PROGRAMS originated and produced for the family audience — whether for inspiration, education or entertainment — have made WLS a great radio station. To its long list of program achievements, WLS now adds another: “The Home Front,” featuring famed Dr. Preston Bradley, with full orchestra and dramatic cast. Honored guests on each program are ordinary civilians making extraordinary contributions to the nation’s war effort. For example, a housewife who cooks six meals a day for her family of split-shift war workers and still finds time to operate a filling station; girl farmers; the founder of the Farm Commandos — each guest a symbol of a true and determined democracy. “The Home Front” is part of our contribution to maintaining civilian morale in these war times. But it is more; it is designed to let the men in service know that the folks at home are working for them. Such programs, the editorial columns of radio, predicate listener interest . . . and listener interest means station influence.
Smiles and Figures

—for Pleasure or Profit—They Win

The only reason under the sun we show the bits of feminine charm at your right is to stop roving eyes.

And why do they stop? It's Smiles and Figures! And that suggests this "commercial":

At WWVA we ever strive to start a smile at the business end of our microphones and load it with sincerity so that it will travel through space into the homes of our listeners without losing its friendly touch on the way.

As for figures:

Our business this year is 20% ahead of last year.
Our mail for this year is 15% ahead of last year.
Of this total 89% represents Proof of Purchase Mail.

All of which must have had a powerful influence in inspiring this comment from a ranking advertising agency:

"You've done a swell job and our client is pleased beyond words."

We can please you, too—perhaps even to the point of beyond words—with our Smile and Figure Service to Eastern Ohio, Western Pennsylvania and Northern West Virginia—THE STEEL AND COAL BELT OF THE NATION.

WWVA
Wheeling, West VA.
Blue Network
A COMMON DENOMINATOR

Despite the sophistication and mechanism of Today, America still has a heart of homespun. This same homespun heart has fought its battles and brought about its accomplishments for generations. These fighting Yanks, are still Hot Stove Diplomats, people who like apple pie and baseball games, peanuts and circuses, hot dogs and soda pop...it’s all irrevocably interwoven among the stars and stripes of liberty, justice, and equality.

And none the least of the things that Americans like is folk music...ballads that tell of the struggle and growth of our great nation. Realistic, earthy, pine smelling songs that stretch through the years to the earliest settlers of America. Music deep rooted in American soil, watered with American tears, and nourished with American Blood...the red and white calico and blue jeans of America.

And so firmly and unequivocally is it a part of America that one program each Saturday night in the past twelve months has played to a paid visual audience of 136,880...add millions of listeners and you have a large portion of America. This is the 16-year-old Grand Ole Opry of WSM...a four-hour presentation of the down-to-earth, clear headed, clean minded America that will triumph because it is America.

It's an All-America program, that sells products, builds good will, and while so doing is making a worth while contribution to morale, a contribution that will be heard in Berlin and Tokyo.

HARRY L. STONE, Gen'l. Mgr.
NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.
Soldiers of

**Frank Hewitt** was in Bataan for the United Press throughout the siege, finally was flown out from Corregidor on a bomber, the last newspaperman to leave.

**William Tyree** narrowly escaped death while covering the battle of Midway for the United Press. As he watched the action from the bridge of an American warship, 20-calibre machine gun bullets from a Japanese torpedo plane splattered the armor plate protecting his chest.

**Harold Guard**, while still recovering from a leg wound suffered while on duty in Malaya, obtained for the United Press the first eyewitness account of war in New Guinea. Four Japanese Zero fighters attacked the plane in which he flew.

**Robert Bellaire**, one of several United Press correspondents interned by Japanese, was choked by Japanese police and threatened with greater violence for refusing to write a pro-Japanese article.

**SHOULDER** to shoulder with the fighting men on the war fronts of the world go the correspondents of the American press.

You will find them peering down from the bellies of bombers over New Guinea or Hamburg, scanning the swirling actions in Egypt from the scant cover of foxholes or from within baking, bruising tanks. You will find them on the bridges and sky-controls of cruisers and carriers off Midway and Wake and Malta as the enemy torpedo planes swoop. You will find them plodding through the steaming tangle of Burmese jungles, or sharing a lookout's watch aboard a convoy ship heading blindly through the Arctic dark for Murmansk.

With the troops and crews and squadrons the correspondents face every hazard of war: gun-fire and capture and pestilence, hardship and tension and tedium. They face these things at the risk—and sometimes at the sacrifice—of their lives and their freedom. They face them steadfastly, undramatically, like soldiers—like the soldiers that they are.
For while they must remain wholly aloof from any military part at the front, they are none the less fighters for the principles and for the needs of their country. They are chancing all they have and doing all they can to report to their country the truth. For its people to know the truth is a birthright implicit in the nation's democratic ideal, a birthright which today is a necessity. With all the world tumult and confusion, we here must know the truth—clearly, completely, quickly—in order to plan and to act effectively for victory.

Pictured on these pages are a representative few of that unarmed army of men whose dispatches bring us the truth. To them and their legion of associates in their own and kindred world-news services, to the soldiers of the press, the American war correspondents, this advertisement is a salute.

UNITED PRESS

Richard McMillan rode in a British tank into the inferno of fighting at the Hill of Jesus to get for the United Press first-hand reports of the defense of Egypt.
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 semester 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 resultwise 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


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

PS–ST! WANT TO BUY A BRAND NEW SWEEPER?

Buy KFAB, instead. “Clean up” in the big farm markets throughout Nebraska and her neighboring states. “Dust off” competition, by staging a “sweeping” campaign over the station that farm men and women listen to, and like. For A-1 priorities on the best times now available, better call us, today.

 DON SEARLE—Gen’l Mgr.  

Page 6 • August 17, 1942
Thanks, WJPR. Your new series is in the mail.

June 19, 1942.

Mr. Robert L. Murray,
Radio Program Service, ASCAP,
30 Rockefeller Plaza,
New York.

Dear Mr. Murray:

Without hesitation may I say that our Program Department and our announcers are enthusiastic in their acclaim of the new ASCAP Radio Program Service.

It is unique in its timely appeal and although our listeners have had few opportunities to enjoy "Music As You Like It" we have had many expressions of approval.

We now have the program scheduled Sunday morning at 10:30 as a sustaining feature, but we feel certain that one of our clients will soon become interested in sponsoring this truly fine script show. We would be delighted to receive such future musical scripts as those you mentioned in your letter of June 11.

At present we have no suggestion as to the improvement of this Service. It is without doubt the finest of its type which we have ever had the pleasure of presenting to our listeners.

Cordially yours,

Radio Services Company

Bert Ferguson
Director
If you must reduce your advertising budget... then the first place to reduce it is at the waste-line.

And that's a job the BLUE can do for you.

Indeed, whether or not you are faced with a budget cut, your advertising may need "reshaping" to reduce waste caused by today's fast-changing conditions. And for this job, too, the efficient BLUE provides the proper waste-reducing treatment.

The BLUE carries your message coast-to-coast—but without costly excess coverage, and with a minimum of overlapping between stations. The BLUE enables you to concentrate on the 561 counties that do 80% of the nation's retail buying—yet gives you plenty of plus coverage besides.

That's half the story. The other half is the new BLUE program policy.

The BLUE backs its sponsored programs with original audience promotion that has proved its effectiveness in the past six months. Moreover, the BLUE surrounds these sponsored shows with sustaining programs that utilize the competitive showmanship of leading independent producers.

Combine the two halves, and here's the result.

More new advertisers have come to the BLUE this year than to any other network. Because today, more than ever, the Blue Network delivers the most listeners per dollar.

Why not let our sales representatives give you the facts—in BLUE and white. You'll find it's easy (and thrifty) to do business with the BLUE.

Blue Network Company, A Radio Corporation of America Service

---

WELCOME TO THE BLUE!
New advertisers on the air or signed for Fall

Cream of Wheat Electric Boat Co. Ford Motor Co.
General Foods General Mills Hall Brothers
Mail Pouch Mini-Rub Minneapolis-Honeywell
Paramount Pictures Dr. Earl S. Sloan
Socony-Vacuum Texaco

---

the blue network
Bringing Huge Increases!

"Singing and Talking Sound" Get Big Nod from User!

Thank you, Louis E. Wade, for your generous tribute to Sonovox. We are only too happy that Sonovox could share with you in both the honors of the Award, and in the "promotion that helped bring huge increases in feed tonnage to Allied Mills, Inc."... Also, Mr. Wade—please don't forget that our big-time production departments in New York, Chicago and Hollywood are ready, willing and eager to work with you agencies in developing further new, compelling Talking and Singing Sounds—and further "huge increases" not only in your clients' businesses, but also in your own radio billings.

WRIGHT-SONOVOX, INC.
"Talking and Singing Sound"
CHICAGO... NEW YORK... HOLLYWOOD

FREE & PETERS, INC., Exclusive National Representatives
Equipment Saving, Hour Cuts Are Seen

Fly Cracks Critics For Instability Rumors

CONCRETE plans for the conservation of broadcast equipment, covering probable signing off of all stations at midnight for regular program service, reduction of decibel output, and voluntary suspension without loss of licenses of unprofitable stations in secondary areas, are being evolved jointly by the Board of War Communications, War Production Board and the FCC.

Further consideration of this plan—a refinement of the project originally outlined by the Radio Section of WPB—was given last week in these Government quarters. Involved would be modification of FCC regulations and engineering standards to allow these altered operating practices with the intention of prolonging life of tubes and equipment.

The project will be the crystallization of the original BWC-FCC industry plan for an equipment pool, which now apparently has been superseded.

The program now under consideration:

1. A possible sign-off of all stations at midnight, except key stations which would be maintained on a stand-by basis.
2. Revisions of FCC regulations to allow stations to divide time.
3. FCC authorization to enforce the reduction of output by 1½ DB (compromise may produce a 1 DB reduction).
4. FCC amendment of the engineering standards to allow relaxation of distortion and performance standards for the duration.
5. FCC amendment of regulations to allow stations to suspend service for the duration, without loss of license.
6. Coordination of police radio systems.

A universal sign-off of all stations at midnight would require FCC sanction. In addition the FCC would have to amend its current regulations which enforce 24-hour service by key stations [Broadcasting, Aug. 3]. Under current provisions, key stations would maintain a stand-by crew to meet emergency needs and thereby conserve equipment by reduced hours of continued operation.

Night Audience

At the same time, WPB recognizes the necessity of broadcasting after midnight in some sections of the country in order to satisfy the radio tastes of defense workers who have turned night into day. In such cases it is desired that one or more stations might remain off the air during certain daytime hours allowing other stations in the same community or area to service the daytime audience.

As an alternative, it was suggested stations might cooperate to work out a staggered broadcast schedule to service all listeners. In this fashion, radio service would not be reduced but the vital conservation of equipment and tubes would be effected. In addition to dividing time, stations in the same area might stagger use of transformers to conserve tube life.

To aid further in the conservation of equipment, efforts are being made to have the FCC reduce the output of stations by 1½ DB. This measure is urgent since the effect could not be discerned by the listener. Furthermore it would be an important contribution to the overall conservation scheme.

Relaxed Standards

By relaxing its Engineering Standards the FCC would permit certain technical operations impossible in normal times. Essentially this is strongly urged for the desirable effect it would have in prolonging the life of tubes.

Change in FCC rules to allow stations to suspend operations for the duration without loss of licenses is sought primarily to conserve use of vital parts. As a secondary measure it has been pointed out that some 200 stations operated at a loss last year.

Since the reduced civilian economy is likely to be more stringent as time goes on, WPB assumes commercial sponsorship may be further reduced on secondary stations. By stabilizing stations economically and not enforcing continued operation, the station benefits greatly, it is suggested. Since many small stations operate in areas well-covered by larger stations the listeners would not lack for service. Of prime import is the valuable saving of equipment effected by such a program.

Throughout the country there are more than 13,000 police radio systems in operation. By eliminating duplication and coordinating efforts of others, much needed equipment would be conserved.

Although the BWC has not yet been able to compile the results of its tube survey [Broadcasting, July 6, 13, 20], BWC-FCC Chairman James Lawrence Fly is not ignoring radio's equipment problems. At his press conference Aug. 10, Chairman Fly expressed his "concern" over various stories being circulated in advertising circles that the radio industry lacks stability and many stations may have to go off the air.

A Big War Job

"Now that's a lot of eyewash," Chairman Fly declared, maintaining that the radio industry is not unlike any other industry in wartime facing comparable problems. He pointed out that he has talked "this matter over with WPB representatives and others concerned with it and I find no reasonable justification for any rumors. We not only plan to have the broadcasting industry continue to do its job but it is quite essential from the standpoint of general morale, war information and other essential purposes."

He emphasized this when he said every effort would be made "to keep broadcasting going", but claimed to see "no basis" for suggestions leading to reduced service. He said it was unfortunate that "adverse interests" were inspiring.

Treasury, FCC Refute Claims By Haggerty on Radio Levy

Union Official's Statements Draw Reproaches as Charges at Senate Hearing Are Discounted

SHARP criticism and rebuttal of contentions for a yearly tax of 25 to 30 millions on radio net time sales, proposed by John B. Haggerty, president of the International Printing Trades Asans, before the Senate Finance Committee Aug. 3 [Broadcasting, Aug. 10], came last week from the FCC, the Treasury, industry sources and labor unions.

First blast against the proposed discriminatory tax came from FCC-BWC Chairman James Lawrence Fly who declared at his press conference last Monday that "everybody is trying to jump on the broadcasting industry these days." Not mentioning Haggerty specifically Mr. Fly said that "from adverse competitive sources" a demand had been made that "a heavy tax be laid upon the industry."

Called Extravagant

The FCC Chairman called the demand "extravagant" and said, "I think it is obvious to everybody that a tax of 25 to 20 million dollars on the industry, as has been suggested from some quarters, would not merely be unfortunate but it would be tragic from the standpoint of the industry."

He expressed doubt that "serious consideration would be given to those extravagant demands but its just as well if we all stand up be counted on this occasion.

The Treasury followed with a refutation of an implication by Mr. Haggerty, in a letter sent to members of his union, that the Treasury had drawn up a plan this year to tax radio net time sales. A Treasury spokesman said that assurance, "with certainty", could be given broadcasters that a discriminating tax of this nature had not been considered by that agency.

The inference drawn from Mr. Haggerty's letter was based on his quotation from a letter from Randolph Paul, assistant to the Secretary of the Treasury, which acknowledged a letter sent to the (Continued on page 67)
Radio Joins Uncle Sam's War Machine

Southern California Broadcasters Set Up Model Cooperation Plan

Editor's Note: With the war's outbreak, broadcasting promptly was muted in as a sort of second-line combatant. Things happened almost overnight on the West Coast. In Southern California, all 28 stations and the networks set up an alert system in collaboration with the Fourth Fighter Command. In addition to technical aspects that it would prove suicidal to allow stations to remain in the air for that long a period after the warning had been received. An enemy plane can ride in on a radio beam - locate strategic objectives - drop its load of death and destruction - and be on its way again - all in the space of a very few minutes. Thus, the technical means of coordinating the station activities of this area, so that an order for "Radio Silence" would be instantly complied with, had to be planned.

In a brief summary, here are the problems which confronted membership at the outbreak of war:

1. To make radio facilities instantly available to the armed forces, and coordinate "Radio Silence."

2. To establish contact with Army and Navy, so that would approve or disapprove requests made upon radio by civilians and newly-created defense and auxiliary organizations in order to authorize, check and evaluate requests for public use of emergency announcements and sustaining time.


5. To weld our facilities into an efficient system poised for instant use complete in every respect so that there would never be need for any bureaus or agencies to assume direction and control.

We believe that unusual foresight on the part of the SCBA provided the cornerstone for our success through utilization of our present plan. As it now stands, our organization was formed about twelve years ago to promote the mutual interests of broadcasters in Southern California.

Prior to Pearl Harbor, our association had operated a panel in downtown Los Angeles, permitting certain programs, when desired, to be broadcast from various independent stations, as well as the four coast-to-coast networks. This invaluable Master Control was originally established by Lawrence W. McDowell, manager of KFOX, Long Beach, and now chairman of the executive committee of the SCBA.

Quickly Organized

If our Radio Central in Los Angeles proved a great boon before the war - which it did - it proved of priceless value in setting up our present plan of operation. On Dec. 15, one week after Pearl Harbor, these facilities became the foundation of our present radio alert plan.

Our organization appointed an executive committee to formulate a drastic and comprehensive plan of action. This committee includes in addition to Mr. McDowell, Donald W. Thornburgh, CBS vice-president; Harry Maizlish, KFWB, Hollywood; Van C. Newkirk, MBS; and Harry W. Witt, KNX, Hollywood, president of the SCBA. The committee has been actively assisted in its work by Harrison Hollway, KFI-KECA, and Lewis Allen Weiss, of the Mutual-Don Lee network. Subsequently, the Office of Director of Radio Coordination was created.

Following the declaration of war, KFI, KNX, KJH, and KFAC were designated key stations by the Army. The FCC issued instructions that all stations in this area would be obliged to monitor one of the

(Continued on page 62)
"BUT I JUST CAN'T MARRY YOU ALL!"

- Maybe you’ve never stopped to think about it, but one of the big differences between radio in big cities, and in Iowa, is this:

In your big city, the audience usually isn’t “married” to any one favorite station, because it’s easy to get perfect reception from any one of three or four big 50,000-watters in the immediate vicinity.

But here in Iowa, on the other hand, almost everybody has one big favorite station—because there’s only one big station in the State!

This fact is again irrefutably proven in the 1942 Iowa Radio Audience Survey. Nearly 10,000 Iowa families, interviewed along approved “sampling” lines, voted as follows for the station to which they “listen most” (daytime):

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHO</td>
<td>55.7%</td>
</tr>
<tr>
<td>NEXT</td>
<td>8.1%</td>
</tr>
<tr>
<td>NEXT</td>
<td>7.7%</td>
</tr>
</tbody>
</table>

But that’s only a very small fraction of the really important disclosures made in the 1942 Survey. It reveals, for example, what percentage of the audience writes to radio stations—and why. It proves a dozen facts that you’ve heretofore had to argue about. . . .

Write for your copy of this truly enlightening study—today! Take our word—you’ll be glad you did. And there is no obligation, of course.

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
Petrillo Gives Newspaper Cartoonists a Field Day

Local Bakery Campaign Recorded by Long Co.

W. E. LONG Co., Chicago, has transcribed a series of one-minute announcements in Hollywood using Don Wilson, Ken Carpenter, Truman Bradley, Harlow Wilcox and Bill Goodwin.

Announcements will be placed locally by these W. E. Long clients: Peterson Bakeries, Omaha; Cotton Bros., Alexandria, La.; Foch’s Baking Co., Miami; Braun Baking Co., Pittsburgh; Schmidt Baking Co., Baltimore; Fisher Baking Co., Newark, and Pioneer Baking Co., Sacramento. Announcements were recorded by C. P. MacGregor, Hollywood, under the direction of Al Sperry, radio director of the W. E. Long Co., who recently spent four weeks on the Coast. The company has also recorded two series of one-minute spots featuring the King’s Jesters. One of these series, cut by Columbia Recording Corp., Chicago, will be released for local promotion by laundries.

Capt. Sproul Dead

COMMISSIONED three months ago, Derby Sproul, formerly production manager of KLZ, Denver, has been killed in action somewhere in Africa. At the time of his death he was serving as a captain in the Army Air Force, assigned to supply. As yet, no details have been received as to the exact cause of his death. Before joining KLZ Mr. Sproul was with KOA and KDKA, as program manager. He is survived by his mother, a wife and three children, and a brother.

Atlantic Refining Discontinues Annual Grid Broadcast Series

Other Oil Companies Remain on Air, However, As Gas Shortage Complicates Marketing

ATLANTIC REFINING Co., Philadelphia, which for the last six years has been the main sponsor of broadcasts of Eastern Football games, last week announced that it is compelled to forego these annual broadcasts because of the gas shortage in the Eastern area. Other gas and oil companies, however, have not curtailed or cancelled their current radio schedules, despite the gas situation, except for Shell Oil Co., which discontinued its spot campaign in the Eastern area this spring.

Used 83 Stations

Gas and oil companies currently using radio in the East include Sun Oil Co., Lowell Thomas, NBC; Richfield Oil Corp., Confidentially Yours, MBS; Pure Oil Co., H. V. Kaltenborn, NBC; Esso Reporters, Esso Reporter, on 34 Eastern stations, and plans to broadcast the Army-Navy game this fall from Philadelphia; Texas Co., Texas Star Theatre, summer replacement for Fred Allen who turns this fall to CBS, and Metropolitan Opera Broadcasts this season on the BLJE Cities Service Co., Cities Service Concert, NBC; Gulf Oil Corp., We, The People, CBS, and Sinclair Refining Co., Sinclair Melodies, through local dealers.

Last year Atlantic Refining placed its schedule of gridiron games on 83 stations in the company’s marketing area from New England to Florida on the Atlantic Seaboard and as far West as Ohio. Games included those of leading colleges, high schools and professional teams, and was the largest schedule ever placed by Atlantic.

With the cancellation of its fall football, the company has relinquished its rights to the Dick Dunkel Football Broadcast, which for the first time in eight years, will be available to Eastern stations and local sponsors through Radio Events Inc., New York, distributing agent for the forecast.

In past years, Atlantic Refining held an option for the forecast as used on Eastern stations only, promoting it during play-play-play descriptions of various games and advising listeners that copies could be obtained through Atlantic dealers. West of Ohio, the forecasts have been, and are again this year, available to stations for local sponsorship.

WRC Signs

According to Joseph Koehler, general manager of Radio Events, WRC, Washington, has signed the first Eastern station contract for the Dunkel forecast, while 34 other stations have requested tentative options on the football service.

In notifying Mr. Dunkel of the option lapse on his forecast, Wallace Orr, account executive of N. W. Ayer & Son, Philadelphia, Atlantic’s agency, stated, “Naturally the Dunkel forecast has been an important factor in the success of the Atlantic football broadcasting plan. It proved itself the best traffic puller Atlantic has ever used. Due to the present emergency, we are forced to discontinue the use of the system for this fall. It is our earnest hope that we will be able to resume its use after the present emergency.”

The action comes with a blow to colleges, especially the smaller schools that depended heavily on the radio money to make up deficits. Atlantic Refining had paid each school from $5,000 to $30,000 for radio rights each season.

The colleges are anxious to remain on the air, regardless of sponsorship, and in Philadelphia the U of Pennsylvania, Temple and Villanova, all carried last year by Atlantic, are negotiating with local stations. The Philadelphia Eagles, professional team also carried by Atlantic Refining, has been assured play-play-play broadcasts on WILF for Pabst Beer. Jack Surruck, general manager of WILF, closed the deal in Chicago last week with Pabst Brewing Co., Milwaukee, through Lord & Thomas Agency, Chicago.

Pabst Beer will sponsor the 12 game schedule of the Eagles, both home and away, starting Sept. 13 and ending Nov. 29. WILF will make its own pick-up for the away games, sponsor bearing the line charges from the distant points including Chicago, Cleveland, Buffalo, New York, Brooklyn and Washington. Byrum Saam will announce.

WIND has set up a 24-hour-a-day War Bond booth in the Gary bus terminal, operated by nothers of servicemen and members of the staff.
FCC and NAB Aiding Federal AFM Suit

May Intervene in Hearing Set Sept. 16

PROSPECTS of intervention both by the FCC and the broadcasting industry in the anti-trust suit filed by the Dept. of Justice against James C. Petrillo and the American Federation of Musicians developed last week as both the FCC and the NAB initiated moves to gather evidence for the Sept. 16 injunction hearing.

The FCC last Tuesday announced it had authorized a questionnaire to all stations to learn the extent to which recordings and electrical transcriptions are used by the industry. It also proposes to go into related music matters, such as the Petrillo-ordered cancellation of the Interlochen High School orchestra broadcasts.

Power of FCC

While some question naturally has arisen as to the FCC's jurisdiction over programs, it needlessly has been definitely established that the Commission can seek information virtually on any subject related to radio. It is presumed the questionnaire results will give the FCC a basis for testimony in the anti-trust suit. Assistant Attorney General Thurman Arnold, who personally will direct the Government's case, is understood, asked the Commission to procure such material.

Meanwhile, last weekend NAB President Neville Miller announced the trade association would ask leave of the Federal court to file a brief amicus curiae (friend of the court) in the anti-trust suit. "The NAB," Mr. Miller said, "understands the Dept. of Justice would welcome the filing of a brief by the NAB in connection with the motion to dismiss the Government's complaint which was made by Joseph Padway, counsel for Mr. Petrillo."

Renewed efforts last Thursday of AFM for dismissal of the anti-trust suit fizzled. In preliminary arguments before the Federal District Court in Chicago on the AFM motion to procure a hearing on its dismissal plea and the court instead granted the Government motion for postponement of this argument until Sept. 16, when the Government's plea for an injunction will be heard.

Over the objections of AFM counsel Joseph A. Padway, Federal Judge William J. Campbell granted the order after hearing Daniel B. Britt, special assistant to the Attorney General in Chicago, explain that Assistant Attorney General Arnold could not appear before Sept. 16. As things stand now, both the AFM dismissal plea and the Government injunction motion will be heard Sept. 16 before Judge John P. Barnes.

Although it was regarded as a foregone conclusion that the Government request for extension of date for hearing the AFM dismissal motion would be set to coincide with the Sept. 16 hearing date, Mr. Padway nevertheless opposed the extension, delivering an oration in which he continued his running attack against Mr. Arnold.

"Tried in Newspapers"

He charged the case was being tried in the newspapers and that Mr. Arnold in the press had threatened an indictment against AFM Judge Campbell, in granting the Government's motion to consolidate the case for hearing on Sept. 16, said it was regrettable that a great deal of the information relative to this case has been released premature to the press. However, it is hoped that the press is equally open to both sides.

In his attack Mr. Padway, who is also general counsel of the American Federation of Labor, recited that despite Mr. Arnold's statements, no indictment against FM has been brought. He alluded to the postponement of trial on the injunction suit from Aug. 7 to Sept. 16, while he said who accomplished "without the courtesy of consulting us".

"We don't know why the Government wanted to postpone this case," he said, "but we have some ideas--they want the musicians to yield to pressure brought by the broadcasting and recording companies-they want the union to yield before the case comes to trial.

First in District Court

"I have appeared in dozens of these cases against Mr. Arnold. Although Mr. Arnold has appeared in the Circuit Court of Appeals and the Supreme Court, this is the first time he has ever appeared in a Federal District Court in a labor anti-trust case. And if this case is so important that Mr. Arnold must appear then it should be speedily brought to trial."

"We are anxious to remove the stigma placed upon the AFM by the public through distorted and scurrilous press releases by the Dept. of Justice. We are ready to show the country and the world of the ignominious and disgraceful charges hurled against us by the Assistant Attorney General."

Mr. Britt had told the court the questions involved in the motion to dismiss and the motion for an injunction were of a similar nature. He related that Mr. Arnold personally desired to argue the case but could not appear before Sept. 16.

In addition to Mr. Britt, assisting Mr. Arnold in preparation for the trial are Holmes Baldridge, chief of the Litigation Section of the Anti-Trust Division; and Victor O. Waters, special assistant to the Attorney General now in charge of the New Orleans office of the Anti-Trust Division.

Gerald Counsel Telford Taylor has delegated direction of the study to Charles R. Denny Jr., assistant general counsel in charge of litigation and administration. He is assisted by lawyers Frank B. Hacks, Martin Cohn, and Daniel Meyer, attorneys.

FCC Station Questionnaire Is Aimed At Data to be Used in Petrillo Case

ACTING WITH dispatch to enable it to amass as much information as possible prior to the Sept. 16 court arguments in Chicago on the Government's plea to enjoin the American Federation of Musicians, the FCC ordered the network and station managers and owners to fill out the 10-page questionnaire covering the use of phonograph records, transcriptions and musicians by the industry.

The questionnaire, similarly to the ASCAP questionnaire, is designed to show the precise percentage of stations devoted to transcription, phonograph records, live professional musicians, so-called professor or non-commercial talent, musical talent, and the proportions devoted to network or non-network operations. The FCC wants to know how much time is spent on commercial programs. It is by all odds the most complete and exhaustive study of the subject ever undertaken.

Along with the 10-page questionnaire, the FCC dispatched a covering letter and a suggested form of worksheet for compilation of the information. In addition to portions of the questionnaire covering the use of music in various forms, the FCC also asks for any information relating to instances comparable to the recent cancellation of the high school orchestra broadcasts from Interlochen over NBC at the direction of Petrillo. Information on employment of "stand-by" orchestras by stations, likewise is requested.

Data on use of music is requested for the week of April 5-11, selected as a typical broadcast week. The questionnaire must be sworn to by a station official.

Aside from questions pertaining (Continued on page 55)
Mr. Rynd, who has been granted a special leave of absence by the network to take charge of American Red Cross Services in Great Britain, at the request of Norman H. Davis, ARC chairman. Mr. Rynd, who continues as vice-president of the BLUE and as a member of the company's board of directors, is in London now and will be in charge of establishing facilities for Red Cross services to U. S. armed forces stationed in England.

In addition to his duties as treasurer, Mr. Rynd will continue to supervise activities of the sales service department, although Ludwig Simmel of that division will take over active management. Further realignment of executive positions at the BLUE were also announced by the board of directors following Mr. Rynd's resignation.

It was also announced last week that Frank T. Zinn, RCA resident counsel, has been elected a director of Radio-Keith-Orpheum Corp., succeeding Mr. Rynd.

Other Changes

Anthony R. Hennig, formerly in the treasurer's office, has been officially designated assistant treasurer. Alexander D. Nichol was appointed comptroller of the BLUE and will continue to serve as assistant and signing officer. Robert D. Swiesz, legal counsel, continues in that capacity and has been appointed assistant secretary of the BLUE.

Mr. Rynd, an engineer by training, studied at Hamilton College and MIT. After seven years experience in sales and service, he joined NBC in 1935. He served as assistant sales traffic manager until January 1942, when he was named manager of the BLUE sales service department.

General Baking Tests

GENERAL BAKING Co., New York, which this spring ran a test campaign in the Philadelphia area, from Aug. 10 to Sept. 6 is placing another campaign of spot announcements and tie-in breaks in Pennsylvania, Maryland, Virginia and in New York and New England through Newell-Emmet Co., new. Frequency of announcements varies according to stations, and a total of 20 have been placed by Newell-Emmet Co.

COMPLETION of an arrangement whereby WQXR, New York, and Time Inc., publisher of Time, Life and Fortune, will collaborate in experiments in radio programming and broadcasting was announced last week by John H. Hogan, president of Interstate Broadcasting Co., operator of the station.

Frank Norris, managing editor of the March of Time broadcasts, assisted by Joel Sayre and Finis Farr, formerly with the editorial staff of the March of Time, will work with Elliott M. Sanger, general manager of WQXR, and his staff in the project.

Terms of Purchase

Terms of the agreement, which is subject to ratification by IBC stockholders, include the acquisition by Time of 1,000 shares of preferred stock in the broadcasting company and the inclusion of two Time representatives on the IBC board of directors, David Brumbaugh, secretary of Time, and Mr. Norris. There is no intention of taking any ownership of common stock or in the management of IBC, the announcement stated.

Mr. Hogan said the deal will change the program policy of WQXR. "The station will continue to emphasize good music and the addition of Time's facilities will now make it possible to supply authoritative news coverage of as high as our musical standards."

Questioned as to plans, Mr. Norris said he could make no definite statement at this time, "not that there's any attempt to cancel what we're doing, but right now both we and the station people have submitted dozens of ideas for consideration. It's a wide, wide field."

Time will soon begin supplying WQXR with news on a regular basis, he stated, "both across the board and up and down" the station's schedule, augmenting its present news coverage.

WWL Names Simpson

JACK SIMPSON, veteran radio newscaster in New Orleans, has been named program director [BROADCASTING, Aug. 9].

Mr. Simpson succeeds Ed Hoerner, former assistant program director, who is now with WOR, New York.

Mr. Simpson is in the Philadelphia area on business for NBC.

Mr. Wright

NBC Appoints Wright Production Head in East

WYNN WRIGHT, production manager of NBC's central division in Chicago, has been appointed NBC eastern division production manager replacing Ray Nelson, who has been assigned special programming duties with NBC's new blue New York outlet, according to C. L. Menzer, NBC vice-president in charge of programs.

Charles Urquhart, assistant production manager of the NBC central division, will take over Mr. Wright's duties in Chicago, effective Aug. 17.

Mr. Wright will return to active work at the mike as well as develop new program ideas.

Aircraft Radio Account

CHAMBERLAIN AIRCRAFT Corp., Philadelphia (defense industries), has set up a radio communications division with the approval of Chief Signal Officer of the Army. Radio and newspapers will be used to exploit the new school training program and acquaint draft-eligible men with the opportunity offered by this new course.

Mr. Wright is in charge of sales promotion for the program.

Pall Malls Spot


WHITE MOTOR BUYS BLUE AWARD TIME

THIRD COMPANY to buy time on WJZ or BLUE to broadcast ceremonies in connection with the 'E' award for excellence in production is White Motor Co., Cleveland, which has signed for a half-hour on all Blue stations on Aug. 12. Under Secretary of War Robert P. Patterson, will present the awards.

Other companies taking part in the broadcast will be: Robert F. Black, president, White Motor Co.; E. E. Stroh and George Stubb's, president, United Automobile Workers, CIO, Local 32, and Cleveland's Mayor Frank J. Lausche.

Mr. Shouse, Fulton Lewis jr., representative, will make Agency for White Motor Co. is D'Arcy Adv. Co., New York.

Luke's Steel Co., Topeka, Kans., is planning a "E" winner, broadcast award ceremony on WJZ, WFILE and two other outlets in a half-hour program March 27. Bethlehem Steel Co., Bethlehem, Pa., another member of the auto group, is planning a half-hour on WZ May 9 for the same purpose.

Shouse Goes to Capital To Pinch - Hit at BVC

AFFAIRS of the Broadcasters Victory Council, broadcasting trade group coalition, are being directed temporarily by James O. Shouse, vice-president and general manager of the Crosby stations, and member of the Board of Directors as representative of the Clear Channel Broadcasting service.

Mr. Shouse is pinch-hitting for John Shepard, 3d, BVC chairman, who is in Boston looking after Yankee Network affairs, and O. L. (Ted) Taylor, BVC executive secretary, now in Amarillo, directing the Taylor stations, which heading the WLV-WSAI-LWLO manager arrived in Washington Aug. 2. He has also been engaged in network plans, will serve through Aug. 22.

Campagna's Fall Plans

CAMPANA SALES Co., Batavia, Ill. (Campana's Balm, Dreskin, hand creams), in addition to resuming The First Nighter, half-hour dramatic program, the first week in October, will start a Wednesday night regularly-quarter-hour network program, format of which is undecided. Time and network of both programs will be selected within the next few weeks, according to Aubrey, Moore & Wallace, Chicago.

Cranberry Plans

AMERICAN CRANBERRY EXCHANGE, Yonkers, has lined up its annual fall campaign for Eastam cranberries with an increased promotion budget. Details of the usual spot announcement schedule used in the campaign have not been announced. Agency is BBDO, New York.

WGEO, General Electric shortwave station in Schenectady, is now using a new 100,000-watt transmitter.
These are the "voices" of KLZ—as familiar and friendly to the listeners of the Denver-Rocky Mountain region as their nextdoor neighbors. Only one of the seven has served less than 18 months. One has been trademarking KLZ programs for 10 years.

These old, familiar voices have a standout advantage when it comes to talking business—YOUR business—to the listeners of this area. Let them speak for you and your product or service in the Denver-Rocky Mountain region.

KLZ Denver
5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING Co.
AND WKY, OKLAHOMA CITY • REPRESENTED BY THE KATZ AGENCY, INC.
MEETING twice last week to consider occupations for inclusion in its “essential” list, the Inter-Agency Committee of the War Manpower Commission was faced with a “a great many” jobs, it was said, but indications were given that the complete list would not be issued for at least another two weeks. The committee is made up of representatives of most Government agencies.

Broadcasting and communications, it was said, were considered only parenthetically at the meeting, the major portion of the time being devoted to what are considered the most vital occupations such as agriculture and food processing. This was in line, it was added, with the policy of WMC to give first attention to industries in which production must be stepped up for the war effort and “vital” occupations in which there are acute shortages.

Following this, the BWC on Aug. 18 approved a questionnaire to be sent to stations and communications companies which asks for detailed information on critical occupations. The returns from the questionnaires will be incorporated in later reports to the WMC, it was said.

Separate Lists

Meanwhile the WMC last week returned to the Board of War Communications the list of broadcasting and communications occupations the BWC had sent to WMC for consideration on July 20 [Broadcasting, July 27]. It was said the list had been returned so the BWC’s industry committee could not submit any further information on the occupations.

On the matter of listing occupations and communications occupations these would be separate lists issued as the work of the inter-agency committee progresses, each list including employers under a broad category. In such an event it was expected broadcasting employees would be included under the general classification of “communications.”

In a discussion on how the draft status of broadcasting employees—those included in the list—would be handled by Selective Service personnel, the WMC representative said that under the broad dis-

Station’s Part in War Effort May Affect Employe Drafting

cretionary power given these boards it was difficult to anticipate what moves would be made.

He went on to point out that in some “essential activities” there was duplication of effort—drawing an analogy from four milk wagons covering a route that could be served by one—and said that in the case of radio some boards might go so far as to attempt to determine which station, in localities where there are more than one, is most essential for the war effort.

Amount of Aid

Following this, it was hinted, the boards might draft employees of one station while deferring those of another. The board’s determination, it was said, might rest on the question of which station is giving time to the war effort.

It was added that WMC will in no case attempt to discriminate between companies engaged in the same activity as to which is contributing most to the war effort. However, this might be done by local draft boards as the needs for military manpower become increasingly acute, it was said.

Noon Prayer

WWJ, Detroit, has cleared a one-minute spot at noon every day but Sunday for an indefinite period to present a prayer by representatives of the Protestant, Catholic and Jewish faiths. The Detroit Council of Churches is supplying speakers for Monday, Wednesday, and Friday; the Most Rev. Edward Mooney, archbishop of Detroit, supervises Tuesday and Thursday periods, and alternates on Saturdays with Rabbi Leon Fram who is in charge of the Jewish observance.

Sherman to Air Force

COMMISSIONED a first lieutenant in the Army Air Force, John M. Sherman, grandson of General H. L. Sherman of WMC fame, has completed training at Miami Beach. He was sworn off in last week in the office of Swane Hegyes, general manager of WTCN, and has been placed on an indefinite leave of absence. Formerly a district FCC inspector with headquarters in St. Paul, Minn., Sherman was a technical supervisor of the North Central Broadcasting System since its inception in 1930 as regional network.

Citation to Olmstead

THE Poor Richard Citation of Merit, annual award of the Poor Richard Club, Philadelphia advertising organization, is scheduled to be awarded to Maj. Gen. Dawson Olmstead, Chief Signal Officer of the Army at a luncheon in Philadelphia Aug. 18. Gen. Olmstead will be the fifth recipient of the award. Presentation will be broadcast over a national NBC hookup, Col. David Sarnoff, RCA president, and now with the Signal Corps will speak. Other addresses will be made by Clarence L. Jordan, president of W. N. Ayer & Son, and Col. A. A. Farmer, acting chief, Army Signal Corps, and director of the Philadelphia Signal Corps Depot and Procurement District.

Capt. Lovette

Capt. Lovette to Direct Public Relations of Navy

NAMED to succeed Adm. A. J. Hepburn, new chairman of the Navy’s General Board, Capt. Leonard P. Lovette on Aug. 11 became director of the Navy’s Office of Public Relations. He has been assistant director since early this year, and is remembered by broadcasters for his address on radio censorship before the NAB convention in Cleveland May 11. This is his second hitch in the Public Relations Office, having served as officer in charge of press relations in early 1937.

In December, 1937, he became chief of the public relations branch and was detached for sea duty in May, 1940. A well-known writer on naval subjects, he was commander of a destroyer division of the U.S. fleet in the Pacific at the time the Pearl Harbor attack. Chief of the Radio Section of the public relations office is J. Harrison Hartley, former NBC special events man.

Smith and Bryson Join OWI Staff Under Cowles

ADDITION of Lt. Com. Paul C. Smith, press officer of the Navy Dept. in Washington, and Lyman Bryson, Jr., press officer of the education board, to the staff of the Office of War Information were announced last week by George C. Cowles, Jr., assistant director for domestic operation. Lt. Com. Smith, former editor and general manager of the New York Tribune, has been assigned to duty with OWI as an assistant to Mr. Cowles.

Mr. Bryson will serve as a part-time assistant without compensation, assisting in a better flow of war information to the public schools through radio and other channels. He will also aid in the organization of an adult education branch to stimulate discussions of the war and aims of the United Nations to organized groups throughout the country.

Gordon to OWI

MATTHEW GORDON, news editor of CBS, will join the Office of War Information in Washington shortly after completing a special project involving the study of enemy news methods. Gordon joined the CBS Radio Network in 1934 and successively became news writer, day news editor and news director of the news service of the news editor of Press-Radio Bureau, associate editor of Pathfinder, and a reporter on several New York papers.
Where—except in Washington, D. C.—would you find an “industry” whose 7,000 workers are all bookkeepers?

Here in the nation’s Capital…in a metropolitan community crowded with smoke-stack-less “factories”…is the United States Government’s General Accounting Office with its 7,229 employees.

The General Accounting Office is “Bookkeeper” for scores of Uncle Sam’s peace-time and war-time operations. The June payroll was in excess of one and one-quarter millions of dollars, putting this Washington “industry” in a class with those that turn out planes and cannon.

These seven thousand men and women and their $1,250,000 monthly income are only a small fraction of the substantial, steady Washington Market. Here, per capita income and per capita expenditure at retail are the greatest of all metropolitan markets.

Significantly, Columbia’s WJSV is this market’s standout advertising medium…carrying far more quarter-hours of non-network business than any other station. In Washington buy WJSV’s 50,000 watt sales-voice.

WJSV WASHINGTON’S 50,000 WATT STATION
 Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte
Wide Variance Is Shown In Amounts Spent By Advertisers

By CORRINE CLOYES* U. S. Dept. of Commerce

BECAUSE "business as usual" is out for the duration, questions of all types concern company heads. The trend, unfortunately, is to doubt the necessity of many regular procedures. Advertising is one of them.

But once a company agrees that it should advertise in wartime, the "how much shall we spend" question comes up. What better place to begin than in its own past records and those of other concerns? Later problems of today can be judged in the light of tomorrow's needs.

The Federal Trade Commission's Individual Report gives the answer to what was spent in 1939. Here we find average advertising expenditures of various industries in relation to size of sales volume, for that pre-war year. That these varied widely is seen in the list on this page.

Average Expenditures

Notice that advertising expenditures in this list differed in each case. And remember, each is an average percentage. Various companies in the same classification differed as the size of their companies and their methods of doing business differed. For instance, the Bureau of Advertising, American Newspaper Publishers Asso., reported in 1940 that one well-known low-priced automobile was advertised on the basis of 1% of the cost of the car. And less than 1/50 of a cent a glass was spent to advertise a nationally popular soft drink.

Still another view of the "how much to spend" question is given below. This table gives the percentage of gross sales spent for advertising and is arranged by size of company. It appears in National Survey of Industrial Advertising Budgets for 1941, published by the National Industrial Advertising Association, Inc.

AVERAGE ADVERTISING EXPENDITURES BY INDUSTRY GROUPS, 1939

<table>
<thead>
<tr>
<th>Group</th>
<th>Product Group</th>
<th>Companies Reporting</th>
<th>Average % of 1939</th>
<th>Average % of 1939 (Continued)</th>
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<tr>
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<td>Grouping Reporting</td>
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<td>Foods</td>
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<td>Machinery</td>
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<td>1940 %</td>
<td>Annual sales volume Companies for Adv.</td>
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<td>Less than 250,000</td>
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<td>250,000 to 600,000</td>
<td>19</td>
<td>5.1</td>
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<td>600,000 to 1,000,000</td>
<td>23</td>
<td>5.5</td>
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<td>1,000,000 to 2,500,000</td>
<td>33</td>
<td>5.5</td>
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<td>2,500,000 to 5,000,000</td>
<td>45</td>
<td>4.9</td>
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<td>5,000,000 to 10,000,000</td>
<td>72</td>
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<td>10,000,000 to 25,000,000</td>
<td>174</td>
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<td>Over 25,000,000</td>
<td>6</td>
<td>1.24</td>
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|                              |                      |                       |                  |
|                              | Average % of 1939   |                       |                  |
|                              | Foods               |                       |                  |
|                              | Beverages and tobacco |                   |                  |
|                              | Automotive and Petroleum |             |                  |
|                              | Household           |                       |                  |
|                              | Metals              |                       |                  |
|                              | Miscellaneous       |                       |                  |
|                              | Machinery           |                       |                  |

Here we find the smallest companies spending largest percentages for advertising. But again we deal in averages.

As an example, just consider an industry doing a total sales volume of a half billion dollars. One company captures 40% of this total; one takes 30%; another takes 15% of these. What of the remaining 20%? This sizable sum—$100,000,000—is split among 25 smaller concerns.

They all spend money on advertising in the same stand reason that the individual percentages differ. The largest company, with its 40% of the entire industry's business, can afford a cool million on advertising and still show the smallest percentage in relation to sales. By the same reasoning, one of the smallest companies may set aside $100,000. Yet, its lower sales volume will push up its advertising percentage.

No Single Yardstick

Moreover, the number of possible prospects may be so few that there is no justification for the largest company to spend even a million dollars. If not, then the largest company reduces still more its small percentage of sales cost that goes into advertising.

A smaller company may have to continue its high percentage advertising cost in order to get adequate coverage. All of this illustrates the fact that there is no single standard of advertising cost within an industry, just as there is no single yardstick among industries.

How much each company should spend to advertise its product is a matter of individual decision. Averages show trends but can't answer all the questions. Much may depend on the age of the industry. Take aircraft companies. In 1939, they averaged only 0.25% of sales spent for advertising. But to keep their huge new factories busy, they need to spend much more to develop their post-war market.

The big question is—What do you want advertising to do for you? History shows that companies with vision and courage have taken the long view. Set aside what seemed like pretty stiff budgets. They captured the markets they sought.

But far more important than how much to spend at this critical time is why you should spend advertising.

We're at war. We've got to win this war. We've got to win it or there will be no business as we know it. There will be no need to advertise.

Advertisers' Part

Advertisers can help win the war. Help by sparing the people on the home front to help. Help by informing them of what they can, what they must not, how to be loyal and how to help. Help by continually reminding the public what we are fighting for, why we must win.

And at the very same time, advertisers can continue to build good will; keep their brand names before the public. Whether they have any products to sell or not, they can be stimulating a demand for them right now. And a stimulated demand will be the current that will set the productive wheels whirling on consumer goods when the need for war goods is over.

Yes, business must have customers. Not just a few of the big fellows but all the medium-sized and small-sized companies that go to make up our free enterprise system. All must share in a post-war era of consumer demand such as this country has never seen. An era that, if properly nurtured, will spell prosperous business for the good of all the people.

And if all types of business prosper, the people will prosper. There will be jobs for all who want to work. There will be a flow of consumer dollars that will be spent for the countless things people have been yearning for. There will be customers for the new products that are bound to appear on the market when American skill and ingenuity are let loose on peace-time production.

Think of Tomorrow

It is none too soon to begin thinking of these customers of tomorrow. Customers made up of your employees and the employees of other companies. It is none too soon to set about thinking of your company, your brand name.

The reasonable way—in fact, the only logical way—to do this is to advertise. Advertise as much and as often as you judge is necessary to do your share in winning the war and in winning the place you deserve in peace-time. Advertise all through the war and on into the peace.

Prouty Enters Navy

NORMAN R. Prouty, for two years with the New York Office of Edward Atty, and previously associated with Joseph Hershey McGillivray, will soon leave an appointment as a lieutenant (J.G.), in the Naval Aviation Volunteer Service and reports for duty at the Quant Point, R. I., An. 17.
3rd IN BOSTON
From 8 a.m. to 12 noon

WORL

HOOPER STATION LISTENING INDEX
MONTHS: JULY 13-17, 1942

MORNING INDEX
MON. THRU FRI.
8:00 - 12:00 a.m.

<table>
<thead>
<tr>
<th></th>
<th>WORL</th>
<th>Others</th>
<th>HOMES CALLED</th>
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<tr>
<td>31.9</td>
<td>18.7</td>
<td>0.6</td>
<td>2351</td>
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<td>3.8</td>
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Total Coincidental Calls — This Period 9,502

THIS LITTLE BUDGET WENT TO THE "920 CLUB"
Radio Information As War Service Is Highly Praised

U. S. Official Cites Industry Contributions at Length

RADIO IS GIVEN first mention in discussions on contribution of America's communications facilities and advertisers in the war effort by John H. Morse, chief of the Division of Commercial and Economic Information in the Bureau of Foreign & Domestic Commerce, Department of Commerce, appearing in the current Domestic Commerce, monthly publication of the department.

Mr. Morse, prior to his appointment Jan. 27 to the Commerce Department, was vice-president of the Bogen Co., Chicago industrial advertising agency, and held associate professorships at Hillsdale College, Michigan, and the U. of Nada.

Information Conversion

Opening his article, "America's Information Industry Puts Into High Gear For Winning The War," Mr. Morse declares that "America's great information industry has converted much of its facilities to war work but that "unlike other essential industries it has done this without direct cost to Government."

This is a "contribution by manufacturing industries, the subcontractors (advertising agencies) to whom they delegate certain essential functions, with the cooperation of communication sources which they largely sustain (newspapers, magazines, and radio stations)," he added.

History of the "unregimented press and radio of the nation" is then discussed by Mr. Morse who said "this has been accomplished by the will of commerce to pay most of the cost of maintaining these means of communication without having a dominant voice in determining what shall be heard, in the space of time not specifically allotted to its messages."

"Let us consider radio first," he said, "Like all other industries in the nation, pionners contributed much capital, time and effort to initiate and develop the radio industry. One of the great advantages of the American system is this opportunity to gamble on the possibilities of profit from developing new ideas, products, and processes."

Radio's Importance

"A radio developed, it was financed by advertisers who found it could be used as an economical road to many markets, or in a minor degree by individuals or organizations who discovered it was an effective means of communicating their ideas or programs."

The theory that sustaining programs are "free time" on the air is refuted by Mr. Morse. "Actually," he says, "the existence of radio stations depends on 'sponsored' programs, either national or local. If there is not so, then someone is subsidizing the station. 'Sustaining' programs are used to maintain or increase the listening audience of a station as well as to fill up its allotted time on the air."

"The cost of such sustaining programs," he adds, "must be taken from the amounts contributed by the sponsors of paid programs, or the station must expand its capital funds." He concludes that few stations can afford to expand their capital.

Mr. Morse then points out that radio time given to the war effort, for civic enterprises and charitable works, falls short of what he calls "the end the bear the burden of this time. "So when anyone mentions the 'free time' given away by a radio station to any cause, organization, or individual," he says, "it is only fair to recognize that it is only available because commercial sponsors pay considerably more than the cost of the time they use."

Radio's Salvage Efforts

"The excess," he said, "enables radio stations to 'give away' time. It is time that, on rare occasions, when the stations can't paid programs to permit an 'Annie Oakley' on the air, they are out of pocket."

Although most "free" war programs simply substitute for a station's sustaining programs, as Mr. Morse assumes, "many of the current 'free' Government programs cost the stations or networks much more than simple 'sustains' would. These costs," he says, "are part of radio's donation to Government."

Mr. Morse then gives recognition to the work of newspapers and magazines. He gives background on the establishment of the Advertising Council, with Washington and New York offices, which includes radio advertisers in addition to those of printed media, which he says was set up following recognition of "the need for an orderly professional approach to the need of government to tell millions of people quickly, forcefully and repeatedly, what they must do to win the war."

The recent salvage campaign, undertaken by the Government, is pointed out by Mr. Morse as the first example of work undertaken by the Council which utilized advertisements in most newspapers and magazines as well as programs and spot announcements carried on more than 213 stations as well as networks.

"Before the war is won," Mr. Morse says in conclusion, dona

Common Cause

GENERAL ELECTRIC'S station WGY, an NBC outlet at Schenectady, advised its listeners to tune to the CBS program, The Production Crisis, featuring OWI Director Elmer Davis interviewing war leaders, Sunday, Aug. 9 [Broadcasting, Aug. 10]. WGY carried special announcements Friday, Saturday, and Sunday describing the program of "national importance concerning war production efforts" and stating that the program would be carried locally by WOKO, Albany.

Coca Cola Series To Start on Blue

Six-Weekly Band Programs to Feature Request Music

Coca Cola Co., Atlanta (beverage), which last fall and winter sponsored on Mutual the 26-week series "Spots for Bob," will this year resume the program on the BLUE after Sept. 15.

Heard last year on a quarter-hour six-weekly basis, the show this year will consist of popular music by leading dance bands and orchestras 25 minutes Monday through Saturday at 9:30 p.m., with a sponsor chosen to meet the most popular of the week featured on Saturday.

Request Music

Over 134 stations will be used, and the series will specialize in musical requests from members of the armed forces and war workers, as well as civilians.

Further details and actual starting date are now being worked out, according to D'Arcy Adv. Co., New York agency on the account. Coca Cola also sponsors the CBS Sunday afternoon program The Pause That Refreshes on the Air, as well as the Singing Som's and Minute Sea Music transcription campaigns on a large list of stations.

Spire in New Post

WILLIAM SPIRE, former radio director of McCann-Erickson, recently appointed Bernard Schoenfeld in the former radio division of the Office for Emergency Management, has been appointed coordinator of campaign work of the Radio Bureau of the Office of War Information.

Reporting to Douglas Meservey, assistant director, Mr. Spiere at the time under William B. Lewis, Mr. Spiere will assume a newly-created post. He will act as liaison between the Radio Bureau and the newly-established Bureau of Campaigns under Ken Dyke [Broadcasting, Aug. 10] as well as have supervisory duties over the Radio Bureau's own productions.

Spots for Rinso

LEVER BROS. Co., Cambridge, at varying times this month has started a transcription campaign for Rinso in all major markets, using the theme "Bob, Bob White, Rinso White," with a whistling bird-call. Spots will run about six weeks and average as many as ten per week. Key on some stations, the Agency is Ruthrauff & Ryan, New York.

CHAMBERLAIN SALES Corp., and L. H. Chamberlain, company president, Des Moines, selling a hand looT and corn. The firm has been associated with the Federal Trade Commission to cease certain representations in sale of the product.
WHN GETS RESULTS FOR UNCLE SAM, TOO

$100,000 in War Savings Bonds sold in two-hour broadcast

We've boasted a great deal about WHN's ability to get results—to sell things like cigarettes, razor blades, soap and breakfast cereal.

On Wednesday, August 5th, we accepted Uncle Sam's challenge to put WHN's selling power to work in the direct sale of War Savings Bonds.

For exactly two hours and five minutes on that date, during our exclusive broadcast of the Dodgers-Giants twilight baseball game, Red Barber told listeners to telephone in their pledges to buy War Bonds and to send their checks to WHN.

No previous or outside publicity was given to the sale.

By the end of the broadcast, pledges totaling $58,000 had managed their way through a jammed switchboard.

Persevering listeners continued to call all night and the next day to swell the total sales to over $100,000 in War Bonds.

It's all yours, Uncle Sam, to help buy the things we need for Victory. We're humbly proud to include you among our clients for whom we get results.

WHN
NEW YORK

America's Most Powerful Independent Station
Canadian Stations May Be Rationed
Broadcasting Activities Face Curbs to Conserve Equipment

THAT PLANS to limit broadcasting activities of Canadian stations are how under consideration was revealed at Ottawa by Donald MacDonald, assistant chief of the Canadian Broadcasting Corp. general manager.

Conferences are at present being held by the CBC and the Canadian Assn. of Broadasters representing the private stations.

"Rationing" of radio broadcasting time is a distinct possibility within the next few months, Mr. Manson indicated in an interview.

Rationing would prolong the life of existing transmitter equipment which is hard to replace because of war priorities.

Heavy Demand

"The CBC has been operating an equipment pool for some time and private stations have considered adopting a similar measure," said Mr. Manson.

The demand for equipment is terrific. At present we are using more tubes than we are going to be able to replace under existing conditions. It is practically impossible to replace them because all available equipment is being used by the armed forces."

He said the only solution seemed to be the adoption of shorter broadcasting schedules by all Canadian stations.

Canadian Disc Series Relates Heroic Tales

CANADIAN ARMY is releasing shortly a series of 13 quarter-hour recorded programs dramatizing the stories of certain Canadian regiments and such decorations as the V.C. and D.S.O.

The series entitled Badge of Honor may be used as sustaining or sponsored program, after the Canadian Army and the Canadian Broadcasters have approved the commercial and the sponsor. In announcing the series, the Public Relations Office suggested "that a good many stations would prefer to use war effort announcement in the time left for the commercial. Such things as recruiting, local cigarette advertisements, etc., could be tied in nicely with the series."

The Badge of Honor discs will not have a note of music, save for the themes, sung by a male chorus without accompaniment. This gets over the difficulty with the musical transcription, the circular points out. As there will be sufficient discs to reassure all stations that they will be given a set they will be moved from station to station, and only cost to stations will be that of shipping between the stations and a minimal rental looking after the shipping administration.

EDGIE ANDERSON, who portrays "Rochester" on the weekly NBC Jack Benny Show, sponsored by the Food Corp., has been signed for the lead in an All-Negro musical film to be released through MGM.

E. Hooper Inc., that listening to normal CAB figures in areas where gasoline is rationed has been greater than in non-rationed areas, the CAB states: "Expectations that gasoline rationing would stimulate radio listening was not fulfilled, at least during the first six weeks of rationing in eastern cities. Rationing as a reason of listening before and after rationing in rationed and unrationed cities reveals little, if any, difference in the seasonal downward trend in listening."

A comparison of the amount of radio listening, based on an average of the percentage of sets in use during all quarter-hours from 7 a.m. to midnight, local time, actually shows less listening in rationed than in unrationed areas, according to the CAB figures.

Prior to Rationing

Week of May 6-12

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After rationing

Week of June 3-9

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</tr>
</tbody>
</table>

Rationed cities studied by the CAB were: Boston, Providence, Hartford, New York, Philadelphia, Baltimore, Washington, Atlanta, Syracuse. Unrationed cities were:

- Set-Owners Hearing One or More Newscasts

Jan.-March 7-8 p.m. 1941 1942 1941 1942 1941 1942

| Average | 20.8 | 22.8 | 11.2 | 12.2 | 18.4 | 16.9 |

DOMINION STARTS TWO NET SERIES

TWO MORE paid network shows have been started by the Canadian Government. The first is French language show, Le Courrier de Jour for the Wartime Prices and Trade Board and goes to eight Quebec stations as quarter-hour morning show Mondays to Fridays. The program started Aug. 5.

The second Government campaign is for the Dept. of Finance for war bonds and war savings certificates. Titled They Tell Me, it will consist of stories about women who are doing major wartime jobs, about women's wartime problems, food, decorations. It will be an informal question-and-answer program featuring Claire Wallace and Ted Russell, Toronto commentators. The program starts as a midday network show Mondays through Fridays, on 69 Canadian stations on A. 17, having as its feature an early evening show a week earlier on CFRB, Toronto. It will be recorded for delayed broadcasting by a number of stations, especially in cities with more than one station, where the program will be on the air at different times during the day.

WALTER O'KEEFE, m.e. of NBC's Star Spangled Vaudeville, sponsored by Standard Brands, New York, and Battle of the Sexes, sponsored by Cummer Products Co., Bedf ord, will be guest of honor Aug. 30 at a dinner arranged by the Notre Dame Club of New York. O'Keefe is a graduate of Notre Dame, 1921.

Baker Is Named by NBC To San Francisco Sales

APPOINTMENT of Ray Baker, formerly manager of WBNS, Cleveland, to vice-president of NBC's San Francisco station, as network sales representative for NBC in that city was announced last week coincident with the naming of Henry Schaffer, previously commercial manager of KXK, Oakland, Cal., as sales promotion manager of NBC's San Francisco station. Mr. Schaffer assumed his new post Aug. 1.

In another change at KPO, Don Staley, formerly of KFRC and KKL, Oakland, Calif., has been appointed local sales representative.

Studebaker Renewal

STUDEBAKER Corp., South Bend, Ind., has renewed Eric Severeid and the News as an institutional show on WABC, New York.

The Badger from the Combination of 26-week run. Commercials emphasize that Studebaker is building war equipment instead of automobile, but that 1942 models are available to those whose work is considered vital to the war effort. Listeners are referred to their local dealers for information as to their eligibility, Agency is Williams, Cunnyngham, Chicago.

Page 24 • August 17, 1942 • BROADCASTING • Broadcast Advertising
THERE'S NOT ANOTHER LIKE IT!

The San Francisco-Oakland Bridge was once described as "nothing but a lot of little bridges strung together," yet those "little bridges" make it the longest structure of its kind in the world.

The unexcelled ability of WTIC to bring results in the Southern New England market is due also to a number of factors. For example, within this area the per family effective buying income tops the ratio for all the rest of the United States.* Add to that the power, authority and efficient service of WTIC and you have the finest sales medium in the country's most lucrative market.

During the past seventeen years, the friendly, persuasive voice of WTIC has carried conviction into thousands of homes. This same voice can gain acceptance for your product in a manner to make you say

THERE'S NOT ANOTHER LIKE IT!

*Sales Management, April 10, 1942.

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network
Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco
FM License Rule To Aid in 29 Cases

FCC Records ShowBuilding
Advanced in Many Cases

STATUS of the commercial FM field as revealed by a study of the FCC's records show that of the 52 outstanding new station construction permits not yet covered by licenses, 29 companies have advanced construction to a stage where they can now proceed with relaxation of licensing requirements. [BROADCASTING, Aug. 10]. At that time it was announced that all permit holders must meet a 22-week period in order to apparently get local service or who were operating under special service authorizations would be licensed as such for the duration.

Special service authorizations are held by 22 and seven others are under program tests, all of whom will probably be in a position to seek for the duration licenses. The issuance of the other 22 construction permits is unknown although some may have progressed far enough into construction. Breakdown of FM Tose operating under special service authorizations are: K45LA, Los Angeles, W5G1, Hartford; W50C, Chicago; W67G, Chicago; W575C, Chicago; W69F, Fort Wayne; W578, Houston, W63B, Boston; W574D, Detroit; K45KC, Kansas City; W587N, New York; W63N, New York; W67N, New York; W675Y, New York; W67A, Newark; W675S, Winston-Salem; W654M, Columbus, O.; W675P, Philadelphia; W675F, Philadelphiawhist, W6753, Philadelphia; W6755, Pittsburg.

The stations on program tests are: W6351, Hartford; W45BR, Baton Rouge; W651, Detroit; W30B, Mt. Washington; W3035, Schenectady; W3039H, Philadelphia; W55M, Mount Morris. Construction permits only are held by: K55LA, Los Angeles; K57TL, Los Angeles; K5755, Los Angeles; W47C, Chicago; W75C, Chicago; W7SC, Chicago; W115R, Rockford, Ill.; W165B, South Bend, Ind.; W171, Indianapolis; W77XL, Lansing, Mich.; K55L, St. Louis; K55N, St. Louis; W55N, Jersey City; W555N, Alpine, N. J.; W556N, New York; W557N, New York; W558N, New York; W559N, New York; W55BN, Binghamton, N. Y. W55DN, Philadelphia; K55AN, Amarillo, Tex.; K575L, Salt Lake City.

There are other FM stations now operating with full commercial licenses. They are W51C, Chicago; W45V, Evansville, Ind.; W51L, Rochester, N. Y.; W47P, Pittsburgh; W47NC, Nashville.

NEBRASKA'S NEXT Senator may be Foster May, versatile news and special events announcer of WOW, Omaha, who last won the Democratic nomination for the seat now held by Senator George W. Norris, who did not run. Early in the primaries, the veteran Rep. Harry B. Coffin, conceded Mr. May's nomination. May will run against Kenneth S. Wherry, Republican nominee and state chairman. Nebraska already has one radio announcer in Congress—Rep. Karl Stefan, Republican, commentator on WJAG, Norfolk. From Idaho it was reported last Tuesday that Glen Taylor, Pocatello guitar, and orchestra leader, has led a field of five for the Democratic Senatorial nomination.

MRS. RINES SEeks TO ACQUIRE WLBZ

ACQUISITION of WLBZ, Bangor, Me., by Arlene B. Rines, operator of several New England stations, is sought in an application to the FCC seeking involuntary transfer of control from Thomas L. Guernsey to Eastland Broadcasting Co., a corporation 98% owned by Mrs. Rines. Rines operates W31NY, Alpine, Me., W95A, Schenectady, N. Y., W51R, Rockford, Ill.; W95NJ, Paterson, N. J.; W95B, General Manager.

TO ACQUIRE WLBZ

A number of $175,000 is outstanding against Mr. Guernsey and originally the courts had ordered the station to be sold at auction, but the debt, according to FCC records. However, Mr. Guernsey asked the courts to allow Eastland to sell WLBZ for $150,000 in lieu of the auction. The deal, of course, is subject to FCC approval as well as the courts.

Congress Square Hotel Co. had tried to acquire WLBZ several years ago, but lost. It delayed the application citing failure of Mr. Guernsey to prosecute the issuance of a license. It was appealed to the U.S. Court of Appeals for the District of Columbia by Congress Square which charged the FCC with acting arbitrarily, capriciously and discriminatorily and asked for a court order to reverse the FCC's decision. There was another hearing [BROADCASTING, July 15, 1940]. The decision, however, was upholding the FCC.

WLBZ is on 620 kc, with 1,000 watts day and 500 night. A construction permit for 5,000 watts full time was held by the company. According to the Eastland Broadcasting Co., it is understood that all construction is complete except for antenna insulation and installation of a phase monitor.

Cooper Acquires KTTS; KWBW Licensee Shifts

PERMISSION for J. H. Cooper, 50% owner of KTTS, Springfield, Mo., to acquire control of the station through the purchase of an additional 20 shares of common stock or 4% was granted Aug. 11, by the FCC, with O. E. Bonn, a carpenter, an electrical engineer, who receives $1,000 or par value of the stock.

KTTS was granted as a new station less than a year ago and went into operation this spring with 290 watts on 1400 kc. General manager is G. Pearson Ward, a radio pioneer since 1922 and holder of an 18% stock in the station.

The FCC also granted consent to the assignment of KWBW and KAN, in Kansas City, to the National's Center Broadcasting Co. to a partnership of William W. and Stanley Marsh, Action merely increases a corporation 50% owned by Mr. Marsh and 49.9% owned by Mr. Wyse with a Wesley E. Bonn, owner of a 15% interest in the share, into a partnership. Wyse and Marsh purchased the station in June, 1941.

S. C. Schuler Joins GE As Patrick's Assistant

STANLEY C. SCHULER, former associate editor of House Beautiful Magazine, and previously with the McGraw-Hill Co. in San Francisco, has joined General Electric as assistant to K. G. Rines, manager of the GE public relations section of the company. Mr. Schuler succeeds Lt. William H. Dinmore, in now service in the Navy.

Also associated with the GE public relations division in New York is Edward L. Ross, who recently joined New York public representative of the GE radio, television and electrical department, to be responsible for that department's contacts with newspapers and magazines. Mr. Ross was previously in the publicity dept. of GE in Schenectady.

BROADCASTING • Broadcast Advertising
When was the last time you spoke to a woman?

- Daily, WCAU speaks to hundreds and hundreds of thousands of women ... women who are able-to-buy ... women who are eager-to-buy. And upon these women WCAU exerts a tremendous influence. Advertising on WCAU produces sales which are directly checkable on the cash register. This means that WCAU is a SELLING MEDIUM!

If you are seeking increased sales in the boom Philadelphia market, we suggest you broadcast your advertising messages over powerful WCAU.

Philadelphia • WCAU Building, 1622 Chestnut Street
New York City • CBS Bldg., 485 Madison Avenue
Chicago, Ill. • Virgil Reiter, 400 North Michigan Avenue
Boston, Mass. • Bertha Bannan, 538 Little Bldg.
Pacific Coast • Paul H. Raymer Company.

WCAU's ever-popular "For Women Only" program covers every phase of feminine interest from fashions to foods ... from beauty to budget. If you want to use "rifle shot" advertising, "For Women Only" offers an opportunity to reach the largest woman's audience in the Philadelphia market.
INS Makes a New Record

On Friday INS threw a bombshell into its wires: "Six Saboteurs To Die In Chair, Two Get Prison."

A new record in Journalism is made. INTERNATIONAL NEWS SERVICE scored a beat of 29 hours 11 minutes on President Roosevelt's sentence of the eight German saboteurs.

For days the country had been waiting. For days every radio station, every news service, every newspaper, had been poised for that headline "Saboteurs Sentenced to——">

Every reporter, every bureau manager was watching. Every man and every woman in every home was anxious to know the final outcome of this momentous case.

All morning additional news came over the INS wires. All morning INS alone gave the full story.

Radio Stations using INS service were jubilant. A history-making scoop — the biggest of the war. INS stations went the limit. They used the story on every newscast. They cashed in on it all day.

This great beat is only one of a long record of INS exclusives and firsts.

Most editors still remember the INS scoop on the arrest of Richard Hauptmann, kidnaper of the Lindbergh baby. They remember the spectacular beat on the assassination of Austrian Chancellor Dollfuss; on the famous "Gold Clause" decision by the U. S. Supreme Court; on the abdication of King Edward for "The Woman I Love"; on Douglas Corrigan's "wrong way" flight to Ireland; on the death of Pope Pius XI and the election of Pope Pius XII.

Since the beginning of the war INS has a most remarkable record for beats and exclusives. Wherever there is big news the INS star reporter is on the scene.

Bill Chaplin narrowly escaped death in the thick of the Bombay riots a few days ago. George Laté sent the first eyewitness report of U.S. tank crews in the battle of Egypt.

John Henry was the only newspaperman with the first American contingent convoyed to Britain. William Wade was first to report the bombing of Iceland. Richard Tregaskis sent the first complete story of the Midway Battle.

Bill Hutchinson, Jack Vincent and George Durno of the INS Washington staff were responsible for Friday's scoop.

The stars of INS are Inez Robb, Lee Carson, Betty Graham and Kingsbury Smith, Bob Considine, Louella Parsons, Ed Cochrane, Lawton Carver, Damon Runyon, Jack Mahon, Bill Neal, James L. Kilgallen, Bugs Baer, and Walter Kiernan — and there are hundreds more, covering every important spot on earth and every field.

INS reporters are by-line reporters, picked for their reputation as the best, for their reliability, their speed, their enterprise, their accuracy.

To every INS staff member — from the editor-in-chief to the youngest copy boy — a brilliant scoop is a matter of personal pride and of a record to maintain and to break.

And to every radio station INS means the very best and most complete news service obtainable.

[To be sure that you will have the next big scoop when it breaks]

and to get the fastest, most reliable news report, get INS now!]

INTERNATIONAL NEWS SERVICE
They Got it First — and They Got it Right: Jack Vincent (left) and Bill Hutchinson of INS talking to a guard at the District of Columbia jail, where the Nazi saboteurs were executed.

"Congratulations on your Nazi spy beat." — WILLIAM DOWDELL
Stations WLW—WSAI, Cincinnati

"Jack Vincent's saboteur story has proved that reportorial enterprise is not dead." — DON GODDARD
Station WEAF, New York

"Congratulations on a great job of reporting." — LEO FITZPATRICK
Station WJR, Detroit

"It was a great feat, a remarkable job that stood up all the way." — T. HUNTER
Station WBBM, Chicago

"Your scoop of 29 hours and 11 minutes climaxed a long series of INS beats." — R. B. WALLACE
Station KOIL, Omaha

"You scored clean-cut beats over all opposition and we received numerous phone calls complimenting us on again being first with the latest." — P. K. EWING
Station WDSU, New Orleans

"What a honey of a scoop. INS is a great service." — BILL DAY
Station KOMA, Denver

"Local papers went out of their way to minimize INS story but we held on and reaped the reward when official flash came more than a day later." — JACK SHELLEY
Station WHO, Des Moines

"WSAM wishes to join in congratulating International News Service on a real scoop." — MILTON L. GREENEBAUM
Station WSAM, Saginaw, Mich.

"We scooped the town on saboteur story." — BOB ALBURTY
Station WHBQ, Memphis, Tenn.

"Never before in radio history, so far as we know, has a story of such consequence been held exclusive for so long by one press service. We are proud of our INS service." — W. M. O'NEILL
Station WJW, Akron, Ohio
State Radio Census Tables

Previously Released by U. S. Census Bureau
With Dates of Publication in Broadcasting

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

For Illinois census report, see page 36. Reports on California, Pennsylvania and New York, concluding the series, will be published in subsequent issues. See also ad on page 51.

BANK'S BOND SERIES
50 Minutes Weekly Bought to Spur War Savings

WARR BOND Sales are promoted by radio in Louisiana as a series War Bond Brigade, sponsored by the First National Bank of that city on WAVE, Louisville, twice weekly 5:46-5:55 P.M., according to Walter Distelhorst.

Featuring military music, each program begins with the chorus We're All Americans and contains a dramatic story from a war front. Ralph C. Gifford, president of the bank, said that emphasis is placed entirely on selling bonds, so no commercials are used, and only brief mention is made of the bank at the beginning and end of the broadcast.

Announcements are devoted to explaining laws for bonds, and urging listeners to "shoulder arms, to wipe the Axis from the face of the earth."

The international stations are privately operated by individual companies in the interest of patriotism, publicity or prestige, each station uses a beam wide enough to cover the complete South American continent and so weakens its signal. Also the Latin American public generally prefers to listen to local stations. For these reasons, he stated, the OCCIA is placing the greater part of its effort on programs originated or re-broadcast by local stations throughout the southern continent.

Although the names of the other field men, in addition to Mr. Cervin were not announced, Mr. Francisco said that they would be brought to New York and Washington to receive their training within the next few weeks.

BELGIAN SPOTS

BELGIAN INFORMATION CENTER, New York, at the conclusion of a 13-week campaign of weekly news periodicals on WQXR, New York, starts a quarter-hour of recorded concert music on that station, Sept. 13-Dec. 10. A series of spot announcements has been published and broadcast on the station to launch a weekly quarter-hour of information on Belgian colonies, their resources and history on the seven FM stations of the American Network April 16 [BROADCASTING, April 13]. Agency is Gotham Adv., N.Y.

BEECHNUT FALL SERIES

BEECHNUT PACKING CO., Canajoharie, N. Y., on Sept. 15 will resume a spot campaign on a large list of stations similar to that used this spring for Beeches. The campaign will run about 15 weeks and spots have been placed on a varying basis per week, according to Newell-Emmett Co., New York, agency in charge.
FOR TIMELY PROGRAMS

...Look to NBC's Radio-Recording Service!

Today's audiences want up-to-the-minute programs... and stations and advertisers must keep pace with their interests.

NBC Radio-Recording Services do keep pace—in both NBC THESAURUS and NBC Recorded Programs. We keep our fingers on the pulse of change... the changing tastes of audiences, the changing problems of advertisers.

For today is no time to be behind the times!

"FLYING FOR FREEDOM," for instance—NBC Recorded Program—tells the authentic story of the Royal Canadian Air Force, in thrilling dramatic episodes that take the listener from first training flight to actual combat over enemy territory. The story revolves about four young representatives of the United Nations in the RCAF—an American, a Canadian, an Englishman and an Australian.

NBC THESAURUS—"The Treasure House of Recorded Programs"—too, is kept up-to-the-minute. Recent releases include the "Bombardier Song" sung by Thomas L. Thomas accompanied by Allen Roth and his orchestra—music from "Bambi" played by Sammy Kaye and Dick Jurgens... complete timely musical programs like "America Marches," featuring the world-famous Goldman Band... and many other equally up-to-the-minute features.

Noteworthy are the recent Thesaurus special Feature "Dividends" which have provided subscribers with a series of programs titled "Freedom's Fighting Men"—interviews with war heroes visiting in the U. S. after daring exploits on various fronts—Raf flyers from Libya—an Eagle Squadron pilot—British Army and Naval heroes of the Commando raids on Vaagso, Norway and St. Nazaire, France, and others.

Write for complete information on NBC Radio-Recording's timely programs!

THE NAME YOU WILL REMEMBER—NBC's newest recorded program—biographies of the world's famous people of today, keyed to the times.

Dr. Edwin Franko Goldman and the Goldman Band record marches and patriotic music. Thomas L. Thomas, baritone, sings the stirring "Song of Steel."

Hit tunes from "BAMBI," Walt Disney's newest production as played by Sammy Kaye's Orchestra, Dick Jurgens' Orchestra, and Richard Leibert, Organist, were recently released to Thesaurus Subscribers.

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Building, Radio City, New York
Trans-Lux Building, Washington, D. C.
Merchandise Mart, Chicago
Sunset and Vine, Hollywood
Mr. A Beats an Ickie

By MAURICE CONDON

The spotlight of publicity shining at the moment on the musicians, the re-doubtable Mr. K. W. Amplification, question-putter extraordinaire, zealously attempts to isolate some of the cliches this profession as he interviews the band leader.

Q. You are the leader of this orchestra?
A. Right, K. W.
Q. How would you describe your musical organization?
A. They're pretty solid, very legit. Not a moaner and groaner in the bunch.
Q. A moaner and groaner refers to?
A. A blatty tone, a sick horn.
Q. How's your pianist?
A. Very soprano—no left hand.
Q. How is such a condition described by musicians?
A. Get a load of that bum's left wrist at the box.
Q. Perhaps we had better review the entire orchestra. Your clarinetist plays—
A. A licorice stick.
Q. The instrument in the hands of your trombonist you call—
A. A slush pump.
Q. The accordionist handles—
A. A mop squeezer.
Q. The bass fiddle is—
A. The dog house.
Q. What about your percussion artist?
A. He beats the skins.
Q. Very illuminating. What do you mean when you say a job is strictly US?
A. Under scale.
Q. A bad chorus evokes what remark from you?
A. He brings me down.
Q. How do you reprove your men when everything seems to go wrong in a chorus?
A. A wriggle.
Q. You wish an extra finishing note added to an arrangement, you say—
A. Put a button on it.
Q. Very graphic. Suppose you have a schedule of one night stands?
A. We're going on a panic.
Q. From which you return—
A. Whacked out.
Q. What a job that calls for long sustained periods of music—
A. That's park plan.
Q. When do you dismiss your men for intermission?
A. Get lost for 15 minutes.
Q. Do your men drink?
A. Occasionally they'll have a buzz, a hi-beat.
Q. How do you address one of your men undergoing a hangover?
A. Who's matter? Did you get a bad can of Sterno?
Q. Naturally you do not approve of this.
A. I tell 'em they got rocks in their head.
Q. Are there ever arguments among your men?
A. Only about perfect pitch, 66, hearts, gin, rummey and poker.

Who's he think that rug is fooling?
Q. He wears a rug?
A. I guarantee it!
Q. Toga style?
A. Y don't get it, K. W. A rug—a tap! On the head!
Q. A toupee, of course.
A. And the garments he wears—super-zoot.
Q. Extravagant in out, you mean?
A. How's he get those pants on?
Q. And that jacket—to the knees?
A. Indeed.
Q. And what a stupe! He don't even talk English. He's doing a panic and the band's in a bus on the way to Graffia Point. It's hot so he says, "Open the windows fellows! Y'wanna get sophisticated!"
Q. A regrettable error.
A. And believe me, K. W., he hasn't got an arrangement to his name. Strictly a chorus band. Three stock choruses and the pison noodles it into the finish. Off the elbow all the way. That Groink—a very knocked-out guy.
Q. You do not approve of his musical ability?
A. Corn—from hunger.
Q. Your band avoids such corn?
A. So we use a little—just to be commercial.
Q. Well, sir, thank you for this interview. Very interesting.
A. Okay, K. W. Sorry I couldn't give you any of those cliches like y'write about. The only guys that talk like that are the B flat ikcies. Us long hairs are too conservative.
Q. Commendable it is, Mr. Leader, and thank you again.

NEW WGOE BEAMS TO TROOPS ABROAD

FOLLOWING the discovery that the powerful signal of WGOE, Schenectady, GE shortwave station, was "blackout" talks by Yankee servicemen in Australia, to their parents at home, the station is beaming its daily broadcasts to the Australia-New Zealand area on a new frequency—8650 kc. WGOE's present frequency of 830 kc. will be maintained for broadcasts to South America and Europe.

The atmospheric traffic jam was discovered several days after WGOE started its seven-weekly two-hour broadcasts to U. S. armed forces in Australia and New Zealand, June 20. Program has been described by Australian authorities as a "forceful counter" to the "previous preponderance of enemy propaganda" [BROADCASTING, July 13, 1942].

Nola Luxford, commentator and correspondent, will write, produce and m.c. of the programs transmitted under WGOE's new "Anzac Hour." Series features international figures, and Anzac flyers speaking to their families "Down Under," while on leave in New York.

TWO more European languages have been added to the CBS shortwave news department schedule with Ladislar H. Ydra, editor of the Czech newspaper New-Yorker Listy, as director of weekly蟾. weekly broadcasts in Slovakian and twice weekly broadcasts in Slovenian now scheduled as part of CBS' Serbo-Croatian programs.
Clear the Lines for the War

Before you make a Long Distance telephone call today, ask yourself these questions:

1. Is it necessary?
2. Will it interfere with war calls?

The weight of war on the telephone lines is heavier every day. We can't build the new lines to carry it because sufficient materials aren't available. We've got to make the most of the service we now have.

Please give a clear track to the war effort by confining your Long Distance calls to those that are really necessary.

WAR CALLS COME FIRST

BELL TELEPHONE SYSTEM
ANALYZING RADIO IN GERMANY
Ferrand Heads Group Studying Propaganda of Nazi Broadcasting Stations

A RECURRENT theme in recent German shortwave messages is the complaint that the Allies are acting in an undemocratic fashion in withholding vital information from the public. The latest bulletin to be released by the German American Congress for Democracy.

From material gathered by its 24-hour listening post tuned to German propaganda, the Congress issues a weekly analysis prepared by Jacques Ferrand, head of the radio division, and distributed to the Government information division, newspapers and commentators throughout the country, in an effort to keep them informed of the current tendencies of enemy warfare on the airways.

Radio Activity
Propaganda analysis is only one of the functions of the Congress, which was formed two years ago to spread American ideals of democracy among Americans of German birth. Other radio activities include cooperation with the International Division of NBC in shortwave programs directed abroad, and transcribed programs for German-Americans [BROADCASTING, July 13].

Radio Zeeseen, official German shortwave station, is the chief source of material for the Congress bulletins, the most recent of which shows how and why the Nazis are stressing Allied secrecy as undemocratic. Among the reasons they are “fishing for concrete figures by Allied sources (on sinkings)” and are irked by their inability to obtain military information.

Emphasized through Mr. Ferrand’s analyses is the German’s extensive use of any pessimistic material, or critical comments appearing in the Anglo-American press and radio. It is pointed out that often the Nazi radio only becomes aware of the importance of an Allied setback from the excitement and discouragement revealed in American news channels.

Listening Ears
“Unfortunately,” he writes in his June 29 release, “the pessimistic news reports and comments presented to them free of charge by the Allied press and radio, offer them always fresh courage.” He goes on to add, “Some allied commentators and journalists are still announcing to the world their exalted opinions without caring for the basic principle of the war time propaganda: ‘The Enemy Listens.’”

Founder and chief of the listening post of the French Ministry’s foreign affairs division in 1933, Mr. Ferrand, an Alsatian by birth, held this position until the fall of France, which he came to this country. During a visit to the United States in 1938 on a special mission with CBS from the French government, Ferrand proposed to the State Department the idea of maintaining listening posts in this country.

The Congress’ independent listening post and propaganda analyses in no way duplicate the work of the still established official Government listening posts, says Mr. Ferrand. Acting as editor and analyst, Ferrand aims to select and point out only the most significant tendencies, making use of information obtained from the German propaganda material which must be officially monitored for the valuable information it contains. He is primarily concerned with an understanding of the current Nazi mentality to those who are concerned in one way or another with combating it.
Rededication of purpose

AT THE AGE OF TWENTY

... to perform a public service whenever the need occurs or the opportunity affords.

... to air the news truthfully and frequently as soon as it happens.

... to offer daily the finest in all realms of radio-entertainment.

... to draw on its facilities and the imagination of its people in every way that might contribute to America’s war effort and the Victory.

As it enters its twenty-first year, these continue to be WEAF’s guides for action. Today WEAF thanks its advertisers for their support of these aims in the past and looks forward to working with them in maintaining the highest standards in broadcasting.

WEAF

AUGUST 16, 1922    AUGUST 16, 1942
660 KC    50,000 WATTS

OWNED AND OPERATED BY THE NATIONAL BROADCASTING COMPANY
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"I KEEP HEARING WBBM . . . IT MUST BE IN THEIR SYSTEM"

Midwestern buyers, for nearly a generation, have grown up liking and believing WBBM advertising . . . because rigid policy demands that it be reliable advertising. Because it is all reliable advertising, all of it gets more response . . . which is why WBBM has carried more commercial programs than any other big Chicago station for 17 straight years. Let us show you the facts.

WBBM is the midwestern key station for the Columbia Broadcasting System and is represented nationally by Radio Sales: New York, Chicago, St. Louis, Charlotte, Los Angeles, San Francisco.
NO OTHER NEW E
CAN MAKE THIS

WTAG is the only
a regular audience
other stations have
AND whose advertising
newspaper promo
Sunday.

When You Buy Time

WTAG

EDWARD
Owned
basic network station with

e nearly twice that of all

and in its area.

isers have the advantage of

ion, morning, evening and

---Buy An Audience

WORCESTER, MASS.
B.C. BASIC RED NETWORK
PETRY & CO. NATIONAL REPRESENTATIVE
and Operated by the Worcester Telegram-Gazette
Good Radio ... and Navy

"IF IT ISN'T good radio, it isn't good Navy." That's the all-inclusive guidence to the Navy's public relations men throughout the country, emanating from Radio Branch headquarters in Washington.

It's rather significant that the Navy has been a judicious user of radio time. It hasn't tended to overwork the medium, either on networks or via independent stations. When there's a job to be done, and radio can do it, its compact and efficient organization ticks it off, ship-shape.

Who's responsible for the slogan, we don't know. Capt. Leland P. Lovette, whose well merited promotion to the directorship of the Public Relations Dept. was announced last week, has long been recognized as a foresighted and radio-conscious officer. Frank E. Mason, NBC vice president on leave, is special public relations advisor to the Secretary of the Navy, and brought to the Navy an appreciation of the medium. J. Harrison Hartley, former NBC special events man, heads the Radio Section. He brought it to a practical working knowledge of programming, policy and "good radio". Radio hasn't complained about Government time demands, notably those related to the war effort. But we think all branches of the Government, civil along with the military, might well paraphrase the Navy's slogan: "If it isn't good radio, it isn't good Government."

Freedom and Radio

EXCEPT FOR A FEW gadflies like the inoffable Mr. Haggerty of the printing trades union, who would like to tax radio to the death despite repudiation of his theories in Congress and by his own parent AFL, and except perhaps for a few of the starry-eyed reform boys, who appear to be under wraps for the duration while practical men take over but who may be expected to emerge from their seclusion at the slightest provocation, it cannot be said that the integrity of the American system of radio is in any graver danger at the moment than any of the other free American institutions we are fighting for.

The great war job cut out for radio—not only its use by our Government as a news and morale liason with both home and foreign fronts, but also its tremendous use as a publicity and advertising medium in the various war drives—transcends all the petty ills which may, justly or unjustly, be ascribed to the industry. That is why, we are confident, the regulatory authorities really mean it when they tell us they will do their utmost to see that the structure is kept intact in the face of wartime priorities and shortages of critical materials and labor.

It is also reassuring to read the appraisal of radio, among other media of intelligence, given in the Office of War Information's newly released pamphlet, Four Freedoms—the Rights of All Men Everywhere. We commend a thorough reading of this little document by everyone in radio, especially those who guide its policies and those who use its microphones. For it is, as OWI Director Elmer Davis puts it, "an attempt to translate into simple details these basic principles for which the American people and the rest of the United Nations are fighting."

Quoting President Roosevelt's message to Congress of Jan. 6, 1941 defining the four freedoms—freedom of speech and religion, freedom from want and fear—the pamphlet notes that the Bill of Rights specifically mentioned the press, but that today the press is only one of many modern forms of utterance—there are also books, magazines, schools, radio and the movies. A condition necessary for free speech, it is pointed out, is that "the people have access to the means of uttering it—to newspapers, the radio, the public forum... There is no freedom, either, unless facts are within reach, unless information is made available."

So far as broadcasting is concerned, this can mean but one thing—preservation of the American system.

While the framers of the Bill of Rights could not possibly have envisaged the miracle of mass communication that is radio, there is no question now about its inclusion among the precious possessions for which we fight. "The first two freedoms—freedom of speech and freedom of religion—are cultural," says the OWI pamphlet. "They are the prerogatives of the thinking man, of the creative and civilized human being. Sometimes, as in the United States, they are guaranteed by organic law. They are rather clearly understood, and the laws protecting them are continually being revised and adjusted to preserve their basic meaning."

Our observation is that these precepts represent the very essence of the functioning thus far of the OWI, a war-born agency which fortunatley has been placed for the most part in the hands of thoroughly competent press, radio and advertising men, most of them called into war duty with it by their Government. Even among the Government career men, we discern a new attitude toward the broadcaster and a more wholesome respect for the American system of radio—less inclination, for example, to treat them as wayward children and to hector and badger the system because of its youthful vagaries and because of the enormous potential powers the Federal authorities hold over it under an obsolescent law.

Inspector Rampage

SOME STATIONS, justifiably we think, are nettled over the performances of the FCC's wartime crop of radio inspectors. We get reports that these "Johnny-Come-Lately" inspectors, armed with authority equivalent to that of a new cop on the beat, are going to extremes in reporting the most picayunish of purported violations.

Most of these "violations", according to our station informants, deal with purely non-technical aspects, such as maintenance of logs, failure to list commercial sponsors, and other prosaic routines. Failure of an operator to post his license conspicuously has resulted in a "discrepancy report."

With a war on, and the personnel turnover so heavy, notably in the technical end, it is obvious that up-to-snuff operation does not obtain everywhere. Moreover, the FCC, commendably taking cognizance of the plight of many stations, has seen fit to relax its requirements on qualification of operators at transmitters.

According to most recent FCC hearing notices, it apparently is disposed to call stations to the carpet on the basis of these discrepancy reports. The Commission has shown leniency till now, and there's no reason to believe that summary action will be taken on reports, in the light of hardships imposed by the war.

Nevertheless, something should be done to curb such tactics. These discrepancy reports become part of the service records of the stations. After the war, all such charges might be used as a basis for punitive action.

We don't contend that the field force should shut its eyes to all infractions. Far from it. But we feel that fair play and the tempo of the times call for relaxed rather than stiffened requirements.
UNIQUE in that it figurative- ly has its antenna in both
Tennessee and Virginia,
WOPR, Bristol, has an equal-
ly unique owner who graduated
from telegrapher to station own-
ship with a way stop as retail radio
store owner.

When William Alexander Wilson
sold his radio shop in 1929 he
went looking for scrap iron—but just
long enough to get material to
build his station which he now
owns on a 50-50 basis with C. J.
Harkrader, local publisher.

Mr. Wilson's principal hobby is
aiding worthy projects and with
his station he recently raised
more than $8,500 for the local Red Cross
and helped another chapter reach
its quota of $4,600. Homeless and
hungry victims of the last Ohio
food have good reason to remember
Mr. Wilson for he raised $25,000
in the Bristol area and assisted in
giving 13 carloads of canned
goods, clothing and household goods
to the flooded area as well as dis-
patching two planes loaded with
sewage, bread and rubber boots.

These endeavors manifest his spirit in community efforts and his
attitude toward the war effort is
typified in his message to employes
that "every man in this organiza-
tion who becomes a member of the
armed forces of the United States
during this emergency will find his
job waiting for him when he gets
back".

Born in Caney Branch, Tenn.,
Aug. 9, 1892, M. A. Wilson left
school when 14 years old. He was
first a delivery boy, then started as
a telegraph operator with a rail-
road company in Morristown, Tenn.

When lightning struck his
headphones one night he left in a hurry,
coming to a stop in Washington
where he started work in the gen-
eral manager's office of the South-
ern Railroad.

Other jobs followed in Cleveland,
Tenn., Bristol, Knoxvillie and
Greenville, S. C. After a term as

William Alexander Wilson

OZWALD C. HUCHARAN, former
associate, executive of International
Television & Telegraph Corp., who
from 1935 to 1937 was controller of
the Romanian Telephone Co., has
been elected treasurer of IT&T.
Charles D. Hiller, Jr., IT&T asso-
ciate general manager, who formerly
was with the law firm of Root, Clark,
Hawkins & Cuthbertson, has been
elected secretary of the corporation.

GORDON LLOYD, of the sales staff of
WJZ, New York, has enlisted in
the Army, reporting to Camp Upton
Aug. 20. He was guest of honor at
a cocktail party Aug. 13, given by
John H. McNeil, manager of WJZ.

ALEX J. DECASTRO, who recently
was sales manager of the
WBX, Latin-American Network, will
join the sales staff of WLW Aug. 11,
according to an announcement last
week by George Heuson, Eastern
sales manager of WBX. DeCastro
was previously engaged in sales and
Latin-American work.

BENJAMIN P. FEINER, Jr., who
instituted the "Reward for Listening"
campaign two years ago as a means
of stimulating interest in news
and who also helped organize Radio
Legancy, Inc., Furman, Feiner &
Co., New York, has joined the CBS
shortwave division as head of the
sales department and promotion
chief. Feiner was, until recently, part-
ner and general manager of WKNY,
Kingsville, N. Y.

T. R. ELLSWORTH, director of
advertising and sales promotion of
Ross Federal Research Corp., New
York, has resigned to become
promotion manager of WJZ. New
York, according to John V. Sullivan,
who on Aug. 24 will become promotion
manager of WNEW, New York.

Mr. Wilson's "joining" includes
membership in the Public Affairs
Committee of the Kiwanis Club,
director of the local Red Cross
Chapter, director of the Disaster
& Preparedness Committee of the
chairman, of the Sullivan County
county chapter of the National
Foundation for Infantile Paraly-
sis, a member of the Chamber of
Commerce, member of Salvation
Army board of directors, president
of the Fellowship Club in his
church and secretary-treasurer of
his Sunday school class.

Renier Leaves KMOX

CHESTER G. (Tiny) RENIER,
program director of KMOX, St.
Louis, has been transferred to the
CBS New York staff as executive
producer. Mr. Renier entered radio
as a vocalist on WDAF, Kansas
City, Nov. 1, 1925. He went to
KMOX in 1929, became program
director in 1936. In New York, he will
be producer of Mother & Dad, a new
CBS daily radio serial.

Washington correspondent of
KMOX, St.

GKFV Trio Serving

Three more members of KGFV,
WSP, St. Petersburg, and editor of
the St. Petersburg Times, now serving
as consultant to Hollywood studios on
Washington war policy, on Aug. 8
married Henrietta Munkel, former
New York and Hollywood literary
agent recently with the New York
office of the organization. Henrietta
was attached to OWI's Motion Picture
Bureau under Lowell Medlett.

HARRY KELLER, formerly
publicity director of Colgate-Palmolive
Co., Jersey City, has become
co-founder of independent producers
for Dogs for Defense, New York,
official Army recruiting center.

JOHN SHEPARD, 3d. president of
the Yankee Network, received an
official citation from the Commonwealth
of Massachusetts July 31 on the oc-
casion of the 20th anniversary of
WXAC, Boston.

HARRY G. BRIGHT has taken over
as general manager of WGBR, Gold-
berg, N. C.

FRANK BALDWIN, former local
sales chief, is now commercial man-
ger of WJFV, Greenville, Miss.

GEORGE TAYLOR, Jr., formerly
account executive of KYA, San
Francisco, has become program
director of KNX, San Francisco.

TED MORROW has been appointed
manager of CKGH, Timmins, Ont.,
by the Canadian Broadcasting
Commission, who has joined the Canadian Army.

Tully Joins Navy

FRANCIS W. TULLY Jr., Wash-
ington correspondent of Yankee
Network, reports to the Navy as the
Naval air station at Quonset Pt., R. I.,
as a lieutenant in the Naval Reserve, aviation
volunteer specialist. Tully is secretary of the
Radio Correspondents Assn. and was
the first out-of-town corre-
spondent in the radio galleries
of Congress, assuming his Wash-
ington post in 1939.

Weiss in Signal Corps

PHILIP WEISS, president of
Philip Weiss Music Co., operators
of WSB, Butte, Mont., has en-
listed as a private in the Army Sig-
nal Corps, it was announced last
week by the station. WSB reports
that while in the service the three months
four engineers and three announcers
have gone into the service.

FLYING OFFICER L. R. BROWN,
1st. Lt., who was an employee of
National Carbon Co. Ltd. (Eve
deedy batteries), has been posted as a
naviga-
tor of the 1st. Lt. James C. Cannon
Air Force station at Loehive, Que.
Lt. S. Ross has been appointed acting
headquarters manager.
Andy Anderson Leaves KTAR To Join Air Force

ANDY ANDERSON, chief technician and chief announcer of KTAR, Phoenix, recently enlisted in the Army Air Force and is currently on duty at Master Field, Calif.

Mr. Anderson, born in the state's first commercial station KFAD, now KTAR, with 16 years as a sportsman, he will likely serve as a flying instructor. Harold Haughawout, plant technician, will replace him for the duration. With Anderson's enlistment the station now has four men in the service: Marvin Lam, commercial department, is in California training to be a glider instructor; Myron Drake, news-caster, is stationed at Williams Field, Ariz., a member of the personnel staff; Paul Giroux, musical director, is in the recruiting service at Phoenix.

NANCY GOODE, Director.
KMBC Happy Kitchen

Still STIRRING UP Sales

Many a big-time advertiser is still smacking his lips over the platters of profits cooked up for him in years past by the KMBC Happy Kitchen.

And today with meal-planning, food preparation and home-making claiming more and more attention from more and more women—this show is more than ever a GREAT buy for food advertisers.

The KMBC Happy Kitchen is Kansas City's all-time Number 1 participating program...by far the most popular with listeners—most often used by advertisers.

You'll be surprised at how little it costs. Ask us or any Free & Peters man for details.

BROADCASTING • Broadcast Advertising

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Bob Arthur, new to radio, has joined the announcing staff of KOAM, Pittsburg, Kan., E. Allen Hall, formerly of a Muskogee, Okla., agency, has joined the continuity staff. Dudley Morris, KOAM announcer Aug. 7 married Mary Margaret Leighton.

Bert Craig and Bill Shackleford will leave WCB1, Columbus, Miss., about Sept. 1 to resume studies at Mississippi College. Sid Chwass, Mississippi State student, will replace Shackleford and John Brian, newscaster, will absorb Craig's duties.

Ronald Dawson, production man formerly of WJSY, WOL, Washington, N. Carolina Network, and WBRY, Roanoke, Va., has joined the Army Air Force.

George Robertson, announcer of CKY, Winfield, Kan., and Johnny Ryan, of KTJS, Hot Springs, Ark., have joined the announcing staff of WVOO, Pontiac, Mich.

Ted Burwell, has become program director of WGR9, Goldsboro, N. C. Bob Nelson, formerly of WVOY, WNVC and WBYN, New York, has joined the announcing staff. Don Britt, of North Carolina student, is summer relief announcer.

Fred Temple, formerly of WFL1, Philadelphia, has joined the announcing staff of WSN, St. Petersburg, Fla. Howard Donahoe, program director of WSN, has resigned.

John Bartlett, formerly of WGR1, Greenwood, Miss., and WDSU, New Orleans, has joined the announcing staff of WNOX, Washington. Barton Fellowes, formerly of WITL, Baltimore, and WABC, New York, is also a new WIXN announcer.

Hal Sawyer, announcer of KNX, Hollywood, has resigned to join the University of Pennsylvania and is stationed in San Francisco.

Mac C. Matheson, formerly traffic manager of WLS, Chicago, is managing radio, Phoenix, Arizona, is now a new KSLX announcer.

Ruth Mary Morton, continuity editor of KBOV, Terre Haute, Ind., has joined the WACs' at Fort Des Moines, Iowa.

Wally Sandack, newscaster-announcer of KSL, Salt Lake City, is the latter of a very girl, Mrs. Sandack is the former Jerry Lane, woman's commentator.

Willie Hattie, agriculture director of WWL, New Orleans, has been named Sportsline reporter on the Fairview Brewing Co., 15-minute daily show on that station.

Bob Kaufman, chief announcer of WISR, Butler, Pa., has enrolled in the Butler Fair. Announcer, Dick Koch, will soon leave for the Army. Everett H. Neill, WISR program director, has been named musical director of the Butler Fair.

Charlie Buck, announcer of KDVL, Salt Lake City, is the father of a baby boy recently.

Ed Higgins, announcer of WDNA, Durham, N. C., has enlisted in the Army Air Forces.

Joe Crysdale, former announcer of CKOC, Hamilton, Ont., is serving in the announcing staff of CKOC, Toronto.

Andy Anderson Leaves KTAR To Join Air Force

ANDY ANDERSON, chief technician and chief announcer of KTAR, Phoenix, recently enlisted in the Army Air Force and is currently on duty at Master Field, Calif.

Mr. Anderson, born in the state's first commercial station KFAD, now KTAR, with 16 years as a sportsman, he will likely serve as a flying instructor. Harold Haughawout, plant technician, will replace him for the duration. With Anderson's enlistment the station now has four men in the service: Marvin Lam, commercial department, is in California training to be a glider instructor; Myron Drake, news-caster, is stationed at Williams Field, Ariz., a member of the personnel staff; Paul Giroux, musical director, is in the recruiting service at Phoenix.
BETTY ROBERTS

BETTY ROBERTS started her seventh year recently as staff lecturer of WJBJ, Detroit, with her schedule book almost solid up to April, 1943. She appears before school, civic and service groups, women's organizations and businessmen's luncheon clubs within a radius of 100 miles of Detroit. Besides campaigning against racial and religious intolerance, she describes the contributions of various foreign-language groups to American civilization, and promotes the work which is being done among these groups to speed their assimilation into the American social structure.

Since September, 1941, when requests for lectures of this type began to make heavy demands upon Miss Roberts' time, she has delivered 134 of them, according to James F. Hopkins, WJBJ manager.

Man Bites Bear
RALPH MARVEN, farm commentator of Canadian Broadcasting Corp., Halifax, killed a bear recently while berry-picking near Nicholsville, N. B. Marven, convalescing from a sprained ankle, was carrying a crutch when the bear came through the bushes. Marven rammed his crutch into the bear's mouth, puncturing its wind-pipe.

Newsrooms Divided
SEPARATE newsrooms have been set up by WRC and WMAL, Washington, with division of NBC and Blue quarters in the capital's Radio Center. William R. P. Neel, WMAL news editor, has appointed Pete Cousins as assistant news editor. The station is using full AP and UP services. Peter J. Hawkins has joined the WRC news staff under Lee L. E., news editor. He comes from WWDC, Washington, and before that was with WBTM, Danville, Va. WRC is using AP, UP and INS news.

JOAN BISHOP, music expert of The Quiz Kids and singer of operatic arias, recently composed an unpublished cowboy song titled "Montana Anna".

SATISFIED that radio has proven itself by far the best medium of advertising—radio producing definite traceable results for his company—George H. Hendricks, manager of the rug cleaning department of Miller North Broad Storage Co., Philadelphia, recently announced the renewal of a daily quarter-hour at 5:45 p.m. on WIP, Philadelphia. The account is handled by Cox & Tanz, Philadelphia.

"Miller North Broad is now going into their third consecutive year on WIP, and this media has proved itself by far the best in results over all other types our company has used since the inception of our rug cleaning department in 1933," said Mr. Hendricks.

The company, founded in 1894 by George M. Miller Sr., and now operated by his son, Buell G. Miller, has grown into one of the most modern and largest companies of its kind in Pennsylvania. Rug cleaning is the newest addition to Miller North Broad's various departments, and the radio program is used exclusively for that phase of the firm's activities.

Quite unpretentious when this department was started back in 1933, radio has played a major role in its expansion. The company has enlarged it each succeeding year after it installed its first electric rotary brush, a wringer, and a 21- pole conveyor drying room. When Miller North Broad decided to add radio to their other media, it was confronted with the problem of acquainting the public with the opening of its rebuilt North Broad Street plant. Delay in completion of renovation of this rebuilt warehouse made it impossible to prepare copy for direct mail, car cards, newspaper and other types of media formerly used. It consulted the Cox & Tanz advertising agency, who interested the firm in radio and created Down Memory Lane, a musical feature combining the old refrains and modern rhythm compositions.

The results have been gratifying from the start, said Buell G. Miller, president of the firm, "so much so that now we are practically depending on this medium of advertising, and only use the telephone directory and some direct mail as supplementary media."

JOHN GUEDEL, radio director of Dan B. Miner Co., Los Angeles, has sold an original screenplay, titled "Tornado", to Fine-Thomas Productions.

THAT'S what it takes, and that's what WSIX delivers over the Nashville area.

You cover the rich Nashville market forcefully, clearly and adequately over a station which has long enjoyed a unique spot in local listener preference.

With rates still unchanged from the old 250-watt rate card, this is a "buy" that will greatly lower your advertising cost ratio.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

5000 WATTS

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

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BROADCASTING • Broadcast Advertising
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 few 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.

Our Men's Bar is radio-famous and the meals are delicious whether you eat in the Grill, the Colonial Room or the Coffee Shop. There is dancing in the Grill every evening except Sunday.

JACK WILCHER, appointed last spring as radio executive of Rodgers, Browning & Hershey, New York, now handles writing and directing for the firm's radio accounts. Previously a freelance director, Wilcher directed NYIC shows, including Fields for Faa. He started off his radio career as singer-announcer of WHB, Kansas City, and KIMO, St. Louis.

WILLIAM HARTMAN, assistant director of research of Wm. Eddy & Co., New York, has joined the Army as a volunteer officer cadet.


PAUL RICKENBACKER, Hollywood talent buyer of J. Walter Thompson Co., has resigned and will announce a new affiliation soon.

LAWRENCE RAYMOND, owner of L. Raymond Co., Los Angeles agency, has discontinued his firm for the duration and in mid-August reported for Navy duty as a lieutenant senior grade.

HELEN F. BOYD, former space buyer of Cowan & Dugler, New York agency, has been appointed account executive to succeed H. Hawley Myers, who has been commissioned a second lieutenant in the Army Air Force. She will also direct the media department.

BATES STAFF IS ENLARGED TO HANDLE NEW BUSINESS FOLLOWING the recent announcement that Ted Bates Inc., New York, on Sept. 1 would handle advertising for Royal Desserts, Baking Powder, Fleischmann's gin and whiskies, all portions of the Strozzis Brands account, the agency has announced additions to its personnel.

William Kearns, former vice-president of H. W. Rastor & Sons, New York, will be vice-president at Ted Bates for contact work on Royal products; Leo E. Kirby, formerly of L. H. Hartman Co., New York, will handle contact work on Fleischmann's gin and George Roche, of Benton & Bowles, will be in the art department. Also joining Ted Bates last week as a space buyer was William Dekker, formerly with the New York Herald-Tribune and previously in the media department of Procter & Gamble Co., Cincinnati.

Agriculture Ad Agency Buys Ithaca Building AGRICULTURAL Advertising & Research Inc., Ithaca, N. Y., will move into new quarters about Oct. 1. Roy C. Reed, president, announced in disclosing purchase of the three-story White Studio Bldg., at 306-08 State St. The building will also provide office for the Agricultural News Service and for the Cooperative Digest, a monthly magazine of the agencies.

Listed among the clients of the agency in the cooperative C. L. F. Exchange of Ithaca. Other clients are located from New England to North Carolina. Also the agency provides a nationwide syndicated advertising service for agricultural accounts. Production manager of the agency is Ralph W. Seymour, former owner of the Houde-Seymour Art Agency, Syracuse, who was joined in the company in May.

TRAUTMAN NAMED H. B. (Bud) TRAUTMAN succeeds Virginia Bothwell as radio director of W. Earl Bothwell, Pittsburgh agency. Miss Bothwell has been transferred to consumer research. Formerly continuity director of WWSW, Pittsburgh, and writer-producer of the Horace Heidt Treasure Chest, Mr. Trautman joined the agency several months ago as copy writer and publicity director. The Bothwell agency has also appointed Jean Al- bright assistant art director, to replace George Plateau who enlisted in the Marine Corps.

Swann Named V.P.

EDWIN, D. SWANN, for several years in charge of the Willett agency's service department, has joined the agency as vice-president.

WIS COLUMBIA, S. C.
5000 Watts Day — 3500 Watts Night
560 KC • NBC Red
FREE & PETERS, Inc., National Representatives

BROADCASTING • Broadcast Advertising
Clevenger Named FCC Press Chief
Former BMI Official Gets Gillingham's Position

SELECTING a man with practical newspaper, advertising-agency, public relations and radio experience, the FCC last Tuesday announced the appointment of Russell R. Clevenger, New York, as director of information to fill the vacancy created by the call to active duty in the Chemical Warfare Service of Capt. George O. Gillingham. He will serve during Capt. Gillingham’s absence, which is presumably for the duration.

Well known in the broadcasting industry because of his work as public relations director of BMI from its public relations dir., Mr. Clevenger, is now on leave of absence from Albert Frank-Guenther Law, New York Advertising Agency, of which he is vice-president. Since last March he has been a consulting expert to the Secretary of the Treasury, but has fulfilled that mission.

Wide Experience

Since Capt. Gillingham’s call to active service last April, Edgar Jones, former Washington newspaperman, has been acting head of the Information Dept. He becomes assistant to Mr. Clevenger.

Mr. Clevenger was a member of the New York Times’ staff for five years, and served in Europe for the newspaper. He received his B.A. degree and B.Litt., from Columbia U. He was born in 1899 in Wilmington, O.

Among the firms Mr. Clevenger has advised during the last few years in public relations are Warner Bros.; Texas Corp.; Crucible Steel; Dow Chemical; New Jersey Central; Baltimore & Ohio; Consolidated Edison; National Power & Light; Virginia Public Service; Columbia Gas & Electric; Chase National Bank; Marine Midland Trust Co.; New York Curb Exchange and the Automatic Phonograph Mfrs. Assn.

When BMI was organized for its all-out fight with ASCAP, three years ago, Mr. Clevenger was retained as its public relations director, and established offices in New York. He directed its operations until last March, after peace had been made with ASCAP on radio’s terms.

Wickett Promoted

MARTIN DEANE WICKETT, formerly in charge of radio production for Erwin, Wasey & Co. New York, has been appointed assistant radio director of that agency by E. J. Fitzgerald, vice-president in charge of radio. Mr. Wickett in his new post will assume responsibility for operation of the radio department.

Radio Is Declared Aid In Delinquency Problem

RADIO PROGRAMS were cited by Justice Juvalal Marchisio as a means of combating juvenile delinquency, in a judgment on a recent case brought before him in New York City’s Domestic Relations Court. The Goldbergs, CBS serial sponsored by Procter & Gamble, was given as an example of the type of program to which child offenders should be encouraged to listen “because it has consistently in a very entertaining and attractive program, included lessons of kindness, courtesy, and helpfulness to one's neighbors.”

Pointing out that most juvenile court judges recommend books for reading during probation and rehabilitation periods, he stated “so it would be well if they would recommend those radio programs that would convey to the child, albeit he may be unconscious of the fact, lessons of morality and good conduct.”

COMBINING FORCES to recruit 20,000 Army Aviation Cadets in the Chicago area before 1943, Chicago advertising men on the Air Force Sponsors, a civilian committee, are helping to lay out the campaign in which radio will play a large part. Present at this conflag are (1 to 1): Sterling E. Peacock, N. W. Ayer & Son; J. H. Kelly, Roche, Williams & Connelly; John J. Louis of Needham, Louis & Broby, chairman of the advertising committee; Frank L. Rand, business manager of Air Force Sponsors; Capt. Thomas W. DeMint; Army; Horace O. Wetmore, First National Bank, treasurer; A. H. Gunn, of J. Walter Thompson Co.

BEGINNING as Arizona’s FIRST licensed broadcasting station KTAR’s leadership has been continuous since June 21, 1922. Too numerous to mention are the FIRSTS that have been scored by this pioneer producer of the best in radio. By every comparison it pays to prefer the listeners’ choice in Arizona — KTAR, Phoenix.
Fulton Lewis Guests

GOVERNMENT officials are pinch-hitting for Fulton Lewis Jr., MBS news analyst, while he takes a short vacation starting Aug. 17. Scheduled for the first week in the 7 p.m. MBS period are: Paul V. McNutt, Federal Security Administrator, and Chairman, War Manpower Commission; Claude Wickard, Secretary of Agriculture; Leon Henderson, Federal Price Administrator; Sol Bloom, New York Congressman; and Adm. Emory Land, head of the U.S. Maritime Commission. Others to be heard the following week are: Senator Allen W. Barkley (D.), Kentucky; and Donald Nelson, WPB Chairman. Actress Helen Hayes will also appear in the series. No dates have been set for the second week's guests.

WCAE Staff Members

Active in Defense Roles

STAFF MEMBERS of WCAE, Pittsburgh, are devoting spare time to a wide variety of defense activities, including study of skilled trades, and of aviation.

Three men are neophite pilots. They are: Clif Daniel, program director; Bill Schroeder, sales manager, and Tom Tomb, researcher. In addition, Clif Daniel and Bob Donley, announcers, are studying celestial navigation at Buhl Planetarium, and Daniel is taking a course in aerodynamics at Pitt U. Those studying skilled trades are Jim Schults, chief engineer, taking electronics at Pitt; Tom Tomb, taking Pitt's radio course; and Bill Schroeder, taking machine shop training at Allegheny High School; Ray Spencer, announcer, at welding at Carnegie Trade School; Bill Thieaman, continuity writer, is a member of the Pennsylvania Reserve Defense Corps.

Any Bonds Today?

DESIGNATED as an official sales agency for war bonds and stamps, WCAE, New York, is not only using plugs on daily news and commentaries and sportscasts, but has also designated Art Green, of the staff as official bond salesman. All programs on the schedule will be interrupted from time to time for Green's sales messages.

BUFFALO'S "fighting-est" advocate of radio is John F. Higgins. If anyone expresses even a suspicion of doubt as to the power of radio advertising, Jack explodes into action with a barrage of facts and figures which leaves the doubter speechless. As a result, the intensity of Jack's convictions and the sincerity with which he gives voice to them have made radio converts of more than one dyed-in-the-wool newspaper advertiser — much to their profit and delight.

For the last two years, Jack has been devoting his energies to the job of radio director and timebuyer of Baldwin & Strachan Inc., one of Buffalo's principal advertising agencies — so much so, in fact, that many of the more important radio accounts in Western New York, including the largest radio advertisers in that area, are now on the Baldwin & Strachan roster.

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UP TON CLOSE HITS CHANDLER ATTACK

NOTING a report in Broadcast- ing (Aug. 3) of a speech by Senator Chandler (D-Ky) attacking him for a recent broadcast, Upton Close, NBC West Coast commentator, in a letter last week took exception to Chandler's statement that "it was a pity that we are subject to 'smearing' by commentators who go on the air nightly to advertise a soap, a perfume, or some other such article ..."

Mr. Close explained that his own statement that Chandler asked $60,000 for an Alaskan inspection trip was based on national news wire reports. "It is the universal custom of editors and radio newsmen to accept such wire service reports at their face value," he wrote. "It would seem that your report, being based on grounds of accuracy of this report, rather than the comment made about it, should be taken up with the wire services."

Mr. Close added that he has every wish to be fair, and that the highest respect for the Congress of the United States. "I believe and maintain that the proposals of a public official are subject always to comment and criticism. I can hardly believe that a public servant of your experience would differ with this thought."

ARRL Code Textbook

BOOKLET titled Learning the Radiotelegraph Code has been published by American Radio Relay League, national association of amateur radio operators to guide students of radiotelegraph training, and written by John Huntoon, acting communications manager of ARRL, the publication that deals with peculiar pronunciation and syllables. Text advises aural approach to the code, also contains material on sending, high speed operation, copying on typewriter.

ANNOUNCEMENTS urging listeners to lower the volume of their radios so defense workers may rest are being broadcasted, inaugurated by WCAE, Pittsburgh.

married Eleanor Kathleen Norton, of Middleton, Springs, Vt. They have one child, a daughter nearly one, named Patricia Kathleen. His hobbies are badminton and writing, both of which, he says, he does none too well.

ANY BONDS TODAY?

DESIGNATED as an official sales agency for war bonds and stamps, WCAE, New York, is not only using plugs on daily news and commentaries and sportscasts, but has also designated Art Green, of the staff as official bond salesman. All programs on the schedule will be interrupted from time to time for Green's sales messages.

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Union Technicians Quit WCOV Posts
Station Continues Operating, Calls Demands Exorbitant

TECHNICIANS of WCOV, Montgomer, Ala., who are members of the Radio Broadcast Technicians' Local 299 of the International Brotherhood of Electrical Workers withdrew from the station's operation Aug. 7, the IBEW announced last week. The union claimed the withdrawal followed failure to reach an agreement with the station's management after more than two months negotiations.

Clifford I. Sheltzofsky, business manager for the local union, said a proposed agreement had been submitted to G. W. Covington Jr., business manager of WCOV, last June and negotiations have continued intermittently since that time. The station's original agreement with the union was claimed to have expired July 1 but by mutual agreement the contract was extended to permit negotiations.

Points of Controversy
Main points in the issue, according to the union, are wages and working conditions. The union claimed that the station's management refused to use services of technicians on remote control broadcasts. Final conferences were attended by Lawson Wimberly and John A. Thompson, IBEW international representatives.

Meanwhile, in a statement to Broadcasting, Mr. Covington declared the technicians went on strike without giving notice of their intention. The station, however, has been operating a regular schedule, he said. The union said it had technicians available to operate the station in the event of any civilian defense emergency.

Mr. Covington said the station considers some of the union's demands as unreasonable, citing an alleged demand by the union that WCOV carry no programs of stations involved in a strike or on strike with any IBEW. He declared: "I do not believe any group should have the power to dictate what programs should be broadcast by any station or to interfere with a station's operation because of difficulty arising at other stations over which they have no control." He added that he had contacted Joseph E. Miller, NAB, of labor relations, in an effort to negotiate a reasonable agreement.

ARTISTS BUREAU of WOR, New York, supplies an evening's entertainment each week to service men at the National Theater's "Stage Door Canteen." Five different shows, using talent from radio, vaudeville and night clubs, are presented during the night. The entertainment is not broadcast.

TWO LITERARY HONORS go to BLUE'S INNER SANCTUM Mystic this year. Set for Aug. 29, the program features 10 Best Dramatic New Year Stories, selected from the best in the industry. The program is broadcast free on the WBBM, Chicago, station's Air Base.

WPTF, Raleigh, by transcription covered the invasion maneuvers recently staged on the North Carolina coast by the Marines. Ten miles of line were laid by the Marine Signal Corps for the occasion. Airing of the disc was delayed a week by last minute censorship order from Washington.

WKRC, Cincinnati, reported that a comparison of the three-month period, August through October, of the same period last year shows an increase of 51% in combined local and national spot business.

WREX, Lawrence, Kan., broadcast the "Leisure Arts" program of the post's activities and history, slanted for parents and relatives. Made by Lawrence and John Bondeson of WREX arrange the show, featuring servicemen, mostly ex-professional athletes, and leagues.

CHICAGO AFTRA members and the Authors Guild War Committee, radio editors' group, have volunteered talent for Monday broadcasts of Victory Matinee, full hour and five-minute afternoon variety program Monday through Friday on WBBM, Chicago, on which War Bonds and Stamps are sold directly to studio audiences.

ALL CHICAGO stations are participating in "Fly for Navy Month" by recruiting drive in Chicago during August for aviation cadets. Daily spot announcements are broadcast on each station and WGN and WBBM have started programs from office procurement and training centers.

CITY-WIDE blackout was described on the air recently by WIIIO, Dayton, whose announcers, Kirby Brown and Lee Rovel, broadcast from the tallest building in town. Transcribed and pre-sent after the all-clear, the program included interviews with State and local defense officials concerning the blackout's effectiveness.

INFORMAL interviews with men of the armed services will be featured in a new half-hour series, "Camp Crossroads," on WSB, Atlanta. Directed by Marcus Bartlett, WSB production manager, the program will consist of six-four-minute recorded interviews handled at the Atlanta Center of the Atlanta War Reception Committee, telling personal experiences and reactions. WSB plans to notify parents of men on the show.

WHEB, Portsmouth, N. H., broadcast the ceremonies at which Ralph A. Bals, secretary of the Navy, presented the Portsmouth Navy Yard's Navy "E," Windsor Beachins, as Signal Corps, 875 miles, program director was Mrs.

TO HELP REPLACE announcers who are enlisting for war service the Ontario Agricultural College, Guelph, Ont., in cooperation with the Canadian Assn of Broadcasters, has arranged a short course to teach the fundamentals of microphone technique. For the last three years the English Department of the college has given training in radio broadcasting as a part of the regular course in public speaking.

WGY, Schenectady, and all other GE transmitters were off the air 48 minutes July 28 after an electric storm severed a power line. The interruption was the longest in station history, dwindling only 53 seconds last year.

MARTIAL airs on records provide the bulk of material used for "On the Home Front" broadcast by KGFW, Kearney, Neb. News items about men in service and army jokes are interspersed. In addition Government announcements on salvage, price control and comparable campaigns are used.

WSPA, White Plains, N. Y., marked its tenth anniversary Aug. 11. The station was founded in 1932 by the late Selma Sills of Yonkers, who originally acquired WCOH, Yonkers, in 1930 and two years later changed it over to White Plains.

WBBM, Chicago, originated a remote broadcast also carried by 26 other Illinois stations at the conclusion of the "Summer Harvest" in Dalvan, Ill., Aug. 8. Prizes were awarded on the program to contributors who brought in quantities of salvage material from the greatest distances and to the contributor of the greatest amount. Passengers in the area who contributed a total of 500 tons of salvage material were interviewed on the program on which Lt. Col. Hugh Cross, and Rev. Regan, state director of the WBBM, also appeared.

Every Feel the Pull of WDZ's "DIRECTIONAL PROGRAMMING".

Look! 1,609 five dol-
or sales by 50-
quarter-hour programs . . . 1,361 $1 orders from 5 min., daily, 13 weeks . . . many more ask about them.

Why? Because every WDZ program carries the "magic touch" appeal—directed only to the "soft of the earth folks." For 21 years, they've listened, lived, learned with WDZ.

Try It Now . . . See Th'ngs Happen. Scores of advertisers have tried, marvelled at WDZ's pure "DIRECTIONAL PROGRAMMING!" Why not feel this pull yourself, at the low WDZ rates?

JUST ASK HOWARD H. WILSON CO. - Representatives New York, Chicago, Kansas City, San Francisco

5,000 WATTS Where It Means a Lot!

RIGHT SMACK in the rich "Heart of the Piedmont" of busy industrial North Carolina! The NBC station for WINSTON-SALEM and GREENSBORO and HIGH POINT!

Going to 5,000 watts next month . . . but we're still accepting orders at the old 250 watt rate!

P. S. WE'RE AT 600 ON THE DIAL.

Represented by Headley-Reed Company.
WPB Asks Radio To Help Salvage Stations Can Do Great Service By Cooperating, Nelson Says

IMPUNITY of radio cooperation in the Junk Salvage Campaign under auspices of the War Production Board is emphasized in a letter from Donald M. Nelson, WPB chairman, to William B. Lewis, chief of the Radio Bureau of the Office of War Information. Mr. Lewis in turn is asking all broadcasters to extend every facility to make the drive a great success in the interests of the war effort.

"I cannot impress upon you too strongly," wrote Mr. Nelson, "the importance of the Junk Salvage campaign which our office has scheduled on the Network Allocation Plan between Aug. 24 and Sept. 6.

Materials Needed

"The whole war production program is at a critical stage. As our production facilities have expanded, our need for raw materials to keep these plants going has been consistently stepped up."

"Today it is imperative that every ounce of scrap iron, copper, brass, zinc, aluminum, lead, rubber, canvas, rope and burlap bags be recovered, so that these plants can be kept going at capacity."

"The radio sponsors cooperating with you can do a tremendous service to the Government by urging their listeners to make a conscientious effort to search their homes for anything that can be converted to a kind of junk which might have some value. I am sure you will pass along to them our thoughts on the importance of this drive."

FEDERAL Trade Commission has ordered its case of complaint closed against Eruvin, Westy & Co., San Francisco, for alleged dissemination of false representations in advertising for the Staynor Corp., San Francisco, manufacturers of Mirna, a health tonic. A stipulation was entered into by the advertising company to cease the representations and the case was ordered closed without prejudice by the FTC.
All About Spots

Send for Free Copy

Spot Broadcasting for Sales

John Blair & Company
National Radio Station Representatives

Broadcasting • Broadcast Advertising

August 17, 1942 • Page 49
A N IDEA that can be emulated by other stations during the coming football season is Pressbox Quarterback, to be sponsored on KTSM, El Paso, by Eastern Silk Mills. On each weekly program the star player of the preceding week's high school and college games appears as "The Player of the Week". Merchandising tie-in is a voting contest for "The Player of the Year" with listeners being invited to cast their votes at the sponsor's store. Ten votes are allowed for each fifty cent purchase and a $25 merchandise order will be given the winning player.

Soldier Sports Quiz

SPORTS QUIZ for soldiers is conducted in nearby Army camps by Jack Starr, sports editor of KXOK, St. Louis. Griesedeeck Brothers Brewery, sponsor of the program, awards a trophy to the soldier-contestant making the highest score. KXOK is now completing arrangements to furnish running scores and sports results to the USO Center at the Municipal Auditorium by means of a scoreboard erected in the "Sports Den" in the center.

Feminine Appeal

SOLID hour and a half block of programs on WSBA, York, Pa., has been entitled Don't Listen Men and is to be dedicated strictly to women broadcasts. They include a feminine news commentary, a shopping program, a physical fitness broadcast, Hollywood column, nutrition aid program, a quiz and music with a feminine appeal.

Navy Air Cadets

NAVY AIR Cadet recruiting in Chicago is the subject of a twice-weekly quarter-hour from Naval Officer Procurement offices over WBBM, Chicago, presenting interviews of applicants and officers and a Cadet's activities during examination and induction. Navy of the Sky, weekly half-hour on WGN from the Glenview, Ill., Air Base, consists of dramatized true stories of the experiences of Navy Air Cadets, and interviews of the Cadets and instructors.

Pie and Pat Back

A COMEDY SHOW, built around timely topics of the day, such as "Cooking Advice for Husbands of Defense Workers", makes its debut on BLUE this week. Pie Malone and Pat Fadgett, comedians, are featured in the show, which bears the title Molasses 'n January, Advisors to the Home Front. It's a five-minute, five-weekly series.

Peterborough Tourists

AMERICAN TOURISTS chosen at random on the street are being invited to come to the studios of CHEX, Peterborough, Ont., and take part in the new interview program Hands Across the Border.

Word Quiz

WORDS appearing in the daily press and magazine and heard on the radio are submitted by listeners to Words in the News of KOMA, Oklahoma City. The words are then submitted to a studio audience for definition with prizes being awarded to both the sender of the word and those participating in the quiz.

Servicemen's Mothers

INTERVIEWS with mothers of servicemen are featured on Mothers of America, new program on WHEB, Portsmouth, N. H. Conducted by Lee Spencer, home economist, the broadcasts take place in USO studios downtown.

Roll of Honor

KLZ, Denver, reads names of local men who enlisted in various armed services the previous day on Call to the Colors a daily feature designed as a morale builder. Patriotic music accompanies the roll call.

The Other Fellow's Viewpoint

Disc to Kodiak

EDITOR, BROADCASTING:
In response to your plea in BROADCASTING in behalf of Station KODK, Kodiak, Alaska, we dedicated one of our half-hour commercial shows to KODK and made a transcription which we have shipped to Major Adams.

In the middle of the transcription, Mr. Edward Atkinson, advertising manager of the O. J. Morris Department Store, sponsors of the program, sent a message in which he extended greetings to the folks up in Alaska.

HOWARD L. CHERNOFF
Managing Director
West Virginia Network
Aug. 7, 1942

Transradio Asks Study

A MOTION for a study of the Press-Private Line Teletypewriter Service of AT&T was made at hearings Aug. 2. It was to be based on an investigation of the service which has been going on for some time. Motion was made by Transradio Press Service, furnishing a great many stations with its newest material, through its counsel, W. Theodore Pierson, Washington attorney. The motion was denied by PCC examiner, Robert Irwin. Transradio Press has contested AT&T rates for its service, claiming them in excess of those paid by the various wire press associations.

ANDREW J. STEIGER, assistant news editor of the CCB shortwave listening list, London, England, and authority on radio Russia, is co-author with Raymond A. Davies, Canadian correspondent, of a book to be published shortly under the title Radio Asia.
RADIO'S VITAL STATISTICS

TIME BUYER: How many radio homes in Wayne County, Michigan.

ANSWER: Consult your RADIO CENSUS SUPPLEMENT.

ACCOUNT EXECUTIVE: D----- ! I can't lay my hands on the official census of retail sales for Winston County, Alabama.

ANSWER: Don't you know the RADIO CENSUS SUPPLEMENT tells all?

ANYBODY: I need an up-to-date standard broadcast station log.

ANSWER: Then the RADIO CENSUS SUPPLEMENT is the book for you.

SPONSOR: Quick-gimme the percentage of rural radio homes in California.

ANSWER: It only takes a second to look in the RADIO CENSUS SUPPLEMENT.

ADVERTISING MANAGER: Bet there are droves of retail establishments in Washington, D. C.

ANSWER: The RADIO CENSUS SUPPLEMENT shows how many.

RADIO CENSUS SUPPLEMENT
To be published soon by
BROADCASTING
The Weekly News magazine of Radio
Broadcast Advertising

A few choice advertising spots still open. Copy deadline August 22. Phone or wire-collect!
RADIO TRAINING AT CAMP CROWDER

COURSES to qualify servicemen as radio operators, radio repairmen, telephone installers, linemen and maintenance men will be given at the Midwestern Signal Corps School at Camp Crowder, Missouri, formal dedication of which was observed last Tuesday.

Until recently the only school for advanced training in Signal Corps communications methods was that of the Signal Corps Center at Fort Meade, Md. This school was renamed the Eastern Signal Corps School coincident with the opening of the Midwestern school.

The Army announced that in addition to a nucleus of commissioned and non-commissioned officers on the faculty of the new school, civilian teachers of radio and electrical fundamentals as well as communications specialists will act as instructors. This is in line with the Army's policy of releasing, wherever possible, military personnel for service in maintaining the Army's communications and warning systems in the field.

WSYB's New Transmitter

WSYB, Mutual and Yankee outlet at N. Y., is now operating on its new power and frequency, after installing Collins transmitter equipment and twin inductor towers. Formerly with 250 watts power, the station was authorized by the FCC to use 1,000 watts on 1380 kc. A dedicated program is planned, with state and local officials participating.

HOW TO MAKE FRIENDS...

So yours is a war industry now!

But what about your peacetime product? Must it be forgotten and friendless?

On the contrary—now is your chance to make new friends for your product as well as keeping the old ones.

Radio is the answer. Radio brings relaxation—information—entertainment to millions of people.

As sponsor, you are doing them a service.

Be their friend now... they will be your friends later!

WOES OF AN ENGINEER

HERE'S A PICTURE STORY that is seldom told in print. The whole thing centers around what an antenna engineer would say to himself during the adjustment of a directional antenna for a broadcast station. First, we introduce the subject—Frank T. Mitchell Jr., a native Washingtonian and one of Jansky & Bailey's engineers. The pictures were taken on the job by George M. Lohman, another Jansky & Bailey engineer, and they tell the story of what Frank is saying to himself.

On the left, Frank is sitting on the back of a chair in front of the cabinet housing the power-dividing and phase-shifting networks and cogitating something like this: "Let's see now, the center tower is leading too much in phase, so, if I make the center tower lag a little bit that will make the south tower lead more and the north one lag less. Just what I want! OK, I'll add a little inductance, etc. etc."

He Does It

Well, Frank does it. The center picture shows him at the phase monitor, amazed at what he just did. Frank is muttering to himself: "I made the center tower lag a little bit more. Or, that's what I tried to do but the phase went the wrong way. Now the ratios are wrong! What the hell! I don't get it!"

The last picture shows what more than one engineer has done under similar conditions. Frank turns to a receiver in the station rack and says: "Aw, to hell with it, let's get some music."

If anyone ever writes a book on how to adjust a directional antenna, something like this should be included in the text. At least a chapter should be narrated on what to do under certain conditions and then what to do next to correct what was just done!

IBEW in Los Angeles Seeks Boost in Wages

SEEKING a wage scale for technicians equivalent to that of journeymen electricians, the Local 40 Division of IBEW, Los Angeles Local 40, on Aug. 7 unanimously voted to take strike action if necessary to force KFWB, Hollywood, and other Southern California stations whose agreements are up for renewal, to meet union demand.

With pay increases varying from 10 to 25%, Don Lee Broadcasting System, Hollywood, in early August signed an IBEW renewal contract covering engineers and technicians of KFI KFRC KGK KBG. Retroactive to June 1, no changes were made in other terms of the contract. It already provides for working conditions agreeable to all concerned, according to W. A. Kelly, IBEW representative.

Radio Receiver Exports To South America Rise

RADIO receiving sets are being exported to South America at a rate which should bring such shipments to 360 units this year, it was indicated last week by the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee). This number of sets would be approximately 10% of those manufactured since January of this year and up to April 22, date on which the WPB conversion order on set manufacturing became effective, with some exceptions.

The CIAA previously pointed out need for providing the Latin American countries with sufficient shortwave sets to receive goodwill programs from the United States in addition to longwave sets to receive rebroadcast programs over South American outlets. Approximately 395,000 sets were shipped to South America in 1941, representing about 3% of U. S. output.

Crosley Earnings

NET PROFIT of Crosley Corp. and subsidiaries, including WLW-WSAI and all other broadcast operations, amounted to $381,081 for the first six months of 1942, the company announced in Cincinnati last week. This was equal to 70 cents a share after provisions for all charges and taxes. Net profit for the same period of 1941 was $706,384, equal to $1.46 per share.
Hanson Is Killed In Airplane Crash

COM. MALCOLM F. HANSON, 47, noted radio engineer, who headed the communications staff of the Byrd South Pole expedition in 1928-30, was killed last week in an airplane accident, presumably in Alaska, the Navy Dept. has notified his family in Washington. Details of the crash were not given.

Com. Hanson from 1898 to 1917 was in charge of the radio test laboratory at the Naval Air Station in Anacostia, adjoining Washington. In 1919 he was connected with the Washington Institute of Technology studying instrument landing, and before being sent abroad he served in the Navy Bureau of Aeronautics.

Widely known among the radio engineering fraternity, who awarded him the gold medal of the Veteran Wireless Operators Assn. for his services with Byrd, Hanson was born of American parents in Berlin, Germany, Oct. 19, 1894. He left the U of Wisconsin in 1917 to join the merchant marine. After two years on ships, he returned to the university and built its broadcasting station, WHA. He is survived by his wife and five children.

Barron Staff Changes

JOHN BARRON, Washington consulting radio engineer, last week announced that Lloyd Maxwell Bond, one of his associates, has been commissioned an ensign in the Naval Reserve and is now in training at Dartmouth College. Stanley Ray, of Alliance, O., has joined Mr. Barron's staff, which was further strengthened by the resignation of John W. Miller, engineer, who has joined the Navy Dept. in a civilian capacity. Mrs. Betty B. Gilland, formerly of KOA, Denver, and the Red Levy Ad. Agency, Denver, is now Mr. Barron's secretary.

Columbia U Radio Course

TO TRAIN persons who have a background in radio and circuit fundamentals in the theory dealing with latest techniques and frequencies, Columbia University is offering two intensive tuition-free courses starting in August. "Subject to the approval of the U. S. Office of Education," College seniors majoring in electrical engineering, physics and anyone with an electrical engineering degree or equivalent is eligible.

FM Bibliography

BIBLIOGRAPHY covering 583 articles on ultra-high frequency and associate subjects as found in the leading physics, engineering and electronic publications, has been compiled by Elizabeth Kelsey, engineer-correlator of Blaw-Knox Corp., Chicago. Included also is a comprehensive list of foreign publications. Copies may be procured on request to Miss Kelsey at Zenith, 360 No. Michigan Ave.

The American broadcasting industry contributes to America's strength by keeping the people informed, by increasing public morale, by promoting national unity. It is a heartwarming fact to every member of the Blaw-Knox organization that more than 70% of the towers in the nation are Blaw-Knox built.

BLAW-KNOX DIVISION of Blaw-Knox Co.
**NEW "AUTOMATIC" POSTAL WIRES GET THERE FASTER**

Costly telegraph delays are out! POSTAL "Automatic" is in! Amazing machines — only recently perfected by POSTAL TELEGRAPH engineers — now flash messages to any part of the country at record-breaking speed — and with incredible accuracy. These "Automatic" machines are POSTAL's — exclusively. Messages sent "Automatic" cost you not one penny more. So — Try this NEW SUPER-SPEED SERVICE today!

**HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK**

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

**WFBL SYRACUSE, N.Y.**

**MERCHANDISING & PROMOTION**

**Title Contest—Drugstt Bulletin—Annual Outing—Dealer Booklet—Shell Game**

A TITLE contest will be conducted for a six-weekly NBC show starting Aug. 17, starring Garry Moore, comedian, through Club Matinee and Pitcher's Bandwagon. Each station is to conduct its own title contest. Winning names for the show will be forwarded to New York, where the grand prize winner will be chosen, and will receive a $500 War Bond. The program has been selected as the ideal early morning program for the busy housewife, and offers orchestra and vocal music, with Howard Petrie as announcer.

**DEALER BULLETINS**

TO ESTABLISH closer relations with dealers, WOWO, Fort Wayne, is mailing Drug Hi-Lites, a weekly bulletin, to 80 Fort Wayne druggists. Containing short items clipped from trade magazines, the paper is edited by Bill Malone, station merchandising dept.

**STUDIO PLUGS**

TO FURTHER PROMOTE its Oakland studios, KQW, San Francisco, in presenting the Tahoe Newsreel every Friday night; a broadcast by Noyes McKay, Sky Views; and trailers in 22 Fox West Coast Theatres in the bay area.

**PROMOTED LOCALY**

KWK, St. Louis, is promoting locally, exploiting talent through a series of colorful newspaper ads. "Come on friends and join us," reads one advertisement built around May Kennedy McCord, new WKK personality. On black background, the copy presents intimate and historic insets typical of the material she features on her programs.

**Kiddie Picnic**

AT ITS annual Kiddie Hour picnic in Myrick Park, WKBH, Lacrosse, Wis., reported an attendance of 1800 children from La Crosse and 15 surrounding towns. The picnic as well as the daily children's amateur hour is sponsored by Erickson Bakery of LaCrosse, user of WKBH for the past 15 years.

**Genuine Prairie Schooner of KTUC, Tucson, serves as a War Bond wagon from which an average of $1,000 a day in bonds and stamps is sold. Ralph Bilby, president of KTUC is the salesman as the "Kansas Joe," Glenn deSnyder, manager of WLS, Chicago, and vice-president of KTUC exchanges cash for a bond.

**Shadow Plugs**

TO PROMOTE The Shadow, transcribed series placed on WQAM, Miami, by Bell Bread Co., local baker, for one year, the sponsor has launched an intensive campaign which includes bumper strips on taxicabs; posters on Bell display stands and 15 news trucks; and 15 chapters of the motion picture serial "The Shadow" in eight local theatres. Newspaper advertisements are being used, as well as five daily spot announcements on WQAM featuring the famous "Shadow" laugh.

**COAST LISTENER FIGURES**

SUPPLEMENTING its program Bob Gayed Reporting on six CBS Pacific stations, Mennen Co., New York (shaving cream) is distributing a dealer promotion booklet giving the number of radio listeners in West Coast areas and their drug buying habits. The booklet is published by Russell M. Seeds Co., Chicago agency.

**Tulsa's Shell Game**

UNEQUE mailing piece of KVOO, Tulsa, uses the old shell game to pose the question "Where is Oklahoma's No. 1 market?". Printed on paper flaps are the three walnut halves, one of which bears the answers "bad guess!", "try again!" and "Tulsa" (the correct answer) under each shell.

**CBS Latin Service**

LINKING the CBS Network of the Americas in 20 Latin American republics with its domestic hookup, CBS will present special variety programs featuring musicians of southern countries Aug. 21 and 22. Programs will be shortwaved via WCBS, WCRG and WCDA, with announcements in Spanish on the first broadcast, in Portuguese on the second, and English cut-ins on both.

PEABODY ADVISORS TO MEET AUG. 20

RESENTMENT last year over the Peabody Radio Awards which saw most of the citations going to networks, is hoped to be offset by a meeting Aug. 20 of NAB representatives and Peabody Advisory Committee members. Attending will be Edward Weeks, editor of the Atlantic Monthly, and John E. Drewry, Dean of the Henry W. Grady School of Journalism of Georgia U, for the Peabody committee; Neville Miller, C. E. Arney Jr., and Joseph L. Miller for the NAB.

The conference is hoped to result in a satisfactory basis for making the awards, it was said, and some additional appointments to the Peabody committee will be considered.

Laemmle in Navy

ENNOUNCEMENT that Jack Laemmle, timebuyer for Lord & Thomas, Chicago, has joined the Navy as a lieutenant (j.g.), was made last week.

Laemmle, who starts training Aug. 17 at Quant- set, Pt. R. I. His duties during his absence will be handled by Ger- trude Lampert, assistant time- buyer at Lord & Thomas.

Laemmle has been prominent in the agency field for many years.

Pabst Pro Grid Plans

PABST SALES Co., Chicago (Pabst Beers) is completing negotiations for sponsorship of fall of football games of the teams of the National Professional Football League in Brooklyn on WOR, Washington on WOL, and Philadel- phia, Cleveland, Detroit and Detroit. Station schedules are to be completed Aug. 18, when all contracts will be turned in, according to the Pabst Company. Agency is Lord & Thomas, Chicago.

DISC BAN WAIVER UP TO PETRILLO

JAMES C. PETRILLO, AFM president has been in Chicago during the past week conferring with counselors Joseph A. Padway and David Katz. Petrillo has kept himself uncommunicado.

The ban, submitted to Mr. Petrillo a list of written questions on actual operations under the AFM ban. These he refused to answer with the comment "they were too controversial."

Mr. Katz, personal attorney for Mr. Petrillo, stated that each application for clearance by transcription companies was being considered individually and that the companies should not go to the locals but should submit their applications in writing directly to the organization in New York.

Questionnaire

(Continued from page 15)

to programming operations involving music, the station is asked to supply certain financial data covering the year 1941. This deals with station time sales, other broad- cast revenue, expenses for the year, net broadcast income before payment of taxes and net income for the year.

Stations are asked to specify the number of hours devoted to network commercial and non-network commercial programs for the April week. Also, they are asked to specify network and non-network for the same period along with the total number, in which the station was on the air during the week.

In infinite detail, the question- naire covers hours during the typical week devoted to commercial programs. Both network and non-network, in which transcriptions formed the entire program, an integral part of the program or an incidental part of the program.

Similar data is requested for sustaining programs over the same period.

Then the questionnaire seeks in- formation on hours devoted both to sustaining and sustaining programs, network and non-network, in which electrical transcriptions were used. It requests a breakdown on the type to which such trans- cribed music was used. Similar information is sought on use of music recorded on phonograph rec- ords or on transcriptions.

Asking data relating to electrically transcribed spot announce- ments, the questionnaire seeks the number broadcast during the typical week and the total revenue generated.

Also, data is asked to estimate what percentage of the station's total broadcast revenue for 1941 was derived from com- mercial programs in which music was recorded on phonograph records or on electrical transcriptions.

This is broken down into programs where music constituted the entire rendition, where it was an integral part of the program, and finally, where it constituted an incidental part.

Data on the number of transcription library songs used by the station subscribed, and the amounts spent for phonograph records and for transcriptions, including library services during 1941, is solicited.

Live Music Data

In its questions dealing with pro- fessional musicians, the Commis- sion asks how many hours during the typical week were devoted to commercial programs, both net- work and non-network, in which professionals participated. A breakdown of the type of participation is sought. The same questions are propounded covering sustaining programs and the combination of commercial and sustaining pro- grams.

The number of full-time staff musi- cians and part-time musicians employed by each station is re- quested, along with the total pay- roll for last year and for the typical week, as also the number of hours during the typical week during which staff musicians broadcast in commercial and sustaining programs. Also sought is the num- ber of hours during which the week the station broadcast musical programs by remote pick- ups.

Seeking information on employ- ment of Negroes as musicians, the questionnaire asks whether the station has any Negro staff musi- cians, how many, and whether they have been employed at any time during the last five years. Further detail is requested on this subject.

Apropos non-professional musicians, the FCC explains that these include hourly-paid and such organi- zations as the United States Army Band and other Government units. For the typical week, it elicits in- formation on hours devoted to com- mercial and sustaining programs, network and non-network, in which music played by non-professionals formed the entire program, an integral part of the program, or an inci- dential part of the program.

Finally, the FCC inquires whether the station has ever been denied a network program for rea- sons believed to be not connected with a labor dispute involv- ing musicians. A brief statement of the facts, if any, is requested.

New Business

WHITE MOTOR Co., Cleveland (institutions), has announced that it will employ the "K" award on 110 BLUE stations, Wed., 11:30 a.m.-12 noon, thru D’Arey Adv., Cleveland.

LEWIS-HOWE MEDICINE Co., St. Louis (Thomas), has announced to Mrs. Creason and J. B. Sundaram on 68 CBS stations. Sat., 8-8:30 p.m., Agency: Roche, Williams & Cunningham, N. Y.

Renewal Accounts

SKINNER, Ed., Corp., Seattle (Mis- cellaneous), on Ad Awards for 26 weeks, participation in Breakfast at Sar- di’s on 13 local stations Mon., thru Fri., 9:30-10 a.m. (PFTW), Agency: J. A. Willcutt, Seattle.

KRAFT CHEESE Co., Chicago (Parlay Magazines), on Aug. 30 renewal of Great Gildersleeve on over 68 NBC stations, Sat., 9-9:30 p.m. (repeat, 11-12:30 p.m.), Agency: Neocham, Louis & Broby, Chicago.

Network Changes

KOLYNOH Co., New Haven (toothpaste), on Oct. 28 shifts Mr. Keen, Tracer of Lord Proprietaries, from 7:15-7:30 p.m. to about 80 CBS stations, Wed., Thurs., 7-7:45 p.m. Agency: Blackett-Sam- pie-Hummert, N. Y.
Bannerman Calls on Private Stations To Increase Public Service in Canada

THAT the Canadian Government is turning more and more to broadcasting as a medium of informing the public, and that Dominion’s private stations must improve their service to the community, are highlighted features in the letter of Mr. Bannerman, president and general manager of the Canadian Ass'n of Broadcasters, sent to member stations Aug. 11.

“Important and difficult days are ahead for the broadcasting industry in Canada,” he wrote. “Important in that the Government appears to be turning more and more to the use of the broadcasting medium as a means of informing the public of steps that must be taken in waging war, difficult in that the report of the Parliamentary Committee [Broadcasting, Aug. 3], can hardly be described as other than unfriendly to the privately owned broadcasting stations.”

Service to Public First

“The time has arrived when the most careful planning and early thinking of which we are capable must be given to the policy of the CAB for the future. It would seem that whatever the various interests of member stations may be, it would appear advisable to place the interests of private broadcasting and its service to the public ahead of any particular interest.”

“Good as has been our service to our communities, its vitally important to make each station so much a part of its community that the people will resist any interference with its functioning to the best of its ability . . . The making of a profit at all costs cannot be fundamental and only guiding principle. Good programming and service to the public must ever be the objective of the station that is going to survive.”

“There is much to its origins today’s operations that can be subject to criticism. For example, it should be possible to study and improve the technique of presenting the story of patent medicine products and the story of local sponsors. We will have to do more than educational work with advertisers and agencies to ensure the best programming possible, along with a reasonable presentation of the story of products and services for the use and comfort of the people in each community.”

Cannot Please Everyone

“While no station can hope to satisfy all the people in its community, so long as we strive to improve its service to the people in that community and find ways of meeting the wishes of the majority of the people; so long as our advertising standards and broadcasting practices are steadily improved, just so long will there always be a place and a good living for the people concerned with privately owned broadcasting stations.”

“It seems to me that along with all the improvements possible in the art of broadcasting, we must be eternally vigilant to see that everyone in each community understands the importance of each broadcasting station to us. We must ever be on the alert to see that our side of the picture is clearly and forcibly presented to all who might be interested or wish to eliminate private broadcasting from the life of Canada.”

Future at Stake

“The future of privately owned broadcasting rests in the hands of private broadcasters. We must think and work our way to a position in each community that cannot be fairly challenged. We must also remember that the industry is only as strong as its weakest station. What each station does to enhance private broadcasting helps the entire industry.”

Discussing the outlook for commercial broadcasting, Mr. Bannerman reported to his members that “so far as can be learned, business from commercial sponsors is holding up reasonably well and prospects for the balance of the year look better than might have been expected. In addition, there are a number of government plans under discussion with government departments which show a likelihood of providing more paid-for programs during the balance of the year.”

Agency Recognition

POLICY Committee of the Canadian Ass'n of Broadcasters has issued a list of 33 advertising agencies to which it has extended franchise recognition. The list includes branches of six American agencies now operating in Canada—Lord & Thomas of Canada, Toronto and Montreal; W. Palmer Tracy Co., Montreal and Toronto; Young & Rubicam, Montreal and Toronto; Atherton & Currier, Toronto; Hutttenberg & Co., of Canada, Toronto; Ruthrauff & Ryan, Toronto.
TO THE END that export advertising in Latin America contribute to the war effort, in addition to selling and keeping foreign markets, the Assn. of Export Adv. Agencies was formed at the end of July by a group of seven agencies. Slogan is "Export Advertising Will Help Win the War".

Thomas M. Quinn, executive vice-president, Dorland International, is president; Irwin A. Vladimir, president, Irwin A. Vladimir & Co., is vice-president and handles publicity; and Arthur A. Kran, secretary-treasurer, Gotham Adv. Co. is secretary-treasurer of the organization.

Work Under Way

In addition to the officers' respective firms, other charter members, all with headquarters in New York, are: G. M. Basford Co.; Export Adv. Agency; Foreign Adv. & Service Bureau, and National Export Adv. Service. Other agencies meeting the association's qualifications will be invited to join. Conditions governing membership include the handling of at least three foreign accounts.

Material designed to promote inter-American unity and hemispheric defense is already being prepared for inclusion in export advertising copy. A booklet, "The Secret Weapon of American Business," outlining aims of the association, will be released probably sometime next week for distribution to U. S. manufacturers interested in export advertising. Stress is laid on the importance of the Latin American market now, in view of the increase in export business anticipated after the war.

Booklet urges that all campaigns be directed from the U. S. rather than from local sources, "so that the publishers and radio stations will know whence their income and material support are coming." Attention is called to a recently completed survey which shows that publishers and operators of radio stations in Latin America "depend for their existence on revenue derived from U. S. advertising, with rare exceptions."

WARTIME EFFORT and institutional advertising were topics discussed by (1 to r) Donald W. Thornewood, CBS Pacific Coast vice-president and E. O. Schreve, vice-president in charge of apparatus sales of General Electric, when the latter was in Hollywood during early August. General Electric sponsors the three-weekly quarter-hour commentary by Frazier Hunt on 61 CBS stations.

Got the Stamps

WJOB, Terre Haute, employees gave Merle Ann Dilworth, newly-born daughter of Chief Announcer Scott Dilworth, a little send-off in this troubled world. Employees have been anti-ing a quarter for War Stamps and drawing names from a hat during weekly meetings—person whose name is drawn taking the pot. Last week Merle Ann's name appeared on all slips in the hat.

NBC Affiliates Conduct Spanish Song Contest

TO FOSTER interest in Spanish, and in the customs of Latin American countries, a nationwide contest will be conducted by NBC affiliates for the best rendition of any one of the songs heard on NBC's Pan American Holiday. Competition is open to American-born amateur singers who are students of Spanish. Four regional winners will be selected from local auditions on the basis of recordings. Grand prize is an all-expense round trip to Mexico City. Mrs. Irene Kuhn, NBC coordinator of program promotion, is in charge of the contest, a three-month affair.

Chester's New Aide

ROBERTO UNANUE, Latin American news editor for CBS, has been appointed assistant director of Latin American relations for the network, replacing Dr. Antonio G. Gonzalez as aide to Edmund A. Chester, director of shortwave broadcasting and Latin American relations. Dr. Gonzalez has resigned. In his new duties, in addition to continuing as Latin American news editor, Mr. Unanue will have the cooperation of Carlos Garcia Palacios, Chilean diplomat and news analyst, who is his assistant in charge of public relations for Latin America.

PAUL SCHUBERT, who starts a five-weeks news period on five MBS stations Aug. 17 for Benson & Hedges, New York (Virginia Report [Broadcasting, July 6]) is available to remaining network affiliates with commercial credits deleted. Agency is Mason, Inc., New York.

$100 in Fan Mail

FAN LETTER to Elton Britt, cowboy yodeler of WNEW, New York, contained a $100 bill from a listener who wished to "pay" him for the many hours of enjoyment he had given her. Elton contributed the gift to the USO.

Stanley Holt in Army

W. STANLEY Holt, account executive of William Esty & Co., New York, has joined the Army as major of ordnance. He is temporarily stationed in the Office of the Chief of Ordnance, Washington. Holt has been handling new business at Esty for the last year. His duties will be absorbed by other executives.
Equipment Plans  
(Continued on page 11)

such groundless stories at this time.

"The broadcasting industry is doing a big job in the war effort," 
Chairman Fly pointed out, referring to its expansive program of 
public service and war cooperation.

"When it (the industry) is moving along successfully with this 
burden it should not be bothered with such a heaping of press 
attacks at its heels all the way."

Specific cause for hope on the 
equipment front resulted from the 
second meeting of the Radio Re-
placement Parts Industry advisory 
committee meeting Aug. 13 in 
Washington. Meeting with Frank 
H. McIntosh, chief of the radio 
section of WPB and presiding 
Government officer, industry rep-
resentatives reported their proposal for 
effective conservation of critical 
materials through stringent stand-
ardization and substitution.

Commenting on the results of the 
meeting, Mr. McIntosh said that 
the extent of industry cooperation 
far exceeded anything he anticipated.

Furthermore, he emphasized the 
voluntary spirit on the part of 
each representative.

Concretely, suggestions included 
the reduction of transformer types, 
from 157 types to 12, saving mate-
rial and obviating the need of ex-
cessive inventories. Condenser types 
could be reduced, it was said, from 
more than 200 to a very basic few 
and volume controls from over 200 
types to 40. Loudspeakers have lit-
tle room for reduction in types, it 
was reported, but repair and exist-
ing stocks were considered ade-
quate to cover needs for some time 
to come. Resistors were also con-
cidered and recommendations made 
for conservation of materials in 
their production.

Reduction of Types

Along with the reduction of 
types, conservation measures were 
proposed which would eliminate the 
need for sharp reduction of stra-
egic materials in the aggregate.

The value of returning a part-
alled stock for new—was considered important 
 enough to justify universal 
operation. However, this scheme was 
turned over to WPB for serious 
study.

As a result of the survey con-
ducted by this industry advisory 
group, Mr. McIntosh feels that 
WPB has been aided considerably 
with much useful information to 
guide them in allocation and dis-
tribution of critical materials es-
sential to producing radio parts.

Domestic equipment problems are 
not the only concern of the WPB. 
Critical shortages have been re- 
ported from Mexico and many 
South American countries, in 
an effort to solve the Mexican prob-
lem, Emilio Azcarraga, owner and 
operator of XEW and XEQ and 
president of the Mexican Assn. 
of Broadcasters, visited Washington 
last week to consult with WPB 
officials. As the leading industry 
figure in Mexico, Mr. Azcarraga 
was able to present the total pic-
ture of his country's needs. After 
careful consideration WPB hopes 
to be able to satisfy the equip-
ment needs of our southern neigh-
bor. South American needs are 
der consideration but action 
awaits complete detail of needs.
FCC, NAB Aid Federal Suit
(Continued from page 15)

ing the week of Aug. 3 in con-
nection with the suit.

In announcing NAB's intention to intervene in the pro-
cceedings, Mr. Miller explained that the
broadcasting industry has evi-
denced deep concern over the crisis precipitated by Petrillo. He de-
scribed as "unprecedented" the vol-
ume and character of newspaper comment upon the Petrillo ban on
the making of recordings by AFM
members. To date, he is given
sales press clipping service has
given NAB more than 5,500 cli-
pings, of which 900 are editorial.

"It is difficult to recall," he said,
"any issue which has evoked
greater unanimity of editorial
opinion, and the editorial attention
given to the issue is second only
to that given to direct phases of
the war. This reflects the public
resentment to the Petrillo ban on
phonograph records and electrical

media's interest in tackling AFM on
the "made work" issue. Defeated
in the Supreme Court in two other
cases involving this issue, Mr.
Arnold evidently feels that the
AFM situation is more affected
with the public interest than either
the so-called hod carriers or truck
driver cases, involving stand-by
issues, and in which the unions

New England Incidents

Although they were not indi-
vidually identified, it is presumed
that in his reference to "Petrillo's
other recent edicts," Mr. Miller
referred to the reported AFM threat to boycott the Springfield (Mass.)
Municipal Auditorium if the Bos-
ton Symphony Orchestra, a non-
union organization, is permitted to
fulfill its scheduled engagement
there, and the $500 fine levied
by the AFM local in Providence
against Don Mario, an orchestra
leader, for an "unauthorized ap-
pearance" at a civic Fourth of
July celebration meeting, an
appearance described by Mr. Mario
as "the most ridiculous spectacle
with the rest of the audience.
According to an AP report from
Providence, the band leader and his
band had been denied permission
to perform at the meeting and Mr.
Mario had attended the gathering
as a member of the Mayor's com-
mittee.

In New York last week there was
little activity on the AFM front.
Mr. Petrillo was reported as "out
of town for several weeks" at AFM
national headquarters, where other
union officials refused to discuss
the recording situation, stating
"it is being handled personally
by Mr. Petrillo and any comments
will have to come from him.
A number of transcription
company executives were likewise
out of town last week, taking ad-
vantage of the lull in the making of
musical transcriptions that fol-
lowed the mad rush during the lat-
ter part of July, when advertisers
and recording library services alike
worked the recording studios
day and night in an attempt to
store up discs.

It is understood a few requests
for transcription rights to have been
made to the AFM by transcription
companies on behalf of sponsors
under the special dispensation of-
fered by Mr. Petrillo for "elec-
tronic transcriptions for radio used
as intended—once and then de-
stroyed." Attempts to identify the
clients were unsuccessful, however,
nor could it be learned whether or
not the union had granted permis-
sion for these recordings.

Extent of Responsibility

One prominent transcription
company executive expressed seri-
ous doubt as to the propriety of
the transcription company's request
for the appearance of passages for
American Band of the AFM that
each transcription will be used
only once, we are taking a
responsibility for something we
cannot legally enforce, which ap-
pears to us an extremely risky
business practice. Since we are not
the employers of the musicians it
would seem more equitable for
the request to go to the union not
from us, but from the advertising
agencies who are the actual employ-
ers of the musicians and who deter-
mine the use of the recordings

made by those musicians on the
air.

The recently formed Assn. of
Recording Studios [Broadcasting,
Aug. 10] went on record with an
official statement that: "the asso-
ciation is not in sympathy with
Mr. Petrillo's actions which are un-
timely and damaging to the record-
ing studios and the association ex-
presses the hope that the United
States Government will take imme-
diate action to settle this situation."

In answer to queries regarding
the reinstatement of the NBC
weekly broadcasts of the AFM
concerts from Grant Park in Chi-
cago, which the union had can-
celled during the dispute with
KSTP, NBC affiliate station in St.
Paul-Minneapolis, and the AFM
St. Paul local union, NBC stated
the broadcasts would not be re-
sumed this year. Remote dance
band pickups of the network, dis-
continued at the same time, have
not yet been resumed, but some
programs of this type may be
scheduled later on, NBC reported.

Conference Held

In its preliminary moves, to ac-
quire evidence from the industries
affected to substantiate its charges
against AFM, the Anti-Trust Divi-
sion met Aug. 8 with a dozen repre-
sentatives and attorneys of the
broadcasting industry, networks
transcription companies and record
manufacturers. Meeting at the in-
vitation of Assistant Attorney Gen-
eral Arnold and Meissra. Baldrige
and Waters, the scope of affidavits
to be supplied by the entities af-
fected was not defined.

Means of curbing AFM's on-
slaughts, both via litigation and
possibly through legislation, were
discussed. The conference was in-
formal and no announcement was
made in official quarters.

From the start it has been evi-
dent that the Anti-Trust Division
is interested in tackling AFM on
8. In 1948, advertising space in the
daily newspapers increased by
30 per cent, and in 1949 by
34 per cent. In 1950, advertis-
ing space in the Sunday
newspapers increased by
31 per cent, and in 1951 by
32 per cent. In 1952, advertis-
ing space in the daily
newspapers increased by
32 per cent, and in 1953 by
33 per cent. In 1954, advertis-
ing space in the Sunday
newspapers increased by
34 per cent, and in 1955 by
35 per cent. In 1956, advertis-
ing space in the daily
newspapers increased by
36 per cent, and in 1957 by
37 per cent. In 1958, advertis-
ing space in the Sunday
newspapers increased by
38 per cent, and in 1959 by
39 per cent. In 1960, advertis-
ing space in the daily
newspapers increased by
40 per cent, and in 1961 by
41 per cent. In 1962, advertis-
ing space in the Sunday
newspapers increased by
42 per cent, and in 1963 by
43 per cent. In 1964, advertis-
ing space in the daily
newspapers increased by
44 per cent, and in 1965 by
45 per cent. In 1966, advertis-
ing space in the Sunday
newspapers increased by
46 per cent, and in 1967 by
47 per cent. In 1968, advertis-
ing space in the daily
newspapers increased by
48 per cent, and in 1969 by
49 per cent. In 1970, advertis-
ing space in the Sunday
newspapers increased by
50 per cent, and in 1971 by
51 per cent. In 1972, advertis-
ing space in the daily
newspapers increased by
52 per cent, and in 1973 by
53 per cent. In 1974, advertis-
ing space in the Sunday
newspapers increased by
54 per cent, and in 1975 by
55 per cent. In 1976, advertis-
ing space in the daily
newspapers increased by
56 per cent, and in 1977 by
57 per cent. In 1978, advertis-
ing space in the Sunday
newspapers increased by
58 per cent, and in 1979 by
59 per cent. In 1980, advertis-
ing space in the daily
newspapers increased by
60 per cent, and in 1981 by
61 per cent. In 1982, advertis-
ing space in the Sunday
newspapers increased by
62 per cent, and in 1983 by
63 per cent. In 1984, advertis-
ing space in the daily
newspapers increased by
64 per cent, and in 1985 by
65 per cent. In 1986, advertis-
ing space in the Sunday
newspapers increased by
66 per cent, and in 1987 by
67 per cent. In 1988, advertis-
ing space in the daily
newspapers increased by
68 per cent, and in 1989 by
69 per cent. In 1990, advertis-
ing space in the Sunday
newspapers increased by
70 per cent, and in 1991 by
71 per cent. In 1992, advertis-
ing space in the daily
newspapers increased by
72 per cent, and in 1993 by
73 per cent. In 1994, advertis-
ing space in the Sunday
newspapers increased by
74 per cent, and in 1995 by
75 per cent. In 1996, advertis-
ing space in the daily
newspapers increased by
76 per cent, and in 1997 by
77 per cent. In 1998, advertis-
ing space in the Sunday
newspapers increased by
78 per cent, and in 1999 by
79 per cent. In 2000, advertis-
ing space in the daily
newspapers increased by
80 per cent, and in 2001 by
81 per cent. In 2002, advertis-
ing space in the Sunday
newspapers increased by
82 per cent, and in 2003 by
83 per cent. In 2004, advertis-
ing space in the daily
newspapers increased by
84 per cent, and in 2005 by
85 per cent. In 2006, advertis-
ing space in the Sunday
newspapers increased by
86 per cent, and in 2007 by
87 per cent. In 2008, advertis-
ing space in the daily
newspapers increased by
88 per cent, and in 2009 by
89 per cent. In 2010, advertis-
ing space in the Sunday
newspapers increased by
90 per cent, and in 2011 by
91 per cent. In 2012, advertis-
ing space in the daily
newspapers increased by
92 per cent, and in 2013 by
93 per cent. In 2014, advertis-
ing space in the Sunday
newspapers increased by
94 per cent, and in 2015 by
95 per cent. In 2016, advertis-
ing space in the daily
newspapers increased by
96 per cent, and in 2017 by
97 per cent. In 2018, advertis-
ing space in the Sunday
newspapers increased by
98 per cent, and in 2019 by
99 per cent. In 2020, advertis-
ing space in the daily
newspapers increased by
100 per cent.
Marked Air Medium Changes In Post-War Period Foreseen

Commercial Basis in Britain Seen by Fergusson; Canada Called Test-Tube of Democracies

THE WAR is definitely affecting radio listening as well as programs in England, Canada, and America, and the post-war period should effect definite changes in the status as both an entertainment and advertising medium. This was the consensus of three experts in the radio field speaking on "How War Has Affected Radio Listening." The discussion took place at the Hotel Bedford, New York, before a group of American Marketing Association members interested in radio listening habits.

British Listening

Speaking for Britain was W. B. B. Fergusson, managing director of Lord & Thomas Ltd., London, currently in New York to study advertising under wartime conditions. [BROADCASTING, July 13]. Reiterating his opinion that England will probably turn to commercial radio after the war, Mr. Fergusson summarized the way in which the BBC handles radio in Great Britain and how the war has already changed its methods.

The BBC personnel has increased from 3,000 to 10,000, while overseas broadcasts are now presented in 40 different languages as compared to seven before the war.

With this great increase in international broadcasts has come a decrease in domestic broadcasts. Whereas the English radio listener formerly could choose programs from 11 stations, seven in England, three on the Continent, and one in Ireland, he now can tune to only two. On these the BBC is presenting frequent news broadcasts, interest in which increased from 23% to 26%, with each per cent representing some 330,000 adult listeners, Mr. Fergusson said. Two standard programs are the Home Service "more highbrow" type, and the Forces program, originally planned to offer light entertainment to British troops in France prior to Dunkirk.

Interest in America through radio is fostered by the rebroadcasts of such comedy programs as the Jack Benny and Bob Hope shows; the shortwave series Command Performance; Let's Get Acquainted, featuring prominent Americans now in England, and broadcasts of interesting events in America presented through the BBC's "Home and Empire" services.

"Just as the American films have set the pace for the British film industry, and have had a marked influence on the standard of living in general," Mr. Fergusson said, "all American radio programs being listened to on the BBC will influence British life and thought." He added that if postwar sponsored programs do come about in England "they will probably be run along similar lines to that of Canada's system—a BBC-controlled network broadcasting programs without commercials, plus a number of independent stations financed by advertising.

On the subject of radio listener research, Mr. Fergusson stated the BBC has maintained an "elaborate checking system among listeners" through its research department interviewing some 1,000 persons per day, "to ascertain the amount of listening to respective programs, and the extent to which each program is appreciated or liked."

"Results of these surveys are then turned over to program planners," he said, "in order to serve as "barometers", the former large scale listener surveys, covering 25,000-30,000 persons, being no longer necessary under war conditions.

Canada a Test-Tube

Commenting that "Canada is the test-tube of democracy," the next speaker, Walter Elliott, president of Elliott-Haynes, Toronto, Canadian research organization, built his talk around a tremendous rise in Canada of families owning radio sets, as well as actual sets-in-use. A survey taken by Elliott-Haynes in June, 1939, for example, showed that 10% of the sets purchased by those radio families interviewed had been bought during the previous 12-month period, while a similar survey in June 1941, six months after England and Canada were at war with the Axis, 22% of the sets owned by families interviewed had been acquired in the previous 12-month period.

War news has been the chief factor in this rise in sets owned and in use, Mr. Elliott declared, and surveys show the average set is tuned in mainly to catch news, presented by American radio stations as well as the CBC. The war has been "the making of Canadian radio," he added, offering as one proof the increased use of radio for institutional and governmental campaigns.

Budget Grants

"Radio received only 8% of the appropriations granted for 15 typical institutional campaigns of the Red Cross and similar service groups prior to the war," Mr. Elliott said, contrasting this with the allotment of about 50% of the budgets of such current campaigns to radio.

"Radio's ability to put over a message to the whole population immediately and to evoke an immediate response makes it a natural medium to be used for wartime's urgent appeals," he stated, adding that the radio's success in putting over these wartime drives has awakened many advertisers to the potency of radio and will undoubtedly result in increased business for Canadian broadcasters.

Program Trends

The increased interest in news, together with gas-rationing and the change in listening habits of such groups as war workers, has definitely affected Canadian programs, Mr. Elliott pointed out.

Propaganda shows must contain a high proportion of entertainment to be popular, programs popular before the war still have high ratings, and "spook" shows or "escape" series on the order of The Shadow or Inner Sanctum Mysteries have come into favor with listeners since the war started, as have sports events presented by the CBC. The finals of the National Hockey League, for example, Mr. Elliott said, had achieved the highest listener rating ever recorded in Canada.

Radio as a medium to reach the people has, therefore, attained a high point in Canada due to the war. Mr. Elliott concluded, predicting that America, as it continues to fight in World War II will note the same increase in sets-in-use and in radio listening as has Canada in the past three years of war.

Summarizing the effect of the war to date on radio listening in the United States, A. W. Lehman, manager of the Cooperative Bureau of Analysis, stressed the high peak in American listening was reached in the three months after Pearl Harbor, Dec. 7, 1941.

After the War

Predicting that post-war technical developments will create a great demand for more and better radio receivers and that wartime savings will enable the public to buy new sets then, Mr. Lehman pointed out that better reception by itself will encourage the public to listen to programs, he declared, stating that radio's greatest need is for new programs and new program ideas.

For the immediate future he warned against getting "too much war" on the air, pointing out that while radio has done and can do a magnificent job of getting across the government's war messages it is primarily and essentially an entertainment medium."
Radio Performers Are Limited By Army in Professional Work

Sgt. Ezra Stone Taken Off Regular Appearances In Aldrich Family Cast as Rule Is Enforced

RADIO PERFORMERS, once they are inducted after determination under Selective Services regulations and thereby pushed as not indispensable in the war effort, will be precluded from renewing their private radio contracts and called upon to devote their time to "soldering." That is the policy enforced last week by the War Dept. in the case of Staff Sgt. Ezra Stone, "Henry Aldrich," sponsored by General Foods (Postum) on NBC Dispenstation was allowed Sgt. Stone to appear Aug. 13, 8:30 p.m., in his final performance, after which he will be denied appearance under contract on any regularly scheduled program.

At Radio Branch headquarters in Washington, it was explained the action does not establish a precedent, but simply constitutes enforcement of the regulation against soldiers carrying on civilian activities on a continuing basis.

This policy, it was stated, permits occasional and incidental appearances by soldiers on certain types of programs related to civilian morale and on specified programs under Army sponsorship. These, however, are in the nature of assignments to personnel and are not subject in any fashion to outside contractual commitments. Represents Policy

Uniform policy will be followed, it was explained. Once a performer is inducted, after determination by his local draft board that his civilian services are not indispensable he will not be permitted to continue outside civilian activities.

Berner Up

BILL BERNDS, Hollywood news commentator of WNEB, New York, is m.c. of a series of contests in a national competition to select the "Swelter Girl of 1942." Bernes has also been chosen by the eight Drake Business Schools as having the "Ideal Newsman Speed," on his daily program The Movie Camera Turns. Stenography students are asked to take down the broadcasts for their final shorthand tests.

Sherer Firm Permitted To Drop Worchester CP

ANOTHER casualty to wartime conditions which had made new station construction unfeasible, C. T. Sherer Co., holder of a construction permit for WMW, Worcester, Mass., had indicated it has given up the ghost. The FCC Aug. 15 granted a petition of Sherer Co., to dismiss its application for extension of construction permit's completion time.

WMW was granted Oct. 15, 1940 to the Sherer Company, which is 190% owned by the R. C. Taylor Trust. Station was assigned to 250 watts on 1570 kc., later 1230 kc. under NARBA.

WINNING SOFTBALL TEAM represents WTAG, Worcester, Mass., in games with defense plants and department stores. Currently boasting 3 out of 5 wins, the "Microphones" have recently acquired new blue caps and jackets, with cream colored breeches. Kneeling (l to r): Oscar Silverman, Phil Brook, John Dowell, Chic Morse; standing, Bill Cavanagh, program director and team manager; Ron Risling; Herb Krueger, commercial manager; Dick Locke; Bob Martin; Phil Jasen; Barry Barents.
WARTIME COOPERATION by the Southern California Broadcasters’ Assn. is handled by the executive committee. Members are (1 to r) Harry Witt, KNX, SCBA president; Harry Maislish, KFWB, Hollywood; Donald W. Thorburn, CBS vice-president; Lawrence W. McDowell, KFOX, Long Beach (executive committee chairman); Van C. Newkirk, MBS-Don Lee.

Radio Central (Continued from page 12)

Radio Central has realized a number of important objectives. The mechanism now functioning has eliminated the need for numerous officers of varying ranks formerly involved in some phase of radio communication. Every communication, order, spot announcement or program is now routed through a minimum number of properly designated authorities.

Serves as Buffer

Our association, comprising 29 stations and 4 networks, feel, also has become a valuable clearing house as well as buffer for the armed forces, the industry and the public. Requests of every kind destined for the airwaves, whether arising from a variety of military departments or from innumerable wartime civilian organizations are at once acknowledged, routed to the proper authority for approval or rejection for broadcasting.

Minor conflicts of authority, confusion and red tape have been eliminated. An impressive total of orders, bulletins and spot announcements have been passed for qualified local groups. About 800 requests for spot announcements on the air have been turned down since our system of operation was installed.

A detailed report on the use of incidents in each Radio Silence for every radio outlet in the designated area is forwarded by our office to Headquarters of the IVth Fighter Command and the FCC.

Urgent and important spot announcements are co-stamped, sent to designated station managers, and always contain the Authority for Release.

Member stations of our association may broadcast, of course, any and all copy brought to their attention. Our office does not assume the role of censor. However, by mutual consent these stations refer all radio requests dealing with war activities to our office for the proper channels of release.

No Time Lost

We have established an almost instantaneous system of communication with the entire industry on the Pacific Coast, which has resulted in the IVth Fighter Command expressing a desire for a comprehensive and detailed technical plan to be made operative locally, sectionally, and regionally for the Army. The modus operandi has been worked out and made available to the authorities through the combined ingenuity and work of Fox Case, CBS; Van C. Newkirk, MBS, and John Swallow, NBC.

The design of this system employed by the SCBA in handling its local problems has been made possible with the cooperation of Brig. Gen. William E. Kepner, commanding officer of the IVth Fighter Command, Col. Ernest Moon, his Executive Officer, and Maj. Charles Quick.

Facilitating our investigating problems, have been Majors Richard E. Rudisill, E. Riordian, and Capt. Alfred E. Guy, of the Office of Assistant Chief of Staff, G-2, Los Angeles branch War Defense Command and Fourth Army. Matters pertaining to the 11th Naval District have been handled by the Assistant District Public Relations Officer, Lt. Com. A. J. Bolton, and staff.

Ready to Serve

Working closely with Social Services agencies and State, city, county and national defense bodies, who channel all material through the association office, in addition to fulfilling requests of the Federal Bureau of Investigation for specific information, we have succeeded in placing at the disposal of all branches of the Government the entire personnel and facilities of the radio industry in the Southern California area.

It is interesting to note that members of the SCBA pay the entire costs of the local radio alert plan, with the exception of a few direct phone lines operated by the Army. Member stations are billed on a pro-rata, pro-war-time basis, and the cost per station is exceedingly small.

Participating in the radio alert plan in the Southern California area are:

KFI, Los Angeles KPMC, Bakerfield
KKNX, Los Angeles KFSD, San Diego
KKEF, Los Angeles KFEM, San Bernardino
KXL, Los Angeles KFZM, Palm Springs
KFDB, Los Angeles KDFL, Santa Barbara
KRED, Los Angeles KFVE, Culver City
KOGI, Los Angeles KIEV, Glendale
KFSO, Los Angeles KVOE, Santa Ana
KGZE, Long Beach KVEC, San Luis Obispo
KPNX, Beverly Hills KXO, El Centro
KPPF, Pasadena KDOG, San Diego
KRBV, Riverside KMBI, Mission Hill
KERN, Bakerfield NBC, BLUE

The Southern California radio alert plan is put into action by local officials and agencies responsible for its creation. It provides instant response by any and all stations in any given area to orders of the IVth Fighter Command. It has enormously simplified the broadcasting of all manner of bulletins, spot announcements, instructions and programs dealing with the war emergency. And it does all this with a minimum amount of disturbance to normal operations.

We hope our plan and the result it has achieved will be of interest to other radio areas throughout the nation who are studying the vital role radio must play in the war effort.

Higley Joins OPA

PHILO HIGLEY, recent contract writer with Columbia Pictures, has joined the consumer division of the Office of Price Administration as chief of the film and radio section. His function will be to supply OPA ideas to film and radio workers to be worked into scripts. He formerly was with Warner Bros., Twentieth Century-Fox, Erwin Wasey & Co., Arthur Kudner and Young & Rubicam.
New York City Radio Central Operated by Over 20 Stations

Cooperative Setup Provides Army With Channel
To Feed Official Messages to All Outlets

TO PROVIDE a channel for immediate communication in time of an enemy air attack between Army information headquarters, sole source of news at such a time, and radio stations in the New York metropolitan area, a group of some 20 broadcasters have established a Radio Central which is prepared to go into action whenever necessary.

No Scoops

Organized with the full approval and support of the First Army and the Eastern Defense Command, the Radio Central is connected by both radio and private telephone lines with the Army information headquarters at one end and the stations at the other.

Since in an emergency the only news that may be broadcast or printed concerning the raid is that issued by the Army, there is no chance for individual scoops and the problem is one of getting the desired information to the stations—and through them to the public—as rapidly as possible.

Phone service during such times will be available only for essential use by military and civil defense organizations and even if this were not the case, individual Army-station communications would be both expensive and time-consuming.

The cooperative set-up is comparatively inexpensive, costing approximately $25 a month for large stations and less for low-powered stations, and it makes available to the Army a channel whereby official communication can be made to all subscribing stations simultaneously. If Gen. Hugh A. Drum, head of the First Army, or one of his staff should want to speak to the public on the radio as a raid central could put him on the air almost immediately over all subscribing stations.

Although the central will be used only in case of raid, it is manned on a 24-hour-a-day basis by a four-man staff. The two day men are supplied by the Army; the broadcasters furnish the night men. If an Army spokesman wants a message put on the air, he will inform the man on duty at Radio Central, who will then give the stations wanting that the message is coming and at what time, so they can arrange to interrupt their program schedules.

Won’t Be Beacons

Radio Central is completely independent of the organization set up by the Army Interceptor Command for ordering stations off the air in time of an impending raid, so they may not be used as beacons by approaching enemy aircraft. That system of key stations which are monitored by other stations in the area which sign off upon hearing a signal broadcast by the key they are tuned to is continuing as before and has no connection with Radio Central.

In organizing the radio central, the broadcasters hope they have set up an adequate safeguard against any duplication in New York of the broadcast in Tokio at the time of the American raid on that city, when an excited Japanese announcer broadcast an hysterical description of the damage done by the bombs, giving valuable information to the American flyers and also creating a panic among the populace.

Executive Committee

Executive committee of radio central is headed by A. A. Schechter, NBC news and special events chief, representing the network; Leon Goldstein, public relations and news director of WMCA, and Herbert L. Petey, general manager, WHN, represent the independent stations and Mr. Petey is also treasurer of the organization. Morris Novik, head of WNYC, municipal station, acts as liaison between the broadcasters and the central civil defense authorities headed by Mayor LaGuardia.

With Mr. Schechter’s resignation from NBC to join the Office of War Information in Washington [BROADCASTING, Aug. 10], a new network representative will be named by the executive committee at its next meeting, which will probably be held within the week.

Brer Rabbit Places

PENICK & FORD, New York, on Aug. 17 starts a campaign of spot announcements on a daily basis, using stations in Mississippi and the Texas State Network to promote Brer Rabbit Syrup. Agency is J. Walter Thompson Co., New York.

NEWS RENEWAL at KGO, San Francisco, where Foreman & Clark, California clothier, has installed George Applegate with News of the Day for another year. Smiling sign is Hassel Smith, account executive of Botsford, Constantine & Gardner, agency handling the account. Looking on (left) is Walter Davison, KGO sales manager and George Applegate is happy about the whole thing, too.

Ban Excepts Broadcasts

BROADCAST program transmission and service to England and the Western Hemisphere was expected in the complete ban by the Board of War Communications on Aug. 13 of all non-governmental use of overseas telephonic service. The ban was a further strengthening of the BWC’s July 24 order on international radiotelephone calls. The Aug. 13 order also relaxed the prohibition on use of radiotelephone circuit to Australia to permit use of the link for program broadcast transmission.

Ice Show Spots

ANDREW J. CREVOLIN, Los Angeles, to promote the Ice Revue of 1943, currently being staged at Westwood Ice Gardens in Westwood Villlage, Cal., is in a 15-week campaign ending Aug. 19 is using a total of 288 transcribed and live one-minute announcements on 30 stations in that area—KECA KFI KNX KHJ KFWB KFAC KFJ KFVD KIEV KMPC. Agency is Milton Weinberg Adv. Co., Los Angeles.

IRENE RICH, Hollywood star of the weekly CBS Dear John program, sponsored by Welch Grape Juice Co., has been promoted to seatent in charge of publicity relations of the Women’s Amatrician Defense Corps in the Los Angeles area.

• $60,000,000.00 victory project* comes to WJHL’s primary coverage area. 16,000 new workers plus their families are booming this area’s retail sales. WJHL is the only single medium that can reach this new market.

* In addition to two * $25,000,000 T.V.A. dams now under construction.

WJHL
1000 WATT - 910 KC - NBC BLUE
SPOT SALES, Inc. Representatives
W. Hanes Lancaster
Manager

Popular

THE telephone voice conducting a Western Michigan radio poll recently suffered slight shock upon the reply to her two most pertinent questions: Voice: What is your favorite radio program? Answer: Well, the only program I really bother about is Harry Caray’s Sports Extra on WIZXO. Voice: Thank you very much. Your name please? Answer: Harry Caray.

Lindsay in Navy

A MAJOR shake-up in administrative personnel of WSOY, Decatur, Ill., has occurred following the departure of Merrill Lindsay, general manager for three years, to serve as a lieutenant (jg) in Navy Radar, Division of Communications. Lindsay’s appointment came on short notice, and he was ordered immediately to Norton Heights, Conn., for basic training. New WSOY officials: Are Easter Straker, who moves from women’s director to program director; Edward Deffenbaugh of WJFP, Herrin, Ill., becomes production manager; and Edward Lindsay, editor of the Herald-Review, acting station manager.

ROYAL CANADIAN Air Force plans to place a series of radio recruiting announcements over Canadian stations, according to Flying Officer A. A. McDermott, radio liaison officer for the RCAF.

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KATE SMITH "Radio's First Lady of Song" is the subject of "Philosopher At Work," article by Jack Alexander in the Saturday Evening Post for Aug. 15. Tracing Miss Smith's career from musical comedy performer to radio stardom, Alexander estimates she now has 75,000,000 listeners a week. The article also describes the work of her manager, Ted Collins, in developing Miss Smith's talent, and shows readers how she prepares her soon and Friday evening broadcast.

STAN LOMAX, sportscaster of WOR, New York, who has been covering the races at Old Westbury, L. I. for the past two years, has the most important pacing race of the season named in his honor recently, the "Stan Lomax Special!"

"Oh dear! That announcer on WDFD Flint Michigan was right when he said we have a strong army!"

KATE SMITH in SEP

ALTHOUGH the radio industry was once regarded as a 'headache' by the advertising managers of the press, according to Lee A. White, public relations director of the Detroit News, he admits in an article for the Detroit Advertiser, "For Further Details See Your Newspaper." That radio has now become an important, independent aid to the press.

Citing Pearl Harbor, Mr. White shows how the prohibitive costs and intricate production prevented Detroit's three newspapers from producing papers earlier than 5 or 6 a.m. on the afternoon of Dec. 7. From the moment that word of attack became known radio was in action serving the public interest with all the information available. This eliminated the need for newspaper extras.

"Here was a well-nigh perfect example," Mr. White feels, "of how, in a new era, the newspaper may occasion sensibly delegate to a new agency one of its traditional and historic vital functions. Looking on this he shows that the matters of gathering and disseminating news, by press or by microphone, remain peculiarly within the province of the journalist.

Radio's Flexibility

He also makes the obvious comparison that radio is a seven day service, offered on an average of 18 hours per day and therefore better able to handle newsbreaks such as Pearl Harbor without the "burden-some production expenses" which newspapers must face. Press associations furnish radio stations with their news and little editing has to be performed. News need only be read to listening audiences.

Mr. White recognizes the regularity with which radio beeps the press with spot news. He then comes back quickly to stress the audio appeal of radio as against the eye appeal of the newspaper. It makes a good point when he says that radio, at present, cannot inform or entertain through the use of text, maps, cartoons, strips and similar tabular arrangements.

Furthermore, he stresses the time problem in handling news on the air, maintaining that, "scheduling radio's time is tighter even than those that prevail in composing and press rooms."

Except for flashes during commercial programs or briefs in sustaining shows, contracts operate against lengthy newscasts at hours other than regularly scheduled newscasts, Mr. White feels. The matter of scoops, he minimizes too, since he maintains that the news comes to newspapers and radio stations simultaneously but publication times of radio enable frequent scoops.

Radio Scoops

In doing this he overlooks such "spot news" broadcasts as the sinking of the Graf Spee which called for no thanks to any press association; instead it was the flexibility of the radio medium which allowed an historic on-the-spot broadcast of an important news-event.

By minimizing the importance of radio because of its time limitations in program and Mr. White's sound victories. Yet in stressing this he overlooks the monotonous agreement of newspaper readership studies which indicate an average reading time of 15-20 minutes by the average person.

With justice Mr. White says that most radio time is devoted to newspaper presentation and little to news interpretation. Radio in wartime, at least, has had an important role in news reporting and dissemination of information.

Mr. White sounds the note that radio's "accountability" puts an increased responsibility upon the newscaster. "Radio is a place for good words, and the air is a place for a good listener." He also advises that radio is a place for a good listener, too.

In conclusion, Mr. White observes that there is a place for radio and a place for the press. There can be no quibbling on this score. Each performs a needed function and completes the whole.
Yelland an Ensign
STARR YELLAND, on leave as an
announcee at KFRA, Denver, has been
commissioned an ensign in the Navy
after nine months as a woman. Oath was
administered by Lt. Com. Lloyd E.
Yoder, on leave as KOA manager.
Lt. Com. Yoder is Yelland's superior
in the Navy and was his superior at
KOA.

Nine More Applications Withdrawn from FCC

PETITIONS and motions of two new
station applicants and seven
stations for improved facilities
from the FCC asking dismissal of
their applications were grant-
ed without prejudice by the FCC
last Wednesday.

Dropped are the new station ap-
plications of the LaCrosse Trib-
une Co., LaCrosse, Wis., and the
Herald Publishing Co., Klamath
Falls, Ore.

The others withdrawing their
applications are:

KWK, St. Louis, construction per-
mit for an directional an-
tenna for day and night use; KMLB,
for a construction permit for 1410
kcs., 1,000 watts unlimited time,
with directional antenna at night; WTEL,
Philadelphia, construction permit for
1340 kc., 250 watts, sharing time
with WHAT; RSL, Salt Lake City,
construction permit for 1180
kcs., 750 watts, unlimited time; WMAW,
Worcester, Mass., for modification of con-
struction permit for extension of com-
struction date to Aug. 17; WSAR, Fall
River, Mass., construction permit for
1470 kc., 1,000 watts unlimited time,
with directional antenna day and
night; WHOM, Jersey City, application
construction permit for 1480 kc.,
5,000 watts unlimited with directional
antenna day and night.

CLASSIFIED

Advertisements

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

Help Wanted

ANNOUNCER-ENGINEER—First class li-
cense preferred. Progress as Station
Manager. Southern Station. Good pay for short
week. Box 724, BROADCASTING.

CONTROL ENGINEER—Excellent opening
for alert experienced man in
control room. Box 738, BROADCAST-
ing.

Salesman—We have the opportunity, if
you have the ability to produce. Doing
a larger volume of business than any
250 Watt station in the country. A
chance to make money—and we don't
mean peanuts. Give complete informa-
tion in reply. A. H. Leaming, St.
Station WJGB, Detroit, Michigan.

Engineer wanted—1st class license. East-
ern station. Good outlook details including
experience, references, draft status, pis-
ture. Box 720, BROADCASTING.

Chief Engineer—Immediate opening for
draft deferred qualified man with 5
years experience. Permanent position for 46
hours week. Well paid. Own car. Phone. Box
726, BROADCASTING.

Promotion Assistant—Sales Promotion and
Merchandising Manager for chain outlet in
midwest city. Over 100,000 watts cap-
able, draft-exempt assistant with some
experience in advertising, copy and pro-
duction. Send photo with letter of ap-
lication, also references, complete business background. Our
own employees all know of this ad. Box
718, BROADCASTING.

Need Two Combination Announcer-Trans-
mitter Engineer. Top standing in area. Salary in
first letter. WMGM, Bruns-
swick, Georgia.

Engineer—First or Second Class. No ex-
necessary. Good salary. WJTN,
Jamestown, New York.

First or Second Class Operator—Or third
Class with endorsement. NBC outlet.
WMYA, Martinsville, Virginia.

Have Opening for Operator—Announcer—
5000 watt network station. Good work-
ing conditions. Union Station
Box 722, BROADCASTING.

SALES MANAGER—Capable of becoming
station manager. Midwest locale, net-
work affiliated town of 35,000. Del-
fully, first letter—age, draft status,
experience, references, pictures,
excellent opportunity. Salary, commis-
sion or bonus arrangements. Box
721, BROADCASTING.

Southern Network Station—Has immediate
opening for experienced announcer. Send
voice transcription, draft status and
 exper-
sential salary. Box 741, BROADCAST-
ing.

ANNOUNCER-PRODUCER—Mature and
versatile, specializing in ad lib special
events and quality production. Good
future, pleasant working conditions. Give
complete information, audition recording if
possible. Prefer New York State network
affiliate. Box 728, BROADCASTING.

Situations Wanted

Operator—First class license, eight years'
experience including work on 8 kw.
Also have deep, well trained announc-
ing voice. Box 766, BROADCASTING.

Do you need—A good morning man and
football announcer. Can do staff and
news, draft deferred, excellent exec.
Now employed. Box 738, BROADCAST-
ing.

Program Director—Desires position as
program director or assistant to present
director, with opportunity for advance-
ment. Sound ideas, married. 3A. Ref-
ences. Box 724, BROADCASTING.

PROGRAM DIRECTOR—Wide experience.
Outstanding background. Know music.
Box 787, BROADCASTING.

Program Director—Aggressive outlet, or
one needing new blood. Want real
opportunity to build programs and sales.
10 years excellent record doing things
top regional network production, special
events, sales, traffic, executive. Income
secondary to genuine opportunity. Box
727, BROADCASTING.

Ambitious Announcer—Wants immediate
change to progressive network affiliate.
Versatile, Draft 2-A. Age 23. Full de-
tails upon request. Box 725, BROAD-
CASTING.

Program Director—Radio and dramatic ex-
perience. Can manage personnel, sta-
nation promotion, merchandising and write
spots that sell. 3-A. References A-1.
Box 720, BROADCASTING.

Experienced Radio Engineer—7 years as
Chief Engineer, operator and announc
er. Experience on 5 kw to 250 W.
Good salary, not afraid to work hard;
good at construction and maintenance;
draft deferred. Good references. Replies on
request. First phone license. Wart posi-
tion as Chief Engineer. $40 per
week. Prefer South, middle west or east.
Box 731, BROADCASTING.

Combination—Experienced Announcer, Li-
censed Operator. Married, Family South
Preferred, Box 781, BROADCASTING.

ATTENTION EXECUTIVES—Married man.
8 years radio executive, local and network.
Top on program, news, sports, sales.
Draft exempt, Socer. Prefer
Southern location. Box 728, BROAD-
CASTING.

ANNOUNCER—With good experience, act-
ory. writer, draft exempt. Wants an-
ouncing position with progressive sta-
tion. Box 728, BROADCASTING.

12 YEARS EXPERIENCE—In announcing,
copy, programming, selling. Net-
work affiliated town of 35,000.
Excellent references. Draft 3A. Box
728, BROADCASTING.

Young Woman—Now employed, schooled
in producing volume output of effective
copy, seeks connection with eastern or
southeastern station. Attractive voice
and appearance. Box 717, BROAD-
CASTING.

ANNOUNCER—A good news, program, and
news radio man is available with
copy writing experience. Prefers San
Francisco outlet. Draft exempt. Box
723, BROADCASTING.

Wanted to Buy

50,000 feet—No. 12 bare, medium hard-
drawn copper wire. Box 719, BROAD-
CASTING.

THE London News Chronicle is printing
much of the script of the Norman
Corwin series, An American in Eng-
land, as broadcast over CBS.

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 Broadband and
Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7757

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

PAUL F. GODLEY
Consulting Radio Engineer
MONTCLAIR, N. J.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY

An Accounting Service
Particularly Adaptable to Radio

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.

MCNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., Dl. 1205
Washington, D. C.

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

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Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
66 Broad St., New York, N. Y.
 Hammond System of Phase Modulation Prevents Jamming by Hostile Powers

A NEW system of secret radio communication that cannot be jammed by a carrier difference wave and identically the same frequency, which might be put out by hostile persons for that purpose, has been invented by John Hays Hammond Jr., of Gloucester, Mass., member of the boards of RCA and the Blue Network and noted pioneer inventor of remote radio control devices for vehicles, airplanes, ships and submarines. Mr. Hammond has awarded patent 2,272,839 on this device.

The jam-free character of the system is obtained by a new type of modulation called "phase modulation", which is entirely different from either amplitude or frequency modulation, according to Science Service. In other words, to the familiar AM and FM we must now add PM.

In AM, as is well-known, the amplitude, or what might be called the height of the radio waves, is modified in accordance with the ups and downs of the voice. In FM, the frequency is modified in the same way.

Keeping in step
In phase modulation, FM, two carrier waves of the same frequency and amplitude are required because a phase shift or a phase difference means that one wave starts a little ahead of or behind the other. If the two waves start together, they are in step or phase, there is no phase difference. If both are picked up by the same receiver, the effect is double that of either alone.

If one wave is shifted a half wavelength with respect to the other, then the crest of one corresponds with the trough of the other and the effect on the receiver is nil. There are of course all stages of phase difference between these two, with all degrees of loudness in the receiver from maximum to zero.

Any radio receiver, tuned to the frequency determined, could pick up these waves and experience of variation in loudness due to phase shift that has been described.

Shifts of phase determined through interference are obtained by Mr. Hammond by polarizing the two waves, which his transmitter sends out, in planes at right angles.

To use the analogue of mechanical vibrations, one set of waves might be vibrating up and down while the other is vibrating horizontally from side to side.

These two waves, superposed, never completely annul each other, whatever their phase relations. If they start in step, the resultant is the direct sum of the two; if they are inclined at an angle of 45 degrees to the vibration directions of each of the component waves—halfway between these two extremes—so to speak.

In the simplest form of Mr. Hammond's invention, the receiving antenna is a rod that can be inclined at various angles. Under this description, the maximum effect would be received when the rod is inclined at 45 degrees. Nothing would be received at right angles to this position. If a set of receiving antennas and waves were put out by some hostile person with the intention of interfering, the only effect would be to shift the angle at which maximum reception occurs. The operator could soon find the new position.

In a more complicated form of the invention, which makes for complete annihilation of the two waves, plane polarized in directions at right angles to each other, are put out, but one is shifted a quarter of a wavelength (phase difference) with respect to the other.

Reverting to the mechanical analogue, the resultant wave is then no longer one that is vibrating in a diagonal plane, but one whose particles describe circles in the right-handed or clockwise direction. If the phase is now shifted another half wavelength (three-fourths of a wavelength in all), the motion is in left-handed circles. These are called circularly polarized waves.

The receiver is arranged to distinguish between these two waves, circularly polarized in opposite directions. This, no ordinary receiver can do. A telegraph key is arranged merely to shift the phase difference back and forth a half wavelength.

One position may represent a dash, the other a dot, both being of equal duration. If any unauthorized receiver tapped into a line and responded, there would be no difference in sound for either position of the sending key—just a continuous, meaningless succession of dah, dah, dah.

WANTED AT ONCE

Worn-Out G-E Transmitting Tubes

BECAUSE there is a shortage of strategic metals used in transmitting tubes for civilian uses, and because military needs are great, General Electric is now salvaging these metals from worn-out tubes of 250-watt plate dissipation or over. Such metals will be salvaged for new tubes, and in this way it is hoped to make more tubes available for broadcasting and other nonmilitary uses. Of course, military needs come first.

Will You Help? Send us—via express collect—your retired transmitting tubes of 250-watt plate dissipation and larger. If you do not have proper cartons, let us know the types of tubes and the quantity, and we'll send the cartons to you.

Credit—Because of the high cost of salvaging materials and the added cost of shipping, it is impossible to give credit on all tubes returned. Regular current will be given on those tubes that ordinarily have a return credit value. These include GL-862 and GL-898, and the radiator credit on GL-882R, GL-892R, and GL-800R.

How to Ship—Mark the cartons and shipping papers "Defective apparatus for salvaging," and ship by express, collect, to General Electric Company, Radio, Television, and Electronics Department, Schenectady, N. Y.
Haggerty Claims Reported
(Continued from page 11)

Treasury by Haggerty asking for the radio tax. Quoting two paragraphs from the letter, Haggerty then went on with another paragraph—without quotes but set in the same boldface type and ostensibly part of the letter—in which he said: “We understand that in accordance with the request of your committee a plan of taxation has been proposed which was prepared by the Treasury Dept. and the FCC.” This statement was emphatically disclaimed by the Treasury as coming from any of its officers.

In addition the Treasury declared that a radio tax proposal which emanated from the House Ways & Means Committee last year was not prepared by the Treasury but had come from members of that committee. This proposal had been attributed to the Treasury by Haggerty.

Labor Attacks

Two labor groups also assailed Haggerty’s proposal, W. G. Hushing, chairman of the National Legislative Committee of the AFL, submitted testimony last Wednesday contesting Haggerty’s claims to the Senate committee followed the next day by a statement from John J. McCurry, legislative representative of the International Brotherhood of Electrical Workers (AFL).

Mr. Hushing’s testimony, submitted for the record, reviewed last year’s proposal by Haggerty and declared the AFL would repeat the stand it took then—that “while labor believes that the United States Government should levy extra taxes on the people to pay for defense work we do not believe in punitive or discriminatory taxation as a special levy on radio advertising broadcasts.”

Mr. Hushing contended “this tax is designed to cause the transfer of work now done by radio stations to newspapers. It is contended by the advocates of the tax, that unless this is done their members will be unemployed.”

“This last contention is untrue,” Mr. Hushing declared. He stated that “since radio stations have come into existence during the last 10 years these organizations who advocate the tax have increased their membership on an average approximately 10% to approximating 500.” This latter contention was also made in testimony of the IBEW representative. The Haggerty test. Mr. Hushing said, arose from a fear of an “old industry” that a “new industry” will take away its employment.

Mr. Hushing then went on to refute Haggerty’s statement that the AFL Executive Council, in condemning the tax last year, had been “misled”. Mr. Hushing contended that the Executive Council included a member of the Allied Printing Trades “so the council did know all the facts when it took action.”

He concluded that “if, as Mr. Haggerty contends, the income of radio stations, is outrageous and excessive, it seems to us that the proper method of approaching the subject would be through the excess profits tax.”

Using stronger language, Mr. McCurry, in his testimony, said the tax is “a punitive tax, unreasonable, discriminatory and partaking of the character of class legislation, violative of the fundamental democratic principle of equality under law.”

Mr. McCurry said his union did not object to “any fair and equitable tax, applied to all alike.” Further, the statement declared “we realize that the need for revenue is serious and it is not our intention to oppose the levying of a tax on radio broadcasting merely on the grounds that someone else should assume the burden—we only seek to have the necessary taxation applied equitably and without discrimination.”

Declared Unjust

It was pointed out to the Senate committee that “a radio station like a newspaper or magazine derives its principal income, with which its employees are paid, from advertising time sales. In the advertising field, while utilizing an entirely different type or form of sales appeal, radio must compete with other advertising mediums.”

It was added that “to tax one medium of advertising without taxing all others would certainly be discriminatory and unjust, both to the employer and the employee in the particular field taxed.”

“Therefore,” it was concluded, “if a tax is to be applied on advertising there can be no justifiable reason for taxing radio but not advertising unless there is an equal rate of taxation on all other forms of advertising.”

Meanwhile the NAB, through its counsel, Ellsworth O. Alvord, also announced that it would submit testimony to the Senate committee against Haggerty’s proposal. This testimony was in rough draft form when broadcasting went to press and it was said the NAB will submit it sometime this week.

Three Church Sponsors Expand MBS Hookups

THREE religious groups sponsoring Sunday broadcasts on MBS have increased their station lists to include 202 Mutual outlets, the complete network, with the exception of WOR, New York, and WGN, Chicago. Gospel Broadcasting Assn., Los Angeles, on Aug. 23 will add 24 stations to its current line-up of 178 for Old Fashioned Revival Hour, broadcast from 9 to 10 Sunday evening, R. H. Alber Co., Los Angeles, is the agency.

Young People’s Church of the Air, Stroudsburg, Pa., on Aug. 30 adds 97 stations to the MBS outlets now being used for its program of the same name, broadcast 1:30-2:30 p.m. Sunday, and heard through Ivey & Ellington, Philadelphia.

Lutheran Laymen’s League, St. Louis, on Oct. 25 will return to MBS after its summer recess, at that time increasing its last year’s MBS network of 1-4 stations to 202. Program, The Lutheran Hour, will be broadcast 1:30-2 p.m. Sunday, Agency is Kelly, Zahnrndt & Kelly, St. Louis.
Dept. of Agriculture Finds Broadcasts Effective in Promoting Extension Work

HOW broadcasting has been utilized by the Dept. of Agriculture is described in three articles appearing in the current issue of the Extension Service Review, published monthly by the department. Particular emphasis has been placed on the remote control extension in forest-fire fighting units and canteen service for the volunteer organizations. Josephine County is in the heart of the mountain section of Southern Oregon where it is feared great forest fires could be started by either incendiary bombs or ground saboteurs.

Gets Them at Home

In organizing the units Miss Crawford, who has conducted a 15-minute broadcast over KUIN, Granta Pass, Ore., for some time, arranged with the station for a remote control extension in her office so she could broadcast three-weekly, following public request. The time element and travel involved in going from office to studio would have made the project impossible, she said, without the remote outlet. She then describes how the programs have been used to bring attention to civil projects and for broadcasts of interest to homemakers. Miss Crawford declares that "as tire shortage and other transportation as well as the necessity for farm families to work longer hours, have cut down attendance of meetings (4-H clubs, women's clubs and other civic organizations) we find this radio arrangement a particularly valuable means of reaching people right in their homes." Further describing increased value of radio because of tire and gasoline shortages, Charles E. Eshbach, an agent of the Agricultural Marketing Administration of the Labor Department, declares that broadcasting has been used to bring attention to civil projects and for broadcasts of interest to homemakers.

Group Education

"Radio broadcasting gives us contact directly into the homes of all classes of people," Mr. MacDougall then describes radio as "one of the most valuable means of education." He adds the statement "is based on experience in broadcasting almost from the very first development of the medium. It is a statement based on results we have obtained.

In an article, Delivered F.O.B. Your Loudspeaker, Ed Aiton, assistant 4-H leader in charge of Rural Youth, Minnesota, describes how programs on WCCO, Minneapolis, were used for group education. These programs were utilized instead of holding regional and state meetings of Rural Youth groups and were said to have "stepped out to reach a vast, new audience with pertinent, timely information."

County agents, it was said, worked out a publicity program and when the broadcast was made it was estimated a special audience of 40,000 was reached. It was added that the series was considered sufficiently strong enough by the WCCO management to make it the theme for a feature exhibit at the recent NAB convention. When fall schedules of the Rural Youth groups are set up Mr. Aiton said the radio plan will again be used.

New ASCAP Radio Series

now available, without charge, to all ASCAP Licensed Stations. Write or wire today.

ASCAP Radio Program Service
30 Rockefeller Plaza
New York

New War Developments Aid Police Radio Communications to Capitalize On Electronic Innovations

VAST developments being made in the radio industry as a whole as a result of radio's tremendous task in equipping Allied armed forces with radio equipment "better than the enemy, will make available many new electronic products for police communication in the post-war period.

This was explained recently by H. V. Kaltenborn, Jr., General Electric radio engineer, before the Ninth Annual Conference of the Associated Police Communication Officers.

Among such developments is a circular-type antenna which gives a higher field strength for a given transmitter power, both for station and mobile use, he said.

Vibrator Replacement

Another development is a resonant inverter which replaces dynamos and vibrators. "Present vibrators have to break the full-load current of the apparatus whereas the new resonant inverter has electrical and mechanical resonance circuits such that vibrator contacts break only during periods when the current through the contacts is zero," Mr. DuVal stated. "Such a unit requires very little maintenance and should give service longer than dynamos or present vibrators, the latter being unsatisfactory for high-current interruption."

Mr. DuVal pointed out that now is the time for police communications officers to help the radio industry and the FCC by formulating plans to use super-high frequencies in the post-war period to relieve congestion now existing on police radio and other frequencies.

It was explained how GE engineers, using alternate materials and new designs, produced a better product when war requirements compelled substitution in the use of metals and other vital materials. Aluminum in two-way radio equipment was reduced 57%, and similar reductions were made in steel, copper, rubber, and other strategic materials. Use of the other materials and new designs actually improved the performance of this apparatus, he said.
Chain Finds Radio Beats White Space

WITH radio advertising outpulling newspapers by 50% for a group of four chain clothes stores, spot announcement schedules have increased 25% over last year, according to Frank B. Sawton Co., New York agency handling the store accounts. A gradual and steady increase in radio is disclosed, several of the stores having used broadcasting for as long as eight or nine years. Advertisers are Case Colthes, Lewis Apparel, Western Colthes, and Worth Colthes, all headquartered in New York, and units operating throughout the country.

One-minute transcriptions are used on 50 to 60 stations in cities having local branches, the number of stations varying for each company, with Worth Colthes currently using two Detroit outlets, CKLW and WJBK. Announcements are usually run during intervals for a period of six weeks, as often as 10 to 15 times a day, with live spots inserted by the local merchant.

Discs are cut by Empire Broadcasting System. Warren Sweeney, announcer, recently completed a series of 40 transcriptions for Case Colthes.

BLUE NET EXPANDS WAR CONTRIBUTION

STEADY INCREASE in the amount of broadcast time given to the war effort during the period Oct. 1, 1941 to July 31, 1942, is reported by BLUE with the announcement that a total of 511 hours and 54 minutes have been devoted to that cause during this time.

Whereas Government departments, including the Treasury, used 10 hours and 55 minutes in October, 28 hours and 45 minutes were used in July, Sustain time, which occupies the largest portion of BLUE time relating to the national effort, consisted of 15 hours and 30 minutes in October, as against 24 hours and 15 minutes in July.

A total of 105 hours was devoted to the war effort on W3Z and BLUE in July.

A FEMININE STAR is added to the service flag of KYW, Philadelphia, by Col. Frederick Schoenfeld for Janet Jenkins (nearest flag) who has joined the WAAC. Known as Nancy Dixon on her shopping program for Cluett-Peabody’s Sanforized Products, she is being succeeded in name and position by Helen Kiley (on her right). Leslie W. Joy, KYW general manager, watches ceremonies which highlighted a luncheon attended by Philadelphia department store executives.

LOOK WHAT GROCERS OVERLOOK!

Study of Traffic in Food Markets Shows Value

Of Saturday Tips for Shoppers

NATIONAL grocery product advertisers are overlooking an excellent opportunity for getting their messages to the nation’s housewives just before they do their marketing, according to the Sherman K. Ellis Report on Super Market Traffic, just issued by this advertising agency.

Study, analyzing the shopper traffic in these markets each morning and afternoon throughout the week, points out that in the 14 stores studied, 26.2% of the week’s traffic entered the stores between noon and closing time on Saturday.

The study continues to cite a Hooper audience survey for March which shows that while the Saturday morning audience averaged 16.3% of sets in use as against a 15.9% average Monday-through-Friday, of the 16 morning quarter-hour network programs that month, all were broadcast Mondays through Fridays and not one used Saturday morning time. Neither do the three-a-week or twice-a-week programs utilize Saturdays, the report states, the only Saturday morning network commercials being once-a-week half-hour shows.

The Ellis study concludes that “Some place back in the infancy of network broadcasting the conventional practice of Monday through Friday was established for five-a-week, 15-minute radio, and that convention still keeps morning network grocery product advertisers from a last-minute effort to get on the shopping lists of 26% of the week’s shoppers who visit these super markets between noon and closing time on Saturday.”

Perhaps it would be profitable to shake off the inertia of this conventional morning radio practice. Monday—noon to closing—carried only 9.5% of the week’s traffic in contrast with 26.2% Saturday—noon to closing. Those five-a-week advertisers who can’t add a sixth morning might well trade Monday for Saturday. The three-a-week advertisers could profitably change their conventional Monday-Wednesday-Friday practice to Tuesday—Thursday—Saturday.”

Townsend’s Big Day

SAMUEL W. TOWNSEND, owner-oper- 100 of WKST, New Castle, Pa., now on duty with the Navy, jumped from lieutenant command- er to commander yesterday, for the same day his baby son was born. Command Townsend is in charge of communications for the Fourth Naval District, and the Philadel- phia Navy Yard.

Quiz Kid?

BOB DONLEY, announcer at WCAE, Pittsburgh, Toast Time Tunes, a telephone quiz show, asked a listener his sponsor’s slogan during a recent broadcast.

“Pardon me”, the lady said, “I have to change the baby. Will you wait?”

Time ticked away, and Donley filled in by expressing hope on the air that the tot knew the answer. Evidently, he did, for mama returned with the slogan . . . and collected $104.

Columbia’s Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office

BROADCASTING • Broadcast Advertising

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Army Regulates Programs for Troops

**Shortwave Commercials Restricted Under New Ruling**

**STANDARDS FOR commercial programs beamed to American troops overseas were issued last Wednesday by Lt. Col. E. M. Kirby, chief of the War Radio Branch, in a communication sent to all radio sponsors.**

Expressing appreciation for the contribution by sponsors in making their programs available to soldiers overseas, Col. Kirby pointed out that it was advisable to have sponsors conform to certain prerequisites overseas as a means of making these programs most effective.

Inquiry has revealed, he stated, that certain aspects of commercially sponsored programs popular with troops prior to embarkation "can produce negative results when heard by the same troops on the fighting fronts." The text of all commercial copy of programs to be shortwave to troops should be written so as to meet the following requirements. These suggestions will serve as a guide for all advertisers affected.

**Shortwave Standards**

Three things must be borne in mind in connection with the broadcasting of sponsored programs to American troops overseas:

1. Their living conditions and their surrounding environment, while good, have been changed, and subject to the temporary fortunes of war, may be changed more drastically at any moment.

2. American soldiers, wherever they are, desire to hear, as often as possible, their radio favorites provided by American radio advertisers, networks or stations.

3. Any program which is intended for the ears of American troops in Europe, Asia, Africa, Australia, the Far East, the Arctic Zones, or South America, must reach the ears of friends and foes alike, regardless of audience target.

The War Dept. has no objection to commercial sponsorship or commercial identification of programs addressed to overseas troops by shortwave, provided that any such messages released internationally are edited or modified in a realistic and sympathetic consideration of certain prescribed factors.

For clearance and review of such programs, the Overseas Forces division of the Overseas Branch of the War Office of Information, has been designated as the authority, Col. Kirby said. Chief of the division is Louis G. Cowan, of the War Dept., who is radio liaison with the OWI. Mr. Cowan is a civilian consultant of Col. Kirby’s staff and is the owner of Quiz Kids.

The text of Col. Kirby’s memorandum to radio sponsors follows:

1. The War Dept. has no objection to commercial radio sponsors in making their radio programs available to our soldiers overseas.

2. In order that it might help make this contribution more effective, it desires to point out the result of a recent inquiry into the matter of sponsored programs intended for troops reception abroad.

   a. The majority of radio entertainment programs which have been popular with American soldiers before their induction into the Army, and before their embarkation to the various fronts, remain popular with the men. They are quite desirable and suitable links between the fighting front and the home front, whethershortwave or provided and transported abroad for playback.

   b. Inquiry reveals that certain aspects of commercially sponsored radio programs popular with troops prior to embarkation can produce negative results when heard by the same troops on the fighting fronts.

   c. The text of all commercial copy of programs to be shortwave to troops should be written so as to meet the following requirements. These suggestions will serve as a guide for all advertisers affected.

**Messages From Soldiers To Be Curtailed by Army**

**PERSONAL MESSAGES between troops abroad and relatives or friends in the U. S. by shortwave broadcast or transportation of discs will all be discontinued, the War Dept. announced last week. In explanation it was said that this form of communication is "dangerous to national security." It was added that the ban did not affect shortwave broadcasts approved or by the War Dept.

The text of the order, by General G. C. Marshall, chief of staff, follows:

1. The transmission of personal messages between troops at overseas stations on radio, or discs in the United States, whether by shortwave broadcast or transportation of discs, has been found to be dangerous to national security, and is an unnecessary drain of limited personal communication since there is no assurance that messages so recorded will reach persons for whom they are intended. This practice will be discontinued.

2. The provisions of paragraph 1 apply to the continental United States of electrical transmissions over which broadcast into the United States or in the continental United States or is areas otherwise defined by a local carrier.

3. These instructions will not be construed as forbidding:

   a. Occasional and unannounced participation of the War Dept. in the networks or the shortwave stations which have been cleared through and transmitted by the War Dept., Bureau of Public Relations.

4. Those who derive public good will in announcing that their programs are being heard by our troops overseas must determine their right by performance rendered. Such performance in live or delayed broadcasts is a distinction in a sense not to be exploited but reserved for those advertisers, performers and shortwave stations doing a patriotic job.

**650 KW. HEARING OF WLW DEFERRED**

ON MOTION of WLW, a hearing scheduled for Aug. 18 on the Cincinnati station's application for increase in regular operating power from 5,000 to 650,000 watts on its 700 kc. clear channel, has been postponed to Oct. 19, pending amendment of the application.

Commissioner Paul A. Walker, presiding over the Motions Docket, last Thursday granted the motion for leave to amend the application to eliminate the need for any new construction by reducing the power requested and eliminating a directional antenna at night. The Amendment, presumably for 500-600,000 watts, must be filed within 15 days.

The FCC had designated the WLW application for hearing to determine whether a grant would be consistent with the FCC’s "freeze order opinion" of April 27 under which no new construction of any kind is authorized except in specified instances related to the war effort.

**Murine Test**

**MURINE Co., Chicago (eye dressing), is testing varied series of compounds as agents for sale to eye markets. Contracts are for 13 weeks. Agency is BBDO, Chicago.**
If Listeners in this South Carolina Area could have only ONE station—

76%

Would pick WAIM!

We have and hold listeners because our whole pattern of broadcasting is comparable to the performance of alert community newspapers... it is a localized community service that cannot be duplicated! Our listeners believe in WAIM and patronize its advertisers!

WAIM

Clemson College and Anderson College, Anderson, S. C.
WILTON E. HALL, OWNER AND OPERATOR
Represented Nationally by SPOT SALES, New York, Chicago

Brief Summary of Dr. Charles L. Allen's FINDINGS:

1. More than 9 out of 10 homes in the WAIM area have radios!
2. 70.91% of the women put WAIM first!
3. The people of this area depend primarily on WAIM for radio service!
4. About 90% of our listeners say programs have been consistently improved!
5. 80% of rural and 75% of city listeners say they patronize WAIM advertisers!
6. And nearly 100% of all listeners are pleased with WAIM civic service! ($40,632 in time contributed in 1941)

Ask for 24-Page Northwestern University Brochure

79,195 people live within 15 minutes of WAIM's antenna, and 250,000 reside in one-hour's driving distance of Anderson, in the heart of the great agricultural and textile belt of Dixie—midway between Charlotte and Atlanta! Anderson had the largest population gain (1930-40) of any South Carolina city.
So much—So quickly...BY RADIO!

Radio is the voice and ear of modern war.
Radio follows the flag and the fleet—locates the enemy—flashes urgent orders—safeguards the convoy—guides the bomber—directs the artillery—manoeuvres the tank.

From submarine to flying fortress, from jeep to anti-aircraft gun, radio is on watch, always ready to speak and to listen—to give warning and to guide.
Radio brings information and relaxation to the free—courage and understanding to the oppressed.
Radio fights on every front!

Radio Corporation of America
PIONEER IN RADIO, ELECTRONICS, TELEVISION

RCA BUILDING, NEW YORK, N. Y.
The Services of RCA: RCA Manufacturing Co., Inc. • R. C. A. Communications, Inc. Radiomarine Corporation of America • RCA Laboratories • Blue Network Co., Inc. National Broadcasting Co., Inc. • RCA Institutes, Inc.