WBBM, Chicago, has been appointed public relations director of the Chicago office of the Compton Advertising Agency, New York.

H. ARTHUR ENGLEMAN, who formerly headed his own advertising firm, Philadelphia, has become vice-president and general manager of the agency.

JAMES THOMPSON, account executive of the agency, has joined the Army.

HOWARD M. MOLL, formerly in the production department of the George M. L. Conoy Co., Philadelphia, is now a sergeant in the Army.

JANE BENNETT, copywriter of George M. L. Conoy Co., Philadelphia, is the first woman in the advertising agency field to join the WAAC and has been sent to Fort Des Moines.

GEORGE KERN, of Benton & Bowles Inc., has been commissioned a captain in the Ordnance Division of the Army and leaves Aug. 2 to begin a four-week training course at Princeton, N. J.

W. DOTY EDOUARDE, formerly timebuyer of Compton Adv., New York, has joined Budger, Browne & Hawkes, New York. He will work for Pro-Das Motro.

MICHAEL E. CARLOCK, formerly timebuyer of BBDO and on the staffs of Encyclopedia Britannica and Fawcett Publications, has joined Benton & Bowles, New York, and will work on the Prudential Insurance Co. of America account.

LLOYD SEIDMAN, account executive of Donahue & Co., New York, has become manager of the Philadelphia office.

KAY BARR, formerly with the publicity staff of KPO, San Francisco, has become manager of E. N. News, a new San Francisco advertising agency headed by Al Nelson, former assistant vice-president of CBS and manager of KPO-KGO. Barr heads the press relations division.

Galindo Doubles

SIDNEY GARFIELD, president of Hirshon-Garfield, New York advertising firm, made his bow as a radio entertainer July 20, in a five-week series on WJZ, New York, titled "The Man's Corner of the Air." Garfield's five-hour program, which began at 8:00 p.m. is being devoted to observations on male foibles.

Before establishing his agency, Garfield was associated with Fairchild Publications. A concert violinist while still in his teens, he became an editor of "Pearson's Magazine" at 19.

CHARLES BROWN, formerly promontion director of Drury College, Springfield, Mo., and before that with Ralston Purina Co., St. Louis, on Sept. 1 I will join Gardner Adv. Co., St. Louis, as producer and writer of "Checkboard Time" sponsored by Ralston Purina Co.

ROBERT H. KNOLLIN has been appointed advertising manager of Knollin Adv. Agency, having been transferred from its San Francisco office. He succeeds Herbert O. Nelson, who resigned to join the publicity department of Vallete Aircraft.

DAN LYMANN, account executive of Lord & Thomas, Los Angeles, recently joined the Navy as lieutenant. Charles Melvin, head of the agency's research department in that city, has also joined the Navy as lieutenant (j.g.).

ROBERT E. LEE, formerly on the New York production staff of Young & Rubicam, has joined the War Department in Washington as special radio consultant, functioning in the Special Service branch under Maj. Tom Lewis.

MORRIS UNGER, for 17 years merchandising manager of Joseph Jacobus & Co., New York, has been appointed general merchandise manager of the agency.

NATE TUPTS, formerly New York production and copy chief of Rathrauff & Ryan, has been appointed the agency's West Coast representative and director of headquarters in Hollywood. He will supervise all agency produced shows originating on the West Coast.

WALTER L. RUBENS, of Vanderbie & Rubens, Chicago, left for the Army Air Forces recently. Vanderbie will carry on the office.

JOHN R. MEAKIN, of NBC's production staffin New York, has joined the radio department of William Esty Co., New York. His account is "Unsinkable Dain," and the story of Bess Johnson for the agency.

JOHN MACDONELL, director of the E. R. Squibb & Sons program starring Frank Parker on CBS, and Helen Phillips, who has been the radio division of Wm. Esty Co., New York, were married two weeks ago in Princeton, N. J.

HARRY WISMER, of the Detroit office of Mason Inc., has been signed by the Blue Book as football announcer for games by the network this fall. Mr. Wismer has handled play-by-play descriptions in the past of games broadcast on the Michigan network and on local Detroit stations.

WILLIAM E. BERCHTOLD, vice-president of J. Stirling Getchell, New York, has been elected to the agency's board of directors. He has been announced by J. V. Tarleton, president of the company. With Getchell for the past eight years, Mr. Berchtold was director of WBZ, Plymouth and DeSoto which he joined as associate editor in 1934 in Detroit prior to returning to New York in 1939 to manage the research and market research departments. He is currently the creative planning as a member of the agency's plan board.

FRED MARSHALL, former CBS producer, has joined BBDO, New York, as a staff director to assist Kenneth Webb in the company's Theatre of Today series.

MARY DUFFY, publicity director of Sherman & Marquette, Chicago, was married recently to Erwin McCarty of Chicago.

Jennings in Service

CLARENCE TALBOT SOUTH- WICK, 70, newspaper correspondent and New York advertising man, died July 22 at Presbyterian Hospital, New York. Starting out as newspaper man, Southwick entered advertising with Frank Pressecke Inc., and later became a partner in Street & Finney, New York. He joined McCann-Erickson, as director of plans, in 1927. Mr. Southwick was a member of the agency's plan board.

C. T. Southwick

NATIONAL BROADCASTING COMPANY

Broadcasting • Advertising • Moline

THOMAS IRVINE LUCKETT, THOMAS IRVINE LUCKETT, 65, for 20 years a match expert for Lord & Thomas in Washington, died at his home in that city last week. He was with National Adv. Corp. when the late Thomas F. Logan was president, and remained with the firm when its name was changed to Lord & Thomas. Surviving are his wife, two married daughters and a granddaughter.

JOCKO MAXWELL, sports director of WWRL, New York, will write a column for "Baseball Digest," national sports monthly published in Chicago.
Camp Shows Using Industry Personnel

Radio Men Now in Service on
Coast Head New Programs

DRAMATIZING high spots in the lives of aviation cadets, a new
weekly wartime program titled Uncle Sam Presents was inaugurated
July 28 on NBC Pacific
Coast and Rocky Mountain stations, Thursday, 9:30-10 p.m. (PWT),
with Dave Elton as network pro-
duction supervisor.

Originating from West Coast Air
Force Training Center at Santa
Ana, Calif., the entire production,
including writing, announcing and
technician operation, is being han-
dled by men formerly employed in the
radio industry.

The new series augments the re-
cently launched weekly transconti-
nental CBS Soldiers With Wings,
Saturday, 8-8:30 p.m. (PWT), and
Mutual-Dan Lee Pacific Coast
broadcast, Wings Over the West
Coast, Sunday, 7:15-7:30 p.m.
(PWT), which also originate from
the training center.

Cast of the new program is
confined to camp talent, while that of
the latter two shows include top
guest names. Featured on all pro-
grams is a 35-piece band composed
of men formerly associated with
name radio and film studio orches-
tras. Capt. Eddie Dunsteler, for-
merly organ-pianist of CBS
Hollywood, is director.

Earliest radio men assigned to
the various programs are Corp.
Tom D'Andrea, formerly writer on the Olsen & Johnson Show when
sponsored by Richfield Oil Co. on
NBC West Coast stations; Pvt.
George Hope, gag-writer brother
of Bob Hope; Capt. Arthur V. Jones
and Pvt. Bill Erwin, formerly
writers on the NBC Chase & San-
born Show, sponsored by Standard
Brands; Capt. Melville Ruick, for-
mier announcer on the CBS Lux
Radio Theatre, sponsored by Lever
Bros. Co.; Pvt. Ben Gage, formerly
announcer on the NBC Bob Hope
Show, sponsored by Pepsodent Co.;
Pvt. Hal Gibney, formerly an-
nouncer on the BLUE Jimmy Fid-
ter commentary, sponsored by
Coca-Products; Lt. Robert J.
McAndrews, formerly sales promo-
tion manager of NBC Western Di-
vision.

WALTER MEAD

A

N ELEVATOR gave Walter
Mead a lift just when he
needed it. Coming to New
York, after graduation from
Washington U, St. Louis in 1938, he
obtained a job running an ele-

vator in a popular hotel until he
could land something in the advertis-
ing field.

After several months he deserted
the defined rut of his elevator shaft
for a position as a radio copy

writer with Lord & Thomas. When
he learned the ropes of commercials
he graduated to the rank of script

writer with Ruthrauff & Ryan.

With an ample radio background
he came to H. E. Hudgins Co.
Baltimore, as radio director and
timebuyer, where he currently han-
dles such accounts as Gunther
Brewing Co., Baltimore, and
Baltimore Pure Rye.

A native of St. Louis, where he
was born in 1916, Mr. Mead attended
high school and college in his home town. Already married, he has a seven-month-old son
who is trying hard to say, "Pop". When
not busy playing with his son, he plays a trombone or goes deep sea fishing.

NBC Greens

SEVERAL SHADES of
green paint produced by
Sherwin-Williams Co., Cleve-
lanid, and used in redecorat-
ing NBC's Radio City, in
Hollywood, have been named
after NBC. Official trade des-
ignation of the colors will be
"NBC Green No. 1," "NBC
Green No. 2," and "NBC
Dado Green." Sherwin-Will-
liams Co. sponsors NBC's
Metropolitan Auditions of
the Air.

Liebmann Football

LIEBMANN BREWERS, Brooklyn, executive user of spot
radio for its Rheingold beer, is
planning to sponsor from seven to
nine of the Fordham football
games, exclusive broadcasting
tights to which have been signed by
the BLUE, Liebmann, starting the
last week in September, plans to
carry play-by-play descriptions
of the games on WJZ, BLUE outlet
in New York, and WTIC, Hartford
affiliate of the BLUE. Further
details will be announced later.
Agency is Young & Rubicam, New
York.

SOUND TRACK of the film "Holi-
day Inn," is being used by Paramount
Pictures, New York, in a series of
five-minute shows on WJZ, New
York, five-times weekly, as part of a promo-
cation campaign for the picture [Brod-
casting, July 27].

JWT Loses 7 in Battle

SEVEN members of the London office of J. Walter Thompson Co. have been
killed in action since the outbreak of
the war, according to Samuel W.
Mee, vice-president in charge of inter-
national operations. That office still
is staffed by 140 full-time and 230 part-
time employees, despite the fact that 97
men and 11 women of the London office
are in the various armed services.

Where's the WaLady

"IT'S almost time to do your
shopping. Take WSAF at
200 watts, St. Louis.
"WA3E, reports a reader from
Cape Girardeau, Missouri.
"It's our station which is.
What color do you
wear?"

"I wear blue, but I'll
answer the call.
CROCKETT WICKHAM, Jr.,
WSAF, St. Louis.

JWT Seeks Help in

"We're looking for a
couple of good radio
people. Would you
consider coming in?
J. Walter Thompson Co.,
200 W. Adams St.,
Chicago.

"Please send your
resume to our
office.
H. E. HARWOOD,
Recruiter, JWT.

"I. T. F. 275-7777.

"Contact".

WSA'S SALES AIDS

1. Street card and bus
tickets
2. News Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window
    Signage
7. House-negro
8. "Meet the Sponsor"

"Contact John
Morgan,
WSA-
DENTIFIED
CINCINNATI'S OWN STATION
"
HATS WERE OFFERED, but war stamps were offered as prizes for the employee contest sponsored by WEAF, New York, for the six best ideas for the station's 20th Anniversary program, Sunday, Aug. 16 [BROADCASTING, July 20, 1942]. Sherman Gregory, manager, presents savings stamps to the winners (1 to r): Alton Kastler, press department; Riveria Ingle, information division; W. G. Martin, manager, guest relations; G. R. Gordon Webber, radio recording division; George M. Nelson, supervisor, mail and messenger service. Sixth winner, not in picture, was William E. Webb, manager, institutional promotion.

Petrillo States His Position

(Continued from page 13)

It has been said in the press that I am a "czar" and "dictator", and that the only music that goes over the air is the kind of music permitted me by you. This is not true. You must be aware of the fact that some 18 months ago the broadcasting companies told the public that they would not hear ASCAP music, and therefore the public did not hear ASCAP music for nine months.

Chicago Career

In this case, the finest writers and the finest music were taken off the air because the broadcasting companies said no. Because of the ASCAP radio fight, some of our conductors who have music licenses, and many others cannot earn a living worth as $100,000, were prevented from playing their music over the air. Was this fair to the public?

I personally received my musical education in the Hall House School because of the ASCAP radio fight, from our conductors who have music licenses, and many others cannot earn a living worth as $100,000, were prevented from playing their music over the air. Was this fair to the public?

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Bert Silen Found Safe as Prisoner
Interned by Japs in Manila; Slaying of Bell Confirmed
BERT SILEN, NBC's Manila correspondent, who has been missing since the fall of the Philippine capital, in safe hands with the Japanese, according to word received last Thursday by A. A. Schechter, director of NBC's news and special events division. The communication to Schechter from a high-ranking U. S. Army official confirmed earlier reports that Don Bell, with whom Silen made the memorable Dec. 8 eye-witness broadcast, the bombing of Manila, had been killed and mutilated by the Japs.

According to word received by Schechter, Silen is interned with other American correspondents captured in Manila at Santo Thomas College in that city.

Received Honors
Silen and Bell, along with Ted Wallace, who worked with them in the Manila broadcast, recently honored by the National Organization of American Veterans for bringing listeners a vivid account of the Japanese attack against a background of gunfire.

Reports of Bell's fate had earlier been sent to this country by Melville Jacoby, former NBC and Time and Life correspondent, who was later killed in an airplane crash.

Silen was born in Marietta, O., and later moved to San Francisco, and then Boise, Ida. He was graduated from Stanford in 1919. In 1929 he went to the Philippines to become manager of KZRM and for several years was secretary of the Philippine Government Broadcast Committee. In 1938 he organized and built KZRH, of which he was manager when the Japanese struck.

Elmer Diddler's Doings.
Don't overlook that farm audience, Elmer

For almost 17 years WGY's been originating farm programs designed especially for this region. We're the station with a message for the farmers—and with the power to carry it to them. If you pass up WGY, Elmer, you're passing up the only station that can weld all these prosperous farmlands and a half-dozen outstanding urban markets into one mighty important buying unit. We say only station because WGY—

Storer Forms Firm

DOUGLAS E. STORER, who formerly operated his own program producing farm under his own name and is now a production-director of the BLUE, has incorporated his activities outside the BLUE as Broadcast Features Inc. New York, John Curtiss, who has worked with Mr. Storer previously, is a director with Storer of the new firm which may start active operation in the fall as a production company for packaged programs.

PRIVATE JOHN J. DILLON JR., who for seven years was assistant to NBC Sportscaster Bill Stern, returns as soldier-announcer on the General Motors 'Cheers From the Camps' from Fort Meade, Md., Aug. 4.

Radio Daily
MON., JULY 6, 1942

BROADCASTING - Broadcast Advertising

Carrol Blake... she'll be a star soon enuff...

Buttons Left

LATEST reports are that a small supply of the "In the Service of Home and Nation's Mon. Forces of this Industry," as the Commission has approached the AFM with any suggestion to overcome this problem.

They sit back and say "we will all combine—the radio stations, record companies, advertising agencies—and we will bring pressure on Washington to fight our battles for us."

But, the Commission is considering a bill which would have the AFM designated as FCC and BWC representative.

Only one meeting of the committee was held, attended by Com. Craven; Robert Sherwood, administrative director of the Office of War Information; and T. A. M. Craven, member of the FCC, has been designated as FCC and BWC representative.

All present licensees of international broadcasting stations, it is understood, have been asked to furnish data on cost of operation. It is planned to lease time from them for programs to be prepared by the Government agencies for transmission abroad. With Germany's shortwave stations already usurping the amateur radio bands, it is likely the U. S. services will be expanded into new bands in order to have more frequencies available.

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For almost 17 years WGY's been originating farm programs designed especially for this region. We're the station with a message for the farmers—and with the power to carry it to them. If you pass up WGY, Elmer, you're passing up the only station that can weld all these prosperous farmlands and a half-dozen outstanding urban markets into one mighty important buying unit. We say only station because WGY—
**RADIO INTRODUCES NEW LINE**

Pep Boys Using Night Program to Promote
Addition of Work Clothes

HAVING built up an audience of war workers during the early morning hours with its all-night radio programs, Pep Boys, auto accessory chain stores in Philadelphia, is setting aside for the duration a business policy adhered to consistently for 21 years since inception of the business. For the first time, Pep Boys are extending their line of merchandise beyond the auto accessory field to include the sale of work clothes.

President Explains

Maurice L. Strauss, president of the Pep Boys, whose firm uses radio extensively in Philadelphia, New York, Washington and on the West Coast, announced that its radio program, Dawn Patrol, on WIP, Philadelphia, will be used first to exploit the new line of merchandise.

With the revival of industry that comes with the war and trucks to the Relation to Europe, Pep Boys were the first commercial organization to offer a full all-night radio broadcast so that night workers in our busy 'preparedness' industry might be assured of radio entertainment around the clock.

The Pep Boys Dawn Patrol is now in its fourth year of consecutive broadcasting and has accumulated more than 7,000 hours of 'public service to defense workers.'

“Since the audience of the Dawn Patrol has now been swelled with thousands and thousands of night-shift war workers, it is fitting that they too should be provided with entertainment and education, just as we are merchandising that they demand.”

Not only does the Dawn Patrol bring radio enjoyment to war workers during the early morning hours, but it also rebroadcasts important radio events that occur during the daytime hours.

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**CLASSIFIED ADVERTISEMENTS**

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

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**PROFESSIONAL DIRECTORY**

**JANSKY & BAILEY**
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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

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

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

Radio Engineering Consultants
Frequency Monitoring
Silver Bldg. M-4
(Sussex, Wash., D. C.)
Main Offices: Crossroads of the World
Hollywood, Cal.

**McNARY & WRATHALL**
CONSULTING RADIO ENGINEERS
National Press Bldg. Di. 1205
Washington, D. C.

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

**PAUL F GODLEY**
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

**RING & CLARK**
Consulting Radio Engineers
WASHINGiON, D. C.
Munsey Bldg. Republic 2347

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**BROADCASTING FOR RESULTS!**
Gas Ration Found To Boost Listening
Survey Shows Auto-Owned Families Tune-In More
THAT GASOLINE rationing tends to increase home radio listening, is indicated in a survey released by The Pulse of New York Inc., comparing June and July listening in a selected lower portion of the mid-Atlantic area.

While the survey reveals a decrease in sets in use from June to July, there is only a negligible 2% decline in telephone homes where automobile ownership is comparatively high. In non-telephone homes, where there are fewer automobiles, there is a 12% decrease in listening.

More, Not Less
At the economic level studied, it is estimated that 44% of the telephone families own cars, while only 21% of the non-telephone families do. This method, the survey says, "that the gasoline rationing is an agent that makes for more, rather than less home radio listening."

In addition, auto-owning families did more radio listening than non-auto homes in July, according to the survey, which reports that 47% of the sets were in use in automobile homes, with 42% tuned in in carless homes.

Fun Festival to Mark CBS August Workshop
FESTIVAL of four comedy programs, with each intended as a sample for a possible series, will be presented during August on CBS as part of the Monday evening Columbus Workshop program. The first, on Aug. 10, will be a vaudeville stana, title of which is not yet set, and the other under consideration including Gilly Richards, Jack Guilford, King Jacks and Eddie Green.

Aug. 17, CBS will present Damon Runyon's "Hold 'Em Yale," and the Aug. 24 presentation will be "Blackouts & Sketches." The final program on Aug. 31 has not yet been selected. Producing Columbus Workshop is William Spier, assisted by Larry Burns.

WJWC, Chicago, formerly WHJP-WAPO, Claudio and KXEL, new station in Waterloo, la., have acquired the 24-hour special AP radio news wire "Imprint America," New York, AP radio subsidiary.

Don Ameche Returns
DON AMECE, film and radio star who served as M.C. of Charlie McCarthy's show on NBC from May, 1937 to December, 1938, will resume the post when the Chase & Sanborn program returns to the air Sept. 6 after a summer hiatus. Only in the show from its format when it was temporarily discussed June 28, will be the absence of Abbott and Costello, comedians who will be starred on their own show for Camel cigarettes. Sponsor is Standard Brands, New York, and agency is J. Walter Thompson Co. Summer replacement is Star Spangled Vaudeville, for Fleishman's Yeast, a Standard Brands Product.

Biddle Asked to Probe
Fr. Coughlin and Smith
ATTORNEY GENERAL BIDDLE was called upon last Thursday by the Detroit Civil Rights Federation to investigate Rev. Charles E. Coughlin and Gerald L. K. Smith, the latter chairman of the Committee of 1,000 and candidate for the Republican nomination for Senator from Michigan. Both were formerly prominent on the radio.

John F. Sheppard, president of the Federation, stated in a letter to Biddle that Smith published a monthly, The Cross and the Flag, and that a periodical of that name was listed in the July 23 Federal indictment charging 38 men and women with sedition activities. It was also pointed out that Fr. Coughlin's Social Justice had been barred from the mails.

White Collar Workers Benefit by WHN Pact
WHITE-COLLAR workers employed by WHN, New York, which is owned by Loew's Inc., are included in the contracts signed by four major movie companies July 28 following negotiations with the Screen Office & Professional Employees Guild, 109, UPOFA, to CIO. The pact provides union security, 10% wage increases, standard working hours. Local 109 will probably start campaigns by fall to enlist white collar employees in other New York stations.

Jurisdictional silver radio publicists in the New York area is held by the recently-chartered Local 114 of the UPOFA, CIO, which was formed from the Screen Publicists Guild, an independent union prior to affiliation in June with UPOFA.

Pre-Primary Accounts Run Light in New York
AFFILIATED Young Democrats of New York Inc. has bought six 12-minute periods and two quarters hours on WMCA, New York, for broadcasts in connection with the New York State primaries, scheduled Aug. 11. Harold McLaugh- lin, municipal court justice of Brooklyn and candidate for county judge, is the featured speaker on the programs, which started July 28 and run thru Aug. 11.

With no primary contests in the local Republican unit, and the Communist and Socialist parties groups not taking part in the primaries, the Democrats are the only possible timebuyers for pre-primary broadcasts in the New York area.

State committees, prohibited by the N. Y. State Election Law from using funds for primary contests, have not yet announced broadcasting plans for the elections in the fall. However the N. Y. State Committee of the Communist Party has already signed for a quarter-hour on WQXR, New York, Aug. 16, for a broadcast by Israel Amter, candidate for governor. He will discuss results of the primaries.

WSBA About Ready
WSBA, the station in Youngstown, Ohio, occupied its new building July 27, located north of the city on the Susquehanna Valley. Robert E. Wood, general manager of the new station, announced the appointment of Otis Morse, formerly chief announcer of WORK here, as program director; Mc-Clelland, production chief engineer; Neil Robinson, production staff. The station will go on the air late in the summer, using 1,000 watts daytime on 960 kc.

What about WOL?
It serves the highest family income group in America (over $1,000,000,000)

Get the facts from WOL - WASHINGTON, D. C. Affiliated with MUTUAL BROADCASTING SYSTEM
Natural Representatives:
SPOT SALES, INC.

TOMMY TUCKER
records for
LANG-WORTH

BROADCASTING • Broadcast Advertising
August 3, 1942 • Page 65
Charges of Political Pressure In Salvage Placements Denied
Advertising Council and Agency Officials Say Normal Methods Are Followed in Campaigns

POINTING OUT that the advertising campaigns for vital material salvage are paid for by industry organizations and are directed by these organizations and the advertising agencies they have appointed, ex-Newspapers and Advertising Council and the agency handling the scrap salvage campaign last week emphatically denied charges of political pressure in the selection of media.

Heard in Congress

Such charges, raised by some broadcasters after scrap salvage ads had been placed with every English-language daily and most weekly newspapers in the country, while radio announcements had been aired on only 218 of the more than 900 stations in the United States, have even reached the floors of Congress.

Rep. Mundt (R. S. D.) on July 17 summed up the "strange reasoning" behind the selection of stations and urged that Congress protest against Government-sponsored advertising which he termed unfair to the newspapers and stations [BROADCASTING, July 27].

Stating these complaints must be based on a misunderstanding of the method in which such campaigns as the scrap metal drive are conceived and prepared, Ralph Alum, assistant to the executive director of the Advertising Council, explained the process.

First, he said, the Government agency—in this case the Conservation Division of the WPB—is confronted with a certain job, the salvaging of waste material, especially metal and steel, needed for the war effort. The WPB appointed leaders in the metal and steel industry with the nature of the job to be done and with the salvage collection system the Government was preparing to establish.

At the same time, Mr. Alum went on, the WPB also asked the Advertising Council, as the liaison agency between the Government and the advertising industry, to prepare plans showing how advertising could help in the salvage drive. The Council assigned the problem to Leo Burnett, Chicago agency head and a Council member, who assembled a group of agency executives from that city to work out a proposed national advertising campaign.

When this sample campaign was completed, the Council showed it to the WPB and also to leading members of the iron and steel industry, who were so enthusiastic that they took steps to raise money to sponsor a paid advertising campaign to aid in the Government program for the collection of scrap. When the money, approximately $1,500,000, had been raised, the American Iron & Steel Institute appointed an advertising agency, McCann-Erickson, and turned over to it the tentative plans prepared by the Council, which the agency then revised in accordance with its own judgment and with the amount of money it had to spend.

Council in Liaison

At this stage, Mr. Allum stated, the Advertising Council's part was finished, except that it continued to act as liaison between the Government and the Institute, but only in a general way. Neither the Council nor the Government takes any part in the preparation or placement of the actual advertising copy, he emphasized, as that, like any other advertising campaign, is something to be decided by the client and agency.

"Neither the Council nor the Government solicits funds for advertising", he summed up, "The Government has a job to be done. The Council shows Government how advertising can help; if Government approves, the Council shows industry how it can help by putting on such a campaign. It then is up to the industry whether it goes ahead or not, and the manner in which it proceeds is not guided by either Government or the Council".

The final form of the scrap salvage advertising campaign, as prepared by McCann-Erickson and approved by the American Industries Salvage Committee, made up of three representatives of the iron and steel industries and two from other industries, was outlined by E. D. Madden, vice-president of the agency, at a meeting held in New York July 1 [BROADCASTING, July 6]. Since lengthy copy is required, the major part of the appropriation went for full-page newspaper ads, to run over a period of several months, he said.

Radio's allotment of about $225,000, roughly 15% of the total budget, is devoted to a series of transcribed one-minute spots of varying types, concentrated at the beginning of the campaign, when they are to be broadcast five a day for 13 days on 218 stations. Three national magazines, 16 business papers, 44 farm papers and 65 industrial papers are also included in the media for the campaign.

When the placement of the radio schedule, numerous letters have been received from broadcasters, according to O. M. Schloss, timebuyer for the agency. Most of them, he said, point out that they have given freely of their time for a wide variety of Government war-time messages and that therefore it is unfair for them to be left off the list of the first wartime campaign to be placed on a commercial basis.

No Politics

"A few stations," he stated, "apparently believe that the lists were prepared under Government supervision and were influenced by political considerations. This is definitely not true. Only we have been given the account we handled it as we would any advertising campaign for any other client, preparing copy and selecting media with the sole goal of accomplishing the most effective job that could be done with the money we had to spend."

Mr. Schloss pointed out that when this scrap salvage advertising is compared with other advertising campaigns it is exceptional for using so many rather than so few stations. "There are not many advertisers using more than 200 stations for spot campaigns", he stated, "and if the broadcasters would consider that it is their job, as an individual advertising drive sponsored by an individual client with a limited budget and not as a Government project, they would not complain about radio getting the run-around because of political discrimination."

"For good and logical advertising reasons," he concluded, "newspapers got the major share of this campaign. The next one may well have a message which can best be put over by radio, or by outdoor advertising, in which case radio, or outdoor, will be chosen as the major medium."

Fat-Saving Drive Gets Under Way

COMMITTEE of Glycerine & Associated Industries to Save Waste Fat Inc., including the major soap companies and other leading producers, which said the Government needs munitions, last week launched the advertising campaign. The committee understands its major role is to aid in educating the American housewife in the necessity for saving and turning over to her husband the less-needed and fat-scrap she would normally throw away.

Backbone of the drive is a six-week campaign, with insertions of from 550 to 1,000 times weekly in 423 papers in 200 cities, according to Glenn Wiggins, account executive of Kenyon & Eckhardt, New York, agency in charge. None of the appropriations will be spent for other media, he said, but added that the Radio Bureau of the Office of War Information (an arm of the OFF's radio department) has requested the networks and their advertisers to promote the fat salvage program with announcements whenever possible.

Advertising will start on different dates in different cities, Wiggins said, in accordance with the individual plans of the various local WPB salvage committees which have charge of the drives in each locality. He declined to specify the amount of the budget for the advertising, but said that it is "limited." It has been reported as totaling approximately $500,000, however.

Curtiss Beverages

CURTISS CANDY Co., Chicago, is using radio to introduce a grocery line of fruit beverages which includes grapefruit nectar, orange drink, and prune juice under the label of Carleton Fruit Beverages. Station breaks and 100-word announcements have been placed on the following stations 15-28 times weekly: KSTP, WDAP, KSD, WCH, WBBM, WRAP, KPRG, WOAS, WOHS, WHO, KKO, KAOM, KAL, WOC, WGMK, WRU, WITX, WIB, WUTI, WCG, KAR, WMT. Agency is C. L. Miller Inc., Chicago.
HERE'S HOW you can easily remove many of the causes of premature tube failure

1  Don't overload the tubes. Use adequate protective devices such as a fuse or relay. Heavy overloads are apt to evaporate the thorium surface from the filament, and permanently damage the tube.

2  Normal operating temperature for thoriated-tungsten-filament tubes is obtained by operating them at the rated filament voltage. Care should be taken to operate them at this voltage (except for standbys and when reactivating). Occasionally, under or over voltage will give longer life, but such operation should only be carried out after first consulting the tube manufacturer.

3  Tubes that have been momentarily overloaded, or run at subnormal filament temperature, can quite frequently be reactivated by following this simple procedure: Operate the filament at the rated voltage for ten minutes or more with no voltage on the plate or grid. This process can be accelerated by increasing the filament voltage to 20 per cent above the rated value for a few minutes.

4  Increase the filament voltage progressively (only a small percentage at a time) when a tube no longer responds to reactivation. New filament transformers may be necessary for such operation.

5  For tubes of 250-watt plate dissipation or higher, when the load on the tube is intermittent, keep the filament at 80 per cent of normal voltage during standby periods of less than two hours. This helps keep the cathode surface replenished, and makes it more quickly available when raised to normal filament voltage. If the standby period is more than two hours, the filament current should be shut off.

6  For tubes of less than 250-watt plate dissipation, filament voltage should be removed for standbys of more than 15 minutes.

7  For all types of thoriated-tungsten-filament tubes if the off period is less than five minutes, operate the filament at full voltage continuously, as excessive heating and cooling cycles tend to distort this type of filament.

8  Keep tubes well ventilated—with fans or blowers, if necessary.

9  Run at lowest possible anode current and voltage.

10  Minimize plate dissipation by careful tuning of the transmitter.

These Suggestions Apply to Such Tubes As These G-E Thoriated-tungsten filament types:

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General Electric, Section 161-39
Schenectady, N. Y.

RUSH

☐ Please send me ______ copies of "9 Ways to Make Your Tungsten-filament Tubes Last Longer."

☐ I am conducting a radio class for ________________ and would like a sample package of your textual manuals.

NAME ____________________________  STATION ____________________________

ADDRESS ____________________________  STATE ____________________________

CITY ____________________________  ZIP CODE ________________
KLZ is serving the armed forces in many ways in the Denver area. Its versatile mobile unit, without counterpart in this region, has performed noteworthy service on many occasions; its PA system during practice field drills, at military demonstrations and ceremonies; its shortwave equipment for special broadcast pickups. Both Fort Logan and Lowry Field are presenting programs currently featuring their own wealth of talent, in addition to which KLZ has originated scores of regular and special programs direct from these and other nearby military establishments.

Continuous, unrestricted, conscientious service in every field has been responsible for making KLZ a standout in the esteem and preference of Rocky Mountain listeners.