the record—

the station in New York that

in 1941 became the most powerful independent station in America

in 1941 served 239 advertisers — more advertisers, perhaps, than any other station, anywhere

in 1941 increased its primary coverage area by three million listeners

in 1941 dominated the News broadcasting field with both United Press and Associated Press services—The Newsreel Theatre—Fulton Lewis Jr.—Wythe Williams—Fulton Oursler—George Hamilton Combs, Jr.

in 1941 installed its own “Washington Line” to better cover the important national news scene

in 1941 led in Sports broadcasting with pro football and hockey play-by-play—Clem McCarthy—Dick Fishell—Bert Lee—Sam Taub—Marty Glickman—and then scored the grand coup by copping the 1942 Brooklyn Dodger games with Red Barber—Exclusive!

that station is the 50,000 Watt

— and the station to watch in 1942!
AS 1941 hangs up his hour glass and scythe to call it a day, our hats are lifted high in his honor for the magnificent job he did in rustling up a Construction Permit calling for a 50,000 Watt job to replace our present 5,000 Watt installation. It's thanks, old man, and happy retirement.

And as 1942 clears for action he finds stone masons, bricklayers, carpenters, plumbers, structural steel workers and engineers plugging away for dear life at the job of giving WWVA one of the most modern and efficient 50,000 Watt transmitting plants in the world—and that's a lot of territory! They promise us a finished job before the youngster travels very far.

Watch for definite announcement soon.

STILL ONE OF AMERICA'S GREATEST 5,000 WATT BUYS!
To make a "Go" of any radio campaign there must be plenty of vivid, colorful showmanship. A slight suggestion to buy is a potent selling force, if the program is packed with the punch of showmanship. Showmanship, the life blood of radio, is so inexorably a part of WSM, that this station feeds more evening productions to the NBC network than any other independent station in America. Seven NBC programs a week originate at WSM!

This recognition, plus five showmanship awards, is more than a tribute to WSM's huge, versatile talent staff. It is the power, stronger even than our 50,000 watts, that has built a large and loyal audience and has brought over 40,000 letters in response to a single program. It is the stepping stone to sales in the South. It's salesmanship through showmanship! And it's at WSM! May we tell you more?

HARRY L. STONE, Gen'l. Mgr.
NASHVILLE, TENNESSEE
Applause from Alaska

Sales for you right here...

WWL
NEW ORLEANS

50,000 watts - clear channel

You get both with:

Fan mail from Alaska, Canada and every state in the Union demonstrates the strength of WWL's 50,000-watt clear-channel signal. We love those foreign postmarks!

The greatest selling POWER
in the South's greatest city


BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

January 5, 1942

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Hix Cartoon
We Pay Respects

BUSINESS OPPORTUNITIES: Farm income is up over 40 points over last year. Farm overhead has risen only 6 points. Invest in KFAB now, to sell this bigger, wealthier market!
THE 920 CLUB
MADE WORL THE RADIO SENSATION OF BOSTON

When building advertising campaigns, put WORL in as a dependable cornerstone!

Only once in a blue moon comes as startling a success as our 920 club!

Results, day after day, week after week, prove WORL the best radio buy in the east!

Let us show you how WORL can be made the basis of a successful campaign!

MYLES STANDISH HOTEL
BOSTON, MASSACHUSETTS
950 KILOCYCLES
SOMETHING TO K ROW ABOUT IN OAKLAND-SAN FRANCISCO!

Unless you’ve actually spent time in the San Francisco Bay Area, it’s hard to realize that Oakland is far more than just a suburb of San Francisco—that Alameda County (Oakland-Berkeley) is almost as important as San Francisco County (Pop: 506,200 against 629,600).

Truth to tell, it is mere wishfulness to hope that any one station, great or small, can “cover” the entire San Francisco Bay Area. Realistically meeting this situation, lots of smart national spot advertisers are buying one or another of the network stations in San Francisco, and using Station KROW as a supplement.

Station KROW is the leading independent station in this section. It produces more local live-talent shows than any other station in this region. In a 5-day coincidental telephone survey early last year, it was proved that, at certain hours, Station KROW delivers East Bay listeners at the lowest cost per thousand of any Bay Area Station....

Reaching 2,314,811 people within its half-millivolt contour, KROW does an excellent supplementary job in a big market. Ask for the proof!

K ROW
Oakland-San Francisco
THE SHOWMANSHIP STATION
1000 watts . . . . . 960 KC

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Networks Strike Back as Suits Are Filed

War Effort Cited by Paley, Trammell; Consent Decree Talk Is Heard

IGNORING pending litigation attacking the validity of the FCC’s network monopoly regulations, as well as the war emergency, Assistant Attorney General Thurman Arnold’s Anti-trust Division of the Department of Justice last Wednesday instituted anti-trust actions against RCA-NBC and CBS. The civil suits, filed in Chicago, seek even more drastic alteration of network-station operations than the FCC’s punitive regulations.

Long rumored, the Sherman anti-trust suits to divest the networks of purported domination of broadcasting were filed just 12 days in advance of hearings before the statutory three-judge Federal court in New York on the injunction suits filed by the networks against the FCC’s regulations.

Violation Claimed

Whereas the FCC’s rules were drafted on the premise that it was empowered to regulate chain broadcasting, the Department of Justice actions are founded on purported violation of the anti-trust laws.

In addition to naming NBC and RCA, the more detailed suit also was against David Sarnoff, as chairman of NBC and president of RCA; Niles Trammell, NBC president, and William B. Hedges, Mark Woods and George Englet, listed as vice-presidents of NBC. Mr. Engles resigned several months ago.

The CBS suit named William S. Paley, president, Edward Klauber, executive vice-president, and Herbert V. Akerberg, vice-president in charge of station relations. The NBC suit was assigned to Federal District Judge Charles E. Woodward, and the CBS case to Judge John F. Barnes. Parties have 20 days in which to answer, or until Jan. 20.

What effect the new litigation will have on the New York proceedings is uncertain. Probability that one or the other of the cases will be held up pending an initial determination was foreseen. Moreover, it is expected that following long precedent, the Anti-trust Division will undertake overtures, direct or indirect, toward evolution of a consent decree which may have as its goal a negotiated settlement, under court jurisdiction, of both the new civil suits and the litigation precipitated by the FCC’s regulations.

Separate suits came also at a time when RCA-NBC had taken definite strides toward divorcement of the Red and Blue Networks and in fact had negotiations under way for sale of the Blue. But the Department evidently took the position that the transfer of the Blue to RCA was not the kind of severance deemed consistent with anti-trust requirements.

The suits came as more of a shock than as a surprise. For several months it has been known that the Department had assigned one of its ace attorneys, Victor O. Waters, to preparation of papers. He had observed closely the proceedings before the FCC on the chain-monopoly regulations and the subsequent inquiry before the Senate Interstate Commerce Committee on the propriety of the regulations. The Senate Committee has never issued a report on those proceedings.

Mobile Portions Moved From City, Rest Destroyed

BY PREARRANGED plan Manila’s four broadcast stations were “dismantled and destroyed” coincident with the declaration of Manila as an open city on Dec. 26. It is presumed that transmitters were moved and that other immobile equipment, such as antennas, were blown up.

According to official logs, Manila had four stations. KZRM, licensed to H. E. Heacock Co. Inc., operated on 710 kc. with 10,000 watts. It was managed by Bertrand H. Silen, who, until the cessation of communications with Manila last week, was NBC’s reporter.

KZRM, operated on 620 kc. with 10,000 watts, was licensed to the Far Eastern Broadcasting Co., Inc., and was a CBS outlet. The manager was F. Da Silva. George J. Vogel, production manager, was in the United States last month and discussed Philippine broadcast operations [Broadcasting, Dec. 8].

KZRF, on 780 kc. with 1,000 watts, also was licensed to Far Eastern and had the same executive personnel. The fourth station in Manila was KZIB on 900 kc. with 1,000 watts, and was licensed to I. Beck.

The Philippine’s fifth station is KZRC, Cebu City, operating on 1120 kc. with 1,000 watts. It is owned by the Heacock Co. and under the general management of Mr. Silen. Whether it is still on the air is not known.

Protection will be provided also for Hawaii, Puerto Rico and the Virgin Islands. Businesses and individuals suffering war damage will be required to file claims on their losses with the new corporation. Rules and regulations for the filing of claims now are being drafted, it was learned last Friday, and will be made available shortly.
Industry Hits Boom in Early War Days

But Air of Uncertainty Marks Buyers Of Time as Events Occur Quickly

THE WAR hasn't yet come to radio advertising.

At least, there have been few important upsets since the Jap attack and business seems to be going about as usual.

Except that it's even better than usual in most lines. In fact, it's more in the nature of a young and active boom.

The opening of a new year finds the broadcast advertising industry at all-time highs in nearly every classification. Stated bluntly, business is wonderful.

Now if it will only keep that way for 12 months, 1942 will smash all the business records established in 1941.

Danger of Upset

The catch lies in the danger of a severe upset, a violent turnover in the nation's economy that can arise from two factors: 1, a switch to wartime consumption and production; 2, repercussions from enemy attacks on American shores. Superimposed on these economic factors are the military and regulatory controls already exercised and the all-out power of the Government to upset the applecart completely should such a measure become necessary in conduct of the war.

These elements offer worries to the broadcast industry as well as to the affiliated advertising and business enterprises directly and indirectly affected. But on the bright side appears the possibility that 1942 business and economic upsets may not be unduly severe.

Radio is delicately situated from the regulatory standpoint, and it has not yet felt the full import of what will be normal wartime censorship.

But at the same time radio is fortunately situated from an advertising standpoint because its main customers are producers and distributors of products least likely to suffer from the effects of priorities and switchovers to military production.

Leading radio advertisers, of course, are drugs, foods, tobacco, soaps and cleansers, products. On the other hand auto, home appliances and tire industries, hardest hit by rationing, are not generally heavy users of radio and even so they are known to be interested in institutional campaigns to protect trade names. The auto industry and related lines were badly upset by the bans on auto and tire sales.

Main demand at the moment is for announcement time, especially adjoining news programs and commentaries. Naturally the demand for news broadcasts and commentaries has been lively for some years, swelling rapidly the latter weeks of 1941.

Cancellations have been almost nonexistent despite the churnings of a nation caught in a surprise armed attack. In fact, there aren't even any war clauses in the new NBC and CBS contracts, though MBS has been inserting them. The other networks claim they will deal considerately should any advertiser run into an emergency, and they don't care to upset the present 13-week contract cycle.

Apparently most agencies are finding that their clients are ready to accept advertising budget recommendations for 1942 and they expect to be carried out through the year, barring emergency. Some delay has naturally occurred because of the delicate nature of the economic structure, but it has not been at all serious.

Blackouts No Trouble

Not even radio blackouts on the Pacific Coast have caused any lasting disturbance. Recurrences were lively early in December when radio blackouts were ordered with considerable abandon but the shocks quickly disappeared and now the Coast acknowledges, as usual, no superiors in confidently anticipating a fancy business year.

And of course some of the recent activity can be traced to a get-it-while-the-getting's-good feeling on the part of those advertisers, consumers, goods and products to sell, indicating considerable fear for the future.

New York

AS AMERICAN radio swings into its full first year of wartime operations, the advertisers, advertising agency radio executives and station representatives interviewed by the New York office of BROADCASTING last week agreed that at the moment the industry's revenue from advertisers is at an all-time high, but many were urging the industry to continue its best efforts to prevent a decline.

Right now, they choroused, business is wonderful. Established users of radio time are increasing the size of their networks and the extent of their spot schedules. Advertisers who formerly concentrated their expenditures in print media are expressing definite interest in radio.

News and commentary programs are at a premium, as are also the spots immediately preceding and following them. There have been almost no cancellations because of wartime restrictions or priorities. As far as can be seen now, 1942 can be an even better year for commercial radio than 1941.

But, the United States is engaged in an all-out war effort in which there can be no business as usual and while the business outlook is a pure rose color as of here and now, no one knows what changes may occur before New Year's Day, 1943.

The restrictions recently imposed on the manufacture and sale of automobiles and tires, which did not happen to effect radio billings appreciably since neither of these industries has been a heavy user of radio time, may be followed by similar curtailments in other fields which might result in cancellations of radio contracts.

Leading Clients

At the moment, this appears unlikely. Radio's leading advertisers—drugs, foods, tobacco, soaps and cleansers, automobiles, gasoline and other machines, for example, will not change their broadcast policies because of war. Even if, in their broadcast scheduling, will change their plans only when and if it becomes necessary.

Net War Clause

Since the inclusion of war clauses in all MBS contracts for the first time, a few agencies have tried to obtain similar provisions from NBC and CBS, but the networks, so far, seem to have no desire to include such a clause, with the exception of those handling metal products, which might easily be afforded by war demands, report no immediate changes of any sort. The principal object of the agencies of Gillette and Schick and other razor producers, for example, are going right ahead with their broadcast budgets and will change their plans only when and if it becomes necessary.

No new trends in programming were reported, with the exception of the increased demand for news periods and announcements adjacent to this plan, but in their announcements, a major part of the radio fare as usual, there is as yet no noticeable rush on the part of sponsors for this kind of program to the exclusion of drama, music or other types of radio entertainment. While this is true in general, it is perhaps one of the broken trends in programming, there has been during the past few months a
tendency on the part of national advertisers to include in their broadcasts a plug for defense bonds which undoubtedly will continue to grow during the coming year.

It seemed significant that among all the New York interviews conducted with advertising agency executives there was a single mention of any fear that radio schedules might be disrupted by blackout because of air raids or threats of such raids.

On the contrary, there were many mentions of the splendid job radio has done in keeping the public informed of each war development and how this service, even though at times interrupting commercial programs, had more than made up to sponsors for such interruptions by attracting audiences far larger than usual.

There was a general feeling that radio listening is on the upswing, not only for news but for all types of programs, and that this trend will continue throughout the duration of the war.

To sum up the radio situation as it appears in New York at this time: Radio advertising reached a new high in 1941 and, excepting for some contingency which has not yet appeared, will achieve an even higher peak in 1942.

Chicago

LEADING midwestern advertisers, agency executives, network officials, station managers, and radio station representatives expect radio to retain the commercial gains which it has developed year after year. Any prediction, of course, is compared with that necessary qualification—"dependent upon the course of the war".

In 1941 BROADCASTING on the basis of figures submitted for the greatest year in the history of radio, but cautioned even the most conservative observers with an ominous IF. The year sees the greatest in the history of the industry, but on Dec. 7, 1941, that IF became WNTN.

As pointed out by one of the advertising elders of Chicago, analogies between World War I and II, do not, for the most part, apply. In the first place, commercial broadcasting did not exist during the last war. Secondly, priorities presented no problem—manufacturers continued to turn out products if they could get labor. And thirdly, the method of fighting in this war is basically different from the last. Blitz methods mean that the entire civilian population must be as thoroughly and effectively organized as the Army. And that means a civilian readjustment in a time economy readjustment that will make necessary some changes in advertising.

This is the Time!

These changes, however, may mean immediate utilization of radio by advertisers to best advantage of immediate sales potentialities. As expressed by William Polke, president of Polyea Adv., Terre Haute, Indiana, "We are urging all clients to hook up with Hal Hulme Co., Terre Haute (Clabber Girl baking powder), "I am urging marketers to intensify advertising and sales promotional effort while it is possible for all guns to be brought to bear on market potentialities. This, I reason, is the time for intensive effort toward market consolidation while means to that end are at the disposal of the marketer and in preparation for the time when opportunity to use all of the tools of selling will be reduced."

The broadcasting industry, in the opinion, of most Chicago observers, is in a singularly fortunate position—more so than other medium because radio advertisers for the most part are marketers of packaged goods, the least likely of all product groups to be affected by priorities. A breakdown of the 56 current programs handled by Chicago agencies on the three nationwide networks reveals that all but four of the products advertised on these shows fall into one of the following categories: food, soap, proprietary, soft drinks, cigarettes, chewing gum, dental or shaving cream, candy, or cosmetics.

Although there is a possibility of priorities affecting some of the packaging materials, advertisers queried, in each case, replied that they had been experimenting with substitute packages, and were confident that the withdrawal of their conventional package because of priorities would not deter their distribution.

The market potentialities for radio advertisers in the midwestern farm market will, according to all available estimates, be greater in 1942 than ever before. Today the American farmer has emerged as a producer with the latest scientific applications to farming; as a business man with a complete knowledge of farm markets, and a potential customer for radio advertised products.

Advertisers are intensifying their coverage in rural markets through the use of additional commercial programs on network hook-ups or by adding stations on spot schedules. This intensified rural coverage is not confined to the midwest, it is reported, but is evident in all parts of the country.

Rural Markets Lively

Direct mail accounts placed out of Chicago have enjoyed a successful year. These accounts have been placed primarily in the rural markets. In most cases the distributor buys a station at a stagard rate card rate and allot a percentage of the selling price for advertising costs, usually up to 50%. He drops off the station when inquiry costs goes above that figure. Fountain pens, jewelry, patent medicine, books, instruction courses, and rural journals have been sold successfully by this method. The Pen-Man, Chicago, and Daily Star, 131,000 copies, are sold by direct mail in three months on WLS, Chicago. The volume of direct mail accounts is expected to increase during 1942.

In the early part of 1941, it was thought by many advertising executives that increased corporate taxes would mean larger advertising appropriations, particularly by those corporations who as defense producers cannot count on their productive capacity, would step into the institutional field.

This trend has not occurred in radio, although one that increased corporate taxes would mean larger advertising appropriations, particularly by those corporations who as defense producers cannot count on their productive capacity, would step into the institutional field.

Daylight Saving Time Proposal Again Receives Serious Study

White House and OPM Mull Various Proposals; House and Senate to Take Up Question Soon

LEGISLATION to establish daylight saving time, probably on a universal basis similar to that enforced during World War I, is to be pushed soon after Congress reconvenes Jan. 5. With the United States at war, and a premium placed on efficient production and conservation of electrical power, Congressional interest in DST took a sudden spurt last week after a lull of several months. Apparently some form of DST is definitely in the books as a defense matter, with proponents urging early establishment of "fast time."

Wheelers' Bill

DST legislation as a war measure has been recommended to Congressional leaders by President Roosevelt, and last Tuesday Senator Wheelers (D-N.C.) and Chairman of the Senate Interstate Commerce Committee, introduced a proposal (S-2160) which would authorize the President, during the war emergency and for six months thereafter, to advance or retard the nation's clocks by not more than two hours. This bill resembles one introduced in the House late in June by Rep. McLean (R-N.J.), providing for universal DST during a seven-month period. A half-dozen other DST bills have been introduced in the House during the last year. The one getting the most attention was introduced by Chairman Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee. The House committee several months ago held public hearings on the Lea proposal, which would give the President power to set up DST in specific regions or all over the country at his discretion.

(Continued on page 85)

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Industry Cooperates in Censorship Plan

Ryan Confering With Federal Officials

RECOGNIZING war censorship as its No. 1 problem, the broadcasting industry is pitching in with the recently created Office of Censorship toward evolution of a full-scale voluntary code which will change the complexity of many programming practices, not restricted to the pure news field.

Working with Director of Censorship Byron Price and his assistant director in charge of radio, J. Harold Ryan, industry representatives last week set in motion machinery designed to produce a new wartime code, which would be invoked at the earliest possible time.

Ideas of Government agencies identified with war operations, as well as those of industry leaders, will be submitted to Mr. Ryan with a view toward placing in immediate effect standards to govern operations of stations domestically and probably internationally. The alternative would be a mandatory set of rules and regulations drafted by the Office of Censorship.

Ryan Confers

While high praise already has been voiced by Government officials for the voluntary cooperation of the industry in steps to prevent use of broadcasting facilities for subversive purposes, it nevertheless is recognized that additional restrictions must be imposed. By the same token, it is realized that imposition of extreme restraints might tend to hamper the usefulness of radio and affect public morale.

Mr. Ryan, vice-president and general manager of the Fort Industry Co., who was named assistant director of censorship for radio on Dec. 26 by Mr. Price, conferred practically all last week with representatives of the industry. He was delegated by Mr. Price to cover all preliminary ground on evolution of a new code. Mr. Ryan's plan, it is understood, is to confer with all Government agencies identified with the war operations and obtain their ideas. The NAB and other groups likewise will solicit the industry on similar factors and the results will be pooled.

The NAB wartime code, produced a fortnight ago, will be used as the base, though it is felt that the document, thrown together quickly, is not sufficiently comprehensive.

Some of the knotty problems that confront the industry, totally aside from handling of news broadcasts and commentaries, involve coverage of stations along the borders and use of request numbers on network and other outlets having more than local or regional range. Use of request programs as vehicles for transmission of intelligence outside the country is regarded as a distinct danger.

Army Order

Some confusion has developed over issuance of orders regarding censorship. One incident last week was as the order from a West Coast Interceptor Command that network programs carrying request numbers and testimonials be not fed to the coast. [See separate story below.]

This Monday (Jan. 5) representatives of the news departments of the three major networks were to be given new programs that have developed since the war. This session is to be followed by other meetings with industry representatives, all geared toward the production of the revised and enlarged code.

Army Command on West Coast Forbids Net Testimonials and Request Programs

TESTIMONIALS and request numbers on network programs relayed to the West Coast were banned, probably temporarily, last week as a result of a sudden order from the Fourth Interceptor Command in Los Angeles, because of possible coded espionage which would give aid and comfort to the enemy. Simultaneously, many stations along the coast have agreed to forego request programs and any other "communications from the public" for the same reason and were said to have been threatened with shutdown if they did not comply.

The matter immediately was taken up with J. Harold Ryan, assistant director of censorship for radio, and the War Department in the Branch. Mr. Ryan and Ed Kirby, chief of the Radio Branch, promptly decided to dispatch R. C. Coleson, administrative chief of the Radio Branch and a former West Coast broadcaster, to Los Angeles to adjust the matter and eliminate confusion.

Time Lag Involved

Orders to stations and to the networks came from the FCC inspector on the Coast, it was learned, following instructions from the Interceptor Command. The networks, it was reported, decided last Tuesday to comply promptly but undertook steps to remedy the situation. Misunderstanding of the manner in which testimonials are handled in commercial programs was ascribed as the basis for the summary order.

From the war's start, the military establishment has felt that testimonial and request numbers might be employed as a means of coding intelligence to the enemy, either to submarines off the Coast or on direct pickup from higher powered stations. The fact that testimonials in commercial programs clear through at least three hands — advertiser, agency and network, as well as the party whose testimonial is used — apparently had not been conveyed to military authorities with sufficient clarity to preclude issuance of the order.

The intention of Mr. Price's organization, it has been clearly indicated, is to accomplish as much on a voluntary basis as possible. Censorship at the source of all military information already is in full effect. Little difficulty has been experienced in the handling of news broadcasts despite one or two untoward instances. The most difficult problem appears to be encompassed in non-news programs and in the coverage of stations along the borders. Every effort is being made, obviously, to plug all possible leakage of espionage.

In evolving the new code, emphasis is expected to be placed upon self-policing operations. Stations along the borders will be called upon, it is expected, to eliminate all types of requests, open microphone (man-on-the-street, etc.) programs and other features where intelligence might be conveyed by subterfuge of the production of the revised code.

Mr. Price's operating board, made up of officials from governmental agencies identified with war activity, is rapidly being organized. E. K. Jett, chief engineer of the FCC, has been designated the member for this agency. Henry E. Gaston, Assistant Secretary of the Treasury and a member of DBC, already has been appointed.

Among other members are Maj. W. Preston Gorderman, War Department censor; Capt. H. K. Fenl, of the Navy, in charge of Naval censorship, and Wm. Hinze, supervisor of national defense of FBI.

The code eventually evolved will be an all-industry proposition, rather than one bearing the NAB imprint. Evidence of disagreement in industry circles over some NAB operations appears to have dictated this policy. The Radiation Censorship Commission met Dec. 22-23 at the call of George B. Storer, interim NIB president, was instrumental in nominating Mr. Ryan for the censorship post and in taking other concrete steps toward establishment of an overall industry liaison in Washington.

Regulations Discussed

The regulations, when evolved, will be applicable to all stations, networks, and international stations, though the latter already voluntarily have been subjected to censorship for several months, largely through the Navy and the Office of the Coordinator of Information.

Whether the coordinating Committee will ever again be convened on war matters is not definitely determined. It was thought, however, that the committee would function probably as the forerunner of a permanent body set up for the industry. The NAB board of directors, which meets in Washington Thursday and Friday, among other things will canvass this entire situation.

Executive Praise

WHITE HOUSE Secretary Stephen T. Early, speaking, he said, on behalf of President Roosevelt, last month public radio and the newspapers for their observance of voluntary censorship. Mr. Early extended what he termed a "well deserved, belated " to the two news media. He said the Chief Executive had watched and had commented several times on the fact that no newspaper or broadcaster released in advance the news of Prime Minister Churchill's trip to Washington when this fact had not been made known as an open secret among the news corps. The same was true, Mr. Early pointed out, of his connection with Mr. Churchill's departure from Washington for Ottawa.

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"THE BIG ONE MUST BE RIGHT!"

Young and dashing as you undoubtedly are, perhaps you can still remember the days before standardized road-marking, when every competing township tried to lure you past its doors, regardless! Well, today's situation in radio sort of reminds us of those "good" old days. Whether it boasts five listeners or five million, every station naturally feels that it's your main road to success!

Here at WHO, we've probably done more research than all other Iowa stations combined, to gather the real facts of our coverage and listening audience, and to base our "road signs" on proven facts. Each year for four years, for instance, we've helped publish the largest and most authentic annual audience Surveys in the Middlewest.

Perhaps, being human, we wouldn't be so energetic if practically every research one can make didn't support our contention that WHO is the "main road" to advertising success in Iowa Plus. But the facts not only support that contention—they prove it. Let us send you some examples—or if you prefer, just ask F&P.

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
New Company to Operate Blue Planned

Charter Will Be Asked; Slated Executives

Study Duties

FORMATION of a new company to operate the Blue Network and the filing of incorporation papers in Albany for the new organization which, for the beginning at least, will be a wholly-owned subsidiary of RCA, is expected within the next few days.

Meanwhile, although no appointments of personnel can be made officially until the new company is formed, those NBC executives who are slated to hold key jobs in the new Blue operations have already begun to devote at least a portion of their time to consideration of their new duties.

Owners Listed

Executive lineup, as tentatively set up in NBC-RCA conferences, is the same as forecast in the Dec. 8 issue of Broadcasting. Mark Woods, NBC vice-president and treasurer, will be president, with Edgar Kobak, now vice-president of NBC in charge of Blue sales, as executive vice-president and general manager. Lunsford P. Randall, former assistant treasurer of RCA and more recently active in NBC's international division, is named as treasurer and vice-president of the new Blue organization.

Other scheduled officials include Fred Throop, senior George Benson of the present Blue sales staff as general and eastern sales manager, respectively. Philip Carlin, who has headed the Red program staff, will be program manager. Keith Kiggins, now sales manager of the Blue, will become manager of station relations. Robert Sadolec continues as assistant to Mr. Kobak.

E. P. James, now Blue promotion director, will have charge of all advertising, promotion, publicity and research for the new company. Doyle Reno, assistant, continuity acceptance editor of NBC, will head the new Blue continuity acceptance staff. Earl Mullen, assistant manager of NBC's press department, will be manager of the press department of the Blue Network.

John H. McNeil, of the Blue sales staff, is reported slated to become manager of WJZ. Philip L. Merryman, coordinator of facilities, development and research in NBC's stations department, under Vice-President John J. Randall, will have a similar position in the new Blue station relations division of the new Blue operation. William Burke (Skete) Miller, director of talks of NBC, will be under consideration for the post of director of news and special events of the Blue.

Name of the new company is undecided, but whatever the corporate designation, the network will continue to be known as the Blue, it was learned. Although the belief is that a new company will be organized, there is still a possibility that this step will not be taken immediately but that RCA may operate the Blue Network as a department of its own. A final decision is expected momentarily on these matters and certainly before the general meeting of all stations affiliated exclusively with the Blue which has been called for Jan. 15 in Chicago.

Advisory Sessions

Meanwhile the separation of the Red and Blue networks is expected to be a major topic of discussion at meetings of the advisory committees of the Red and Blue networks to be held during the next ten days. Each committee consists of six affiliates of the particular network (Red or Blue), one representing each geographical zone of the country. The Red committee will meet Jan. 4, the Blue committee Jan. 14 in Chicago.

In Chicago, Edwin R. Borroff, currently Blue sales manager there, is slated to become general manager of the Blue.

Carlin to Blue

PHILIP CARLIN, program manager of NBC-Red network, has been transferred to the Blue following the resignation of William Hillport from that post last week. It is understood Carlin has been slated to become the Blue network program head with the reorganization of this network as a separate company outside of NBC, so the move is merely one of a little sooner than had been anticipated. Clarence L. Menser, who became manager of all NBC programs Jan. 1, following the transfer of Sidney N. Strotz to Hollywood as NBC vice-president in charge of Pacific Coast operations, will assume Carlin's duties in connection with Red network programs.

BMI-SBAT Pact

THROUGH an agreement with the American Performing Rights Society, BMI has been assigned exclusive right to grant licenses for the performance of music composed by members of the Sociedade Brasileira de Autores Teatrais (SBAT-Brazilian Society). The contract, to run three years on a performance basis starting Jan. 1, is renewable.

Meanwhile, although no appointments of personnel can be made officially until the new company is formed, those NBC executives who are slated to hold key jobs in the new Blue operations have already begun to devote at least a portion of their time to consideration of their new duties.

Owners Listed

Executive lineup, as tentatively set up in NBC-RCA conferences, is the same as forecast in the Dec. 8 issue of Broadcasting. Mark Woods, NBC vice-president and treasurer, will be president, with Edgar Kobak, now vice-president of NBC in charge of Blue sales, as executive vice-president and general manager. Lunsford P. Randall, former assistant treasurer of RCA and more recently active in NBC's international division, is named as treasurer and vice-president of the new Blue organization.

Other scheduled officials include Fred Throop, senior George Benson of the present Blue sales staff as general and eastern sales manager, respectively. Philip Carlin, who has headed the Red program staff, will be program manager. Keith Kiggins, now sales manager of the Blue, will become manager of station relations. Robert Sadolec continues as assistant to Mr. Kobak.

E. P. James, now Blue promotion director, will have charge of all advertising, promotion, publicity and research for the new company. Doyle Reno, assistant, continuity acceptance editor of NBC, will head the new Blue continuity acceptance staff. Earl Mullen, assistant manager of NBC's press department, will be manager of the press department of the Blue Network.

John H. McNeil, of the Blue sales staff, is reported slated to become manager of WJZ. Philip L. Merryman, coordinator of facilities, development and research in NBC's stations department, under Vice-President John J. Randall, will have a similar position in the new Blue station relations division of the new Blue operation. William Burke (Skeete) Miller, director of talks of NBC, will be under consideration for the post of director of news and special events of the Blue.

Name of the new company is undecided, but whatever the corporate designation, the network will continue to be known as the Blue, it was learned. Although the belief is that a new company will be organized, there is still a possibility that this step will not be taken immediately but that RCA may operate the Blue Network as a department of its own. A final decision is expected momentarily on these matters and certainly before the general meeting of all stations affiliated exclusively with the Blue which has been called for Jan. 15 in Chicago.

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AND NOT just talking about it... but bringing it!

B. H. Rudo & Brother trucks leave Baltimore daily for retail destinations throughout Maryland, the District of Columbia, slices of Pennsylvania, Virginia and West Virginia.

Since 1909 B. H. Rudo & Brother has been showing national manufacturers what effective distribution really means. Together with its subsidiary, The Atlantic Wholesale Grocery Co., it is recognized as one of the East's foremost grocery distributing outlets—contacting over 7500 retailers. Sixteen sales representatives and a weekly merchandise circular serve as advance guard for fleets of food-filled trucks.

Too, the firm is singularly fortunate in being located in Baltimore, the South's largest wholesale center. This makes for an unique arrangement whereby retailers from all over the East and South "go to market" in Baltimore... back their trucks up to Rudo's giant warehouse... and haul away famous-brand foodstuffs.

Interestingly, B. H. Rudo & Brother's selling area coincides largely with WBAL's effective coverage area. But the similarity does not end here. As progressive merchants, the Rudo Brothers are keenly aware of WBAL's advantages to its many national advertisers of foodstuff... and keenly enthusiastic. As B. H. Rudo, president, puts it: "WBAL's powerful voice creates the demand... and we fill it."

Two forward-thinking institutions... B. H. Rudo & Brother and WBAL... both bringing business to Baltimore!

BROADCASTING • Broadcast Advertising

January 5, 1942 • Page 13
FCC Rejects Petition to Defer Press-Radio Case for Duration

A PROPOSAL that the FCC's investigation of newspaper ownership of broadcast stations be adjourned for the duration, made by the Newspaper-Radio Committee, was rejected by the FCC last Wednesday, but resumption of the protracted hearings was postponed from Jan. 8 to Jan. 21.

Without formal or written opposition, the Commission denied the request of J. Harold Hough, chairman of the committee, presumably on the ground that the war does not involve suspension of regular procedure. While there was no formal vote, it is understood that four of the Commissioners present indicated the desire to carry on the proceedings to completion as expeditiously as possible.

The fifth member present, Commissioner Craven — is understood to have maintained his past position in opposition to the entire proceedings. Commissioners Case and Payne were absent.

Thacher's New Post

Mr. Hough suggested to the Commission that in light of the war, the proceedings be suspended indefinitely. He pointed out that former Judge Thomas D. Thacher, chief counsel for the newspaper committee, had been appointed chairman of the Alien Enemy Hearing Board of the Immigration District of New York, at the request of the Attorney General; that many of the witnesses formerly available are now identified with the war effort, and that transportation and housing conditions in Washington are difficult.

Mr. Hough pointed out that the cooperation of stations and newspapers is essential in the war effort from the standpoint of public morale and that these important duties should not be interrupted by continuing the investigation. He proposed that all newspaper applications, whatever their nature, now in the suspension file, be removed and considered on the same basis as other applications.

The Newspaper-Radio Committee would continue in existence and would be available to the FCC at any time, Mr. Hough declared. He added that in the hearing adjourned subject to the call of the chairman, and that if any developments required immediate handling, proceedings could promptly be re-instituted.

The FCC, it was learned, considered first an informal request made by attorneys for the committee at an earlier meeting last week, after which the call was made Jan. 8. When the formal request came, similar action was taken with the vote overwhelmingly in favor of continuing the proceedings.

In its power to proceed, the FCC reiterated "its determination to expedite completion of this hearing and will, accordingly, devote three days a week to it instead of the two days a week as heretofore."

Army Weather

JIM FIDLER, staff meteorologist of WLW, Cincinnati, has joined the Army Air Forces as a meteorological officer. Mr. Fidler's functions at the station were eliminated by the end of the other broadcasts. WLW had just installed special meteorological equipment to facilitate complete weather coverage and plans to maintain the apparatus until the weather service can be resumed after the war.

KFRE, in Fresno, Cal., In Debut, Joins Don Lee

KFRE, new Fresno, Cal., 250-watt fulltime station operating on 1340 kc, has announced on Jan. 1 and on that date joined Don Lee Broadcasting System, MBS and featured as the network affiliate. KFRE was authorized in late May when the FCC issued a construction permit for a new local outlet in the Fresno area. Radio Fresno Chevrolet dealer. Grant was for the facilities vacated by KARM, Fresno, now operating on 1400 kc.

Paul R. Bartlett, in radio since 1933, is general manager. One-time sales manager of KERN, Bakersfield, Cal., he started the announcer on KJMI, Fresno, and later was on the NBC New York, and KXMO, Springfield. Formerly a station manager for Stoddard, formerly manager of KERN, has joined the new station as its assistant program manager. Shale Anderson, formerly chief announcer and engineer of KTKC, Visalia, has been appointed KFRE chief engineer. Martha Copas is traffic manager. She was for several years on the KMJ staff.

RCX-equipped for day and night use, as well as executive offices are located in the T. W. Patterson Bldg., Fresno. The 264-foot tower and RCA transmitter plant are located on a 10-acre tract at Clinton and Mitchell, five miles from the center of town.

VG0 unhurried by Patrol

ENTHUSIASTIC listener response to the suggestion by Hersh Levine, Yiddish commentator on WHOM, Jersey City, that all listeners send in one penny every time an official communique announces that United States forces have shot down an enemy plane has started the "Penny a Plane" campaign on WHOM. The station now announces the campaign on programs in eight foreign languages, requesting listeners to send the pennies to the station which turns it over to the armed forces. WHOM is in any phase of the war effort.

Sohlo Aids Treasury

STANDARD OIL Co. (Ohio), through its agency, McCann-Erickson, and in cooperation with the Treasury, is now devoting a greater share of its commercials to the sale of Defense Bonds and Savings Stamps to its daily soap over WTOL, Toledo. All dealers for the company are also selling Defense Stamps.
From Knoxville in the east to its confluence with the Ohio just above Paducah, Kentucky, the surging Tennessee River falls more than 500 feet. It is this rapid fall within a relatively narrow space that provides TVA with the source for its industrial power of more than 1,050,000 kilowatts.

Here is the South's river citadel of power, serving, through 113 municipal and cooperative electric systems, approximately 440,000 customers.

This is the territory that WLAC, Columbia's Nashville outlet, serves--and serves powerfully!

**LATE FLASH!** An Army air base, to accommodate "heavy bombers", costing from $12,000,000 to $18,000,000 will be constructed immediately just 17 miles outside of Nashville.

**THE STATION OF THE GREAT TENNESSEE VALLEY**
Katz Drug to Use Radio Extensively
Becomes a Major Medium as Tests Prove Successful

As a result of a successful 10-week trial of spot announcements, Katz Drug Co., Kansas City, has decided to use the medium thereafter as a major advertising medium.

Henry Gerling, advertising manager, disclosed that Katz has signed contracts for the 1942 first quarter with Kansas City stations WDAF, WMBC, KCKN and WHB for a heavy spot announcement schedule, 3 days weekly for 15 weeks. Katz has also signed a full year's contract of spot announcements with KEEQ, St. Joseph, Mo., where it operates a store.

Recent Campaign

The original 10-week trial extended from Oct. 26 to Dec. 24 during the Katz Million Dollar Anniversary and Promotions Sales, using a total of 1,840 spot announcements over the four Kansas City stations.

Katz accounts are handled through F. H. Ross Agency, Kansas City, with M. H. (Moose) Straight as account executive and continuity writer. Live announcements will be used in St. Joseph with 15-second and one-minute transcriptions in Kansas City.

In addition to the spot announcements, Katz will continue its full-hour show on KCKN five nights weekly and its 15-minute program on WHB, six days weekly.

Carter Shortwave

CARTER PRODUCTS, New York (liver pills), on Dec. 29 started a new series of three-weekly quarter-hour news programs titled Newsies on the Air, sponsored by Victor Hugo-Vidal, Latin American authority, on WLW, Cincinnati shortwave station owned by WLW. WLW will follow Carter, Monday, Wednesday and Friday at 8:30 p.m. to eight Latin American countries, each station will pick up the broadcast direct and others rebroadcast. Countries are Puerto Rico, Venezuela, Cuba, Colombia, Costa Rica, Mexico, Guatemala and Peru. Agency for the domestic foreign advertising is National Export Adv. Service, New York.

Scrutan Promotes Book

SERUTAN Co., Jersey City (proprietary), as part of an extensive advertising campaign for the book Your Body's Battle, by Dr. Victor H. Lindlar, nutrition writer, has purchased Peter Grant, Tuesday, Thursday, Saturday, 10:30-10:45 p.m., for 6 week period. Program will also be plugged on Lindlar quarter-hour transcribed talks on Journal of Nutrition, 10:30-10:45 p.m., 15 times weekly on 15 stations. Special announcements may also be included. The series is on 17 NBC-Blue stations Sunday, 6:30-6:45 p.m., Raymond Spector, agency in charge indicated.

COMING as an anti-climax, following the Justice Department's action charging antitrust suits against the NBC and CBS networks and the FCC with the U.S. District Court for the Southern District of New York, is the NBC-CBS move to secure a preliminary injunction to block enforcement of the FCC's chain-monopoly regulations.

Briefs supporting their motion for temporary injunction and opposing the complaint and grant summary judgment were filed by CBS, NBC and Woodmen of the World Life Insurance Society, operating WOV, Omaha, and Stromberg-Carlson Telephone Mfg. Co., operating WHAM, Rochester. An opposition brief also was filed for the FCC, maintaining its position that there is still another brief filed in mid-December by MBS, as intervener.

The three-judge Federal court, which already has heard oral arguments from Dec. 15 to Jan. 12, also has ordered that counter-affidavits be filed by Jan. 5 and reply affidavits or briefs by Jan. 10—two days before the arguments on the motions [Broadcasting, Dec. 15].

Right of Appeal

Advancing its standing to appeal the above order of the Court, in a brief replying to the FCC cross-briefs, any claim that the rule of the Sanders case limits the right of appeal under Section 402 (b) (2) to those who plead financial injury is without basis. NBC maintained that both the history of the case and the Supreme Court opinion itself showed that the Court decided that a financially interested party could appeal under that section, but not that others could not.

The joint brief, on behalf of NBC, Woodmen of the World and Stromberg Carlson held that the Communications Act of 1934 presumably the asserted power of the FCC in its chain-monopoly regulations, pointing out that non-assertion of this power by the FCC for the preceding 15 years and the disuse of the monopoly powers in Grant and Case were "significant." The brief also maintained that the FCC, as a matter of law, must apply its regulations not in the public interest, convenience or necessity to each license application on its own facts, and that the chain-monopoly order is "arbitrary and capricious" and must be set aside for "reasonable relation to the public interest, convenience or necessity.

Pointing out that plaintiffs will suffer immediate and irreparable injury unless a preliminary injunction is granted, and that no public injury will result from the granting of relief, the brief held that the statutory three-judge court possesses jurisdiction over the case and that the plaintiff's complaint states a claim upon which relief validly may be granted. The FCC's motion to dismiss the complaint and antitrust suits against the plaintiff should be denied, along with the motion for summary judgment, the brief declared.

The CBS brief maintained also that the chain-monopoly order exceeded the authority of the Communications Act, asserting that if the Act were construed to authorize the FCC to make such an order, it would violate the statute as an invalid delegation of legislative power contrary to Article I, Section 1, of the Constitution. CBS motion also states that FCC regulations serve no public interest which the FCC was authorized to protect, that they are "arbitrary and unreasonable", and that the FCC unlawfully is attempting through a "misuse of its licensing power to regulate contracts over which it has no authority." It also points out that CBS has a right to challenge the order, on grounds that it invades the network's legal rights in the form of property and interest, and the right to freedom of contract, the brief held that the networks' suit was premature, as argued by the FCC, and that CBS has no adequate remedy at law.

The FCC in its brief supporting the Government's motion to dismiss the CBS-NBC complaints or grant summary judgment, opposing the motions for preliminary injunction, declared that the court is without jurisdiction in the case. The FCC counsel held that the suit was premature, since the chain broadcasting regulations themselves do not constitute the FCC's "ultimate determination" and are "wholly without present legal effect," and because plaintiffs have still "an adequate remedy before the Commission which they have not exhausted." The FCC's Position

The Government contention, as evidenced in the brief, is that even if the court has jurisdiction, the motions to dismiss or for summary judgment should be granted, since the FCC is validly exercising authority within provisions of the Communications Act. Paralleling this stand, the brief declared that the plaintiffs are not entitled to a preliminary injunction, commenting that "a preliminary injunction is not properly granted as a matter of course, but only where it is probably the plaintiff will ultimately prevail."

The position taken by the plaintiffs in the case, that the FCC is "lawfully exercising" its authority, that in appling the public interest standard, the Commission is limited to considering physical and technical factors, is wholly unsupported by the facts and financial qualifications and prior experience of applicants. Thus they may construct Section 303 (i) as empowering the Commission to exercise, to a certain extent, the monopolizing aspects of chain-broadcasting operations by stations. As a corollary, the plaintiffs dismiss matters pertaining to competition or concentration of control as outside the Commission's ken.

Such a view sets uneasily beside the Superintendence of Communications Act is a 'simple instrument for the exercise of discretion by the expert body charged to carry out the legislative policy', that Congress moved under the 'spur of widespread fear' of monopolistic domination of broadcasting "to maintain, as far as possible, a free and open market for all sound telecasting', and that the broadcasting field is one 'of free competition."" Supporting the FCC position, a brief filed in mid-December by MBS, as intervener, reviewed the background of network operations and competition from which arose MBS' sympathies for the FCC's stand. Holding that the court is without jurisdiction, the MBS brief charged that "the complaint should be dismissed insofar as the action of NBC and other plaintiffs was brought under the 'general equitable jurisdiction of this court', maintaining that the FCC chain-monopoly order is not an "order" subject to review by the court.

MBS also contended that the FCC's regulations of May 2, 1941, as amended Oct. 11, 1941, are valid, and that they did not invade any legal right of the network organizations. The Commission does have jurisdiction under the Communications Act to promulgate the chain-monopoly regulations, the brief contended, laying emphasis on the point that the scope of judicial review of the FCC's rule-making power is limited narrowly.

SPECIAL television program showing defense applications of television was presented Wednesday in Chicago before Mayor Edward J. Kelly (right), assistant national civilian defense coordinator. The 45-minute program, telecast on W9XK under the supervision of William C. Eddy (left), station director, consisted of Red Cross first aid demonstrations, a brief talk by Chicago Fire Chief Anthony J. Mullane, commentaries by Alan Scott and Hugh Studebaker, and a short lecture on nutrition by food demonstrator Mary Holmes. Also telecast was a British film showing defense operations during an actual air raid. John Balaban (center), president of Balaban & Katz Corp., Chicago, operators of the station, has offered the entire facilities of the station to the National Civilian Defense Committee.

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BROADCASTING • Broadcast Advertising
Advertising Flaws Outlined on CBS

Consumers Union Spokesman Explains What's Wrong

WHEN Colston E. Warne, president of the Consumers Union, began his CBS broadcast the night of Dec. 27 by giving "a thousand thanks and cheers to CBS for 18 minutes to tell them what Consumers Union thinks is wrong with the deluge of advertising they and their fellow broadcasters pour out daily," he was paying a high tribute not only to CBS but to the American system of broadcasting.

No comment regarding his broadcast has been forthcoming from CBS, but it is presumed he was given time for his condemnation of advertising because on Nov. 27 CBS had broadcast an interview with Dr. L. D. H. Weld, research director of McCann-Erickson, who discussed the social and economic role of advertising in a democratic economy.

Sick of Superlatives

After his opening sentence, Mr. Warne got right down to cases. "For years," he stated, "American radio broadcasts have been punctuated on the quarter-hour by resonant and insincere bleatings on behalf of alkalizers, cigarettes, soaps and beauty lotions. I confess I am sick of it and believe I voice the conviction of other harassed citizens in frequently wishing to choke these intruders who pant so excitedly about roads to romance and the superlative quality of mouth washes."

Declaring that people "no longer believe the bulk of the ads they hear or read," Mr. Warne denounced advertising as a "blending of downright lies, slippery superlatives, pseudo-science and irrelevant appeals," instead of being employed "to furnish an accurate, straightforward, nonrepetitive and significant message."

In a 10-point indictment of current advertising practice, Mr. Warne said: "We feel that advertising, by frequent abuse, has: 1. Stressed inconsequential values; 2. Brought a false perspective as to merits of products, often bewildering rather than informing; 3. Lowered our ethical standards by the in-sincerity of its appeals; 4. Corrupted and distored the press, wasted much good timber and chemicals and spoiled much landscape and radio enjoyment; 6. Blocked the speedy use of correct medication; 7. Created many parental problems by abominable radio programs for children; 8. Turned our society into one dominated by style, fashion and 'keeping up with the Jones'; 9. Retarded the growth of thrift by emphasizing immediate expenditure; 10. Fostered monopoly through its large scale use by only a few financially favored companies."

Stating that these opinions are shared by "millions of Americans who resent being pestered to death by advertising twaddle," Mr. Warne continued: "We realize that on occasion ads are valuable and that advertising furnishes revenue for our radio and press. But we would gladly pay in one lump sum the true cost of keeping good programs on the air and of having the news if we could be spared the bother of wading knee-deep in ads."

Rambeau Expands

WILLIAM G. RAMBEAU Co., station representative, has opened two West Coast offices, in addition to enlarging Chicago headquarters. The San Francisco office 580 Market St. is headed by William S. Grant, for the past several years representative of several Pacific stations, including the McClung group, which he will continue to serve. Fred Allen, formerly commercial manager of KLZ, Denver, is in charge of the Los Angeles office in the Markham building. Four stations have been added to those represented by the company: KFWB, Los Angeles; KJBS, San Francisco; KBUR, Burlington, and WIL, St. Louis.
America on the Alert; Radio on the Pan—An Editorial

ALL AMERICA is on the alert! We are warned to be prepared for the worst. There are practice black-outs. Listen to your radio; read your newspapers; be prepared!

That, and properly so, from the Commander-in-Chief to the deputy air warden in Peeweeville.

So Assistant Attorney General Thurman Arnold institutes sweeping monopoly suits against the networks, and strikes at every affiliate of NBC and CBS. The FCC, in another corner, continues the newspaper-divorce inquiry, and other wars, irrespective of war, economies or end results.

We don’t wish to belabor the issues of the new Department of Justice trust-busting crusade, or its timing in relation to the pending injunction proceedings instituted by the networks against the FCC’s chain monopoly rules. Perhaps the Sherman Act proceedings should have been started a dozen years ago. Maybe the networks have been too ambitious, and should have been clipped.

But the fact remains they have led the way to establishment of the world’s best radio system. And today all radio is serving as the nerve-center of war operations in relation to public morale.

Then how conceivably can the nation’s broadcast industry perform at peak efficiency with anti-trust suits, dissolution suits, life-and-death rules, divestiture proceedings and what not hanging over their heads? Ideals and social reforms, experiments and guess-work are risks even in normal times. But to toy with American morale, through radio, when the whole American economy is dislocated, seems to be going too far.

This would appear to apply to everything outside the war category. Government, public and radio have gotten along well enough for radio to be the world’s best, with all these purposed evils.

And it isn’t that the public or government, a thin dime.

It’s quite true, as we have heard so often in official quarters, that the civil statutes haven’t been suspended for the duration. But plain common sense seems to dictate that, rather than keep a vital industry in an uproar over regulatory reforms, national interest would best be promoted by buoying radio’s spirit to keep it on the alert to perform inspired peak service.

TEXT OF JUSTICE DEPT. CHARGES

FOLLOWING is the text of the complaint (introduction and description of industry deleted) filed by the Department of Justice Dec. 31 against RCA, NBC, David Sarnoff; National Broadcasting Co.; William S. Hedges, Mark Woods and George Engles, in the District Court of the United States for the Northern District of Illinois, Eastern Division. The complaint against CBS was virtually identical. The following are the premises made.

The complaint below, however, goes beyond that filed against CBS, by alleging NBC’s dual network operation and in certain other secondary particulars:


10. That defendant RCA conducts its broadcasting business through defendant NBC, which owns and controls two nationwide broadcasting networks, known as the “Red” and the “Blue”; that the two networks are composed of radio stations which, for profit, do business with each other and others which are known as “supplemental” affiliates; that the basic “Red” network is composed of 22 stations either licensed to or affiliated with NBC and its key station is station WEAF, owned by NBC and located within the city and State of New York; that in and around New York there are more than 100 stations affiliated with NBC which are not assigned to either basic network and which are supplemental either to the “Red” or to the “Blue” network, and which are available to either of such networks at the option of the advertiser; that the affiliation contracts in which each of the two networks any station is to be assigned; that NBC reserves the right to move any station from one network to the other even though affiliation with the “Red” network has proved much more profitable than affiliation with the “Blue” network;

11. That of 52 existing clear channel radio stations in the United States NBC owns, controls or has affiliated with it 32, and CBS 18, that most of the fulltime regional stations are likewise affiliated with either NBC or CBS; that excluding low-powered local stations, more than half of all the stations in the country are affiliated with NBC and CBS; that of the cities in the United States with more than 100,000 population, less than 20 stations are classified as “Red” network stations.

12. The relationship of NBC and CBS is further shown by comparing the net operating income of the entire broadcasting industry with that of NBC and CBS; that in the years 1935, 1936 and 1937 the net operating income for the entire broadcasting industry was $1,854,784, $2,527,198, and $53,505,706, respectively, as compared with $4,137,503, $4,105,999, and $58,534,772 for NBC and CBS, respectively, as compared with $4,137,503, $4,105,999, and $58,534,772 for NBC and CBS, respectively, as compared with $4,137,503, $4,105,999, and $58,534,772 for NBC and CBS.

13. That for the years 1938, 1939 and 1940, the net time sales for the entire radio industry were $117,370,000, $129,968,026, and $154,823,757, respectively, as compared with $53,611,145, $37,747,545, and $41,068,331 for NBC; $25,450,351, $90,961,490, and $53,505,706 for CBS; $27,740,626, $31,767,136, and $3,000,161 for MBS;

14. That the power and dominant position of NBC and CBS are further shown by comparing the net operating income for the entire broadcasting industry with that of NBC and CBS; that for the years 1938, 1939 and 1940, the net operating income for the entire broadcasting industry was $18,854,784, $25,450,351, and $53,505,706, respectively, as compared with $4,137,503, $4,105,999, and $58,534,772 for NBC and CBS, respectively, as compared with $4,137,503, $4,105,999, and $58,534,772 for NBC and CBS, respectively, as compared with $4,137,503, $4,105,999, and $58,534,772 for NBC and CBS.

15. That the relative positions of NBC and CBS in the radio industry are apparent from the fact that in each of the years mentioned NBC and CBS have each enjoyed net profits in excess of the gross revenues of their own competitors in national network operations;

16. That broadcasting stations affiliated with NBC have in excess of 50% of the combined total time power of all stations in the United States; that stations affiliated with NBC and CBS have in excess of 90% of the combined night-time power; that by reason of the dominant position in the industry of NBC and CBS, and because of the large volume of business controlled by them and the enormous resources afforded radio stations through affiliation with them, a network affiliation for a couple of years with either NBC or CBS is desired by practically all of the commercial radio broadcasting stations.

17. That the NBC and CBS have exercised the power inherent in their dominant position by imposing upon their respective affiliated broadcasting stations certain identical tying clauses which have prevented such stations from dealing with other competing network systems and have caused NBC and CBS to deal with radio stations other than their regular network affiliations of NBC and CBS have opted all, or a part, of their respective affiliated stations’ time on the air, a substantial portion of which is never used by either network; that CBS as well as NBC, has entered into contracts of several years duration with each of its affiliated stations, and is the owner, operator and licensee of radio stations located in lucrative marketing areas;

18. That the unlawful combination and conspiracy hereinafter described to restrain commerce among the several States of the United States has been carried on in part within the Northern District of Illinois, Eastern Division, and many of the unlawful acts pursuant thereto have been performed by defendant corporations and their representatives in said district; that the interests therein, including broadcast, electrical transcriptions and talent, as hereinafter described, is carried on in part within said district; that both said corporate defendants have usual places of business in said district and therefore transact business and are within the jurisdiction of this court for the purpose of service;

19. That radio broadcasting stations, including network broadcasting systems in the United States, are engaged in the several

(Continued on page 41)
DENVER'S STANDOUT STATION
560 KC.-CBS

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO.—REPRESENTED BY THE KATZ AGENCY, INC.
FCC Protests Proposals for Transfer Due to Close Tieups in Defense Work

DECLARING that the FCC already has carried decentralization of its organization as far as possible, Theodore L. Bartlett, principal legal administrator, last Tuesday told a subcommittee of the House Committee on Decentralization that because of its critical functions in the defense and war effort, it is imperative that FCC headquarters, fully staffed, be maintained in Washington.

Mr. Bartlett appeared for the FCC at the subcommittee hearings, which have been going on for several weeks, on HRes-209, designed to effect the removal of certain Federal agencies from Washington to provide space for new and expanded defense organizations.

Following recent Budget Bureau action in ordering removal of a dozen Government offices and agencies from Washington, there also was revival of official reports involving creation of a department or bureau of transportation and communication, which presumably would embrace the FCC, ICC, CAA and other agencies identified with regulation in these fields [Broadcasting, Dec. 29]. However, such reports are still talk, although the war hubbub was thought to increase the possibility of such a move.

Tied to War Effort

Appearing before Rep. Downs (D-Conn.) and Rep. Manasco (D-Ala.), Mr. Bartlett pointed out that although the FCC is entirely in sympathy with any decentralization move having an advantage-ous effect on the war effort, it nevertheless was indispensable that the central offices of the FCC remain located in Washington. He cautioned that the FCC's work, both independently and through its close association with the Defense Communications Board, was an integral part of the overall war effort and described the FCC as primarily a service agency, probably uniquely in its situation in the defense picture.

In its Washington headquarters, housed in several different buildings but mainly in the Post office Bldg., the FCC has approximately 100,000 square feet of space. Mr. Bartlett said, adding that recently the FCC has been forced to ask for substantial additional space to house the new OPM-DCB communications priorities setup. He indicated there were 841 FCC employees in Washington.

With decentralization practiced to the limit, Mr. Bartlett said, the FCC now has 23 principal and 91 suboffices in the field, with about 900 persons now employed in field operations and this number increasing rapidly.

Arguing that transfer of any other parts of the FCC operations to another city would impede important defense work, Mr. Bartlett declared that such a transfer would effect no saving, either in rentals or traveling expenses, and it would dangerously interfere with the close coordination necessary during wartime between the FCC, the Army and Navy and other defense agencies.

Need of Local Contacts

 Asked about the FCC's consideration of doubling-up on office space, working more than one shift, he said this was being done and that most FCC employees were working substantially longer than regular hours, although a survey conducted in the Foreign Broadcast Monitoring Service indicated a 30% loss in efficiency resulted from crowding. He declared the FCC as having aggravated a condition of housing as any agency in Washington.

Responding to a query by Rep. Downs, Mr. Bartlett stated flatly that the FCC could not function properly in Chicago, New York, or even Baltimore, since its main work in the defense picture lay with other Federal defense agencies, and certain personal and local telephone contacts necessary.

Asked if the FCC had given any thought to what it would do if this country were invaded and Washington threatened, he said the FCC probably would evacuate to wherever the Army and Navy Department might go, adding that conceivably, in such event, they might be "going around in circles".

With some talk about housing the FCC in a temporary building to be erected across the river from Washington in Virginia, he was asked as to the FCC's reaction to this possibility. He answered that the FCC was so pressed for space that it would strain every effort to "accommodate ourselves".

NATIONAL DAIRY PRODUCTS
Corp., New York (Salttest), signed Joan Davis, film actress, as featured comedienne on daily NBC Red Valley Show. Contract of 13 weeks, effective Jan. 1 is result of several guest appearances by Miss Davis. Agency is McKee & Albright Inc., N. Y.

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BLANKET the North Central States . . .

with NCBS...

★ This network of 31 aggressive local stations gives you county by county coverage of the rich area in the Upper Mississippi Valley. You get this coverage at lower cost than any single or coproduction of media available. A valuable plus is the active cooperation of 5,000 retail outlets who promote merchandise advertised over NCBS. This promotion includes distribution, window displays, and half a million hand-bills each month. (If your product is sold by both food and drug stores hand-bills will run more than a million.) Investigate NCBS rates now!

RAID WAGE RULING

APPLYING to periods of station silence, Acting Ad-
ministrator Baird Snyder, of the Wage & Hour Division of the Labor Department, de-
clared recently that time spent by employees on the premises of any employer covered by the wage-hour law during blackouts or air-raid alarms, where no work is done, need not be compensated for as "hours worked."
PLAQUES, presented by the Jackson Brewing Corp., were awarded these New Orleans gentlemen for their "public service" in coverage of the war. The brewery sponsors Enjoy Life on WWL. Left to right are James Gordon, manager of WNOE; Howard Summerville, manager of WWL; James J. A. Fortier, conductor of the program; P. F. Ewing, manager of WDSU, and Harold Wheelehan, manager of WSMB.

Japanese Cut-Ins Interrupting KGEI
San Francisco Attacks Are Claimed in Enemy Flashes
RESORTING to an old propaganda dodge, a high-powered Japanese shortwave station on Dec. 26 cut in periodically on the frequency of KGEI, General Electric international shortwave outlet in San Francisco, lying in simulated news bulletins of a purported Japanese air-raid on San Francisco with a regular program of KGEI, beamed to Philippine listeners.

The technique employed by the Japanese station made it appear that KGEI was interrupting its own broadcast with last-minute details of the "attack" on San Francisco.

Although the attempted misinformation campaign, apparently designed to create panic among Americans in the Philippines, immediately was nipped by Philippine and American officials as a lie, the Government is taking steps to correct the situation, according to Buck Harris, manager of KGEI. FCC Chairman James Lawrence Fly, at his press conference last Monday, indicated that the FCC will "look into" the matter.

Busy Schedule
Mr. Harris stated that KGEI broadcasts news and informative matter from San Francisco on a 17-hour daily schedule. He added that since the war in the Pacific started, the station had sent shortwave programs on two beams, broadcasting from 3 to 10 p.m. daily on a bi-directional beam to Latin America and Asia, and from 10 p.m. to 3 a.m. on a unidirectional beam to Asia, the Antipodes and Africa.

Describing the situation, an official statement from Twelfth Naval District headquarters in San Francisco said:

"Naval intelligence authorities at Manila reported that the regular early morning Far Eastern broadcast from KGEI, San Francisco, was cut into three or four times. Each time an English-speaking announcer would present a "flash"..."
Coast Sign-off Signal
SIGN-OFF warning for blackout periods called by the FCC or the Fourth Interceptor Command has been set up by the four Los Angeles area monitoring stations, KHJ, KFI, KNX, KFAC. Signal consists of a 1,000-cycle tone, 100% modulated, sounded 30 seconds before going off the air. Automatic tripper, which will ring a bell or flash a light, will be installed by some stations as precaution against failure to hear official tone signal.

WEN NILES, Hollywood announcer on the weekly CBS At Peace of His Gang, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has been signed for a narrator's role in the Republic Productions film, "Par- don My Stripes!"

Busy Districts
STARTING Oct. 9 and concluding Dec. 17, a total of 782 radio executives of 450 stations attended the 16 NAB district meetings held this fall, according to figures compiled by the NAB from individual attendance lists. The group included principally owners, sales managers, program directors and news editors. In addition, representatives of the War Department attended 14 of the 16 sessions; two music licensing organizations attended all the meetings and a third was represented at five. NAB President Neville Miller attended the first 14 meetings.

War Emergency Plans Slated
On Agenda for NAB’s Board
Executive, Finance, Code Committees to Meet;
Naming of Industry Liaison to Be Discussed

WITH MANY war emergency measures demanding its attention, the NAB Board will hold its first meeting of 1942 in Washington Thursday, July 2, in response to an invitation at the call of President Neville Miller.

The general board session will be preceded Wednesday by meetings of the executive, finance and code committees, the latter to appraise NAB code provisions in connection with war activities and with particular emphasis upon limitations within which news commentators should function.

War Liaison
Topping the agenda for the directors' session is the selection of an industry liaison officer to headquarters in Washington as a Government contact for war activity. Walter J. Damm, director of WMJ, Milwaukee, tentatively has been named for this post by the Radio Coordinating Committee, which met in Washington Dec. 22-23 at the call of George B. Storer, interim president of National Independent Broadcasters.

Mr. Miller, at these sessions, pointed out that under NAB procedure he was not in a position to ratify such a liaison appointment, but said the board would cooperate with anyone designated by FCC Chairman James Lawrence Fly for this work.

Mr. Fly, however, has stated it is not his function, nor that of the Government, to name such an individual, but he personally felt it would be desirable to have on hand in Washington a representative of the industry familiar with overall station operations who could counsel with Governmental agencies on war measures [BROADCASTING, Dec. 29].

The NAB Board also will take up the preliminary agenda for the annual convention to be held at the Statler Hotel in Cleveland, May 11-14. In addition to war measures, it will be called upon to fill two vacancies on the board. C. W. Myers, KOIN-KALE, Portland, former NAB president and director-at-large elected at the last convention, has resigned owing to the pressure of other activities and in the light of the fact that he has been an officer or director for a dozen years.

William H. West Jr., former general manager of WTMV, East St. Louis, Ill., director for the 9th district, comprising Illinois and Southern and Eastern Wisconsin, relinquished his NAB post along with his association with the station. The Myers term runs until the next NAB convention. That of Mr. West does not expire until 1945.

Preceding the board session the code committee will meet Jan. 7 to consider a number of problems that have arisen in connection with war programming activities. Most important, it is understood, is the imposition of voluntary restrictions on handling of news commentaries by staff announcers and commentators. Emergency NAB code provisions in this regard will be a prime consideration.

Ryan to Participate
J. Harold Ryan, named Dec. 26 as assistant director of censorship for radio, is a member of the board. It is expected he will participate in both the board and code committee discussions, with particular regard to handling of news and commentaries.

Members of the code committee scheduled to meet are Earl J. Glade, KSL, Salt Lake City; Edgar L. Bill, WMBC, Peoria, Ill.; Gilson Gray, CBS, New York; Hugh A. L. Haff, WOAI, San Antonio; Henry P. Johnston, WSGN, Birmingham; Janet MacRorie, NBC, New York; William B. Quarton, WMT, Cedar Rapids; Don Marquard, WBIC, Greensboro, N. C.; Calvin J. Smith, KPAC, Los Angeles.

The executive committee likewise will meet on Wednesday, preparatory to that day’s board session. Members of the committee, in addition to President Miller, are James D. House, WLW-WSAI, Cincinnati; Paul W. Morency, WTIC, Hartford; Don S. Elias, WWNC, Asheville, N. C.; John J. Gillin Jr., WOW, Omaha, and John Elmer, WCBM, Baltimore. A vacancy also exists on the executive committee, since Mr. West was a small station member, along with Mr. Elmer. Following custom, it is expected Edward Wauber, CBS executive vice-president, and F. M. Russell, NBC Washington vice-president, will sit with the executive committee.

Another Wednesday meeting scheduled in advance of the general session is that of the finance committee, of which Mr. Ryan is chairman. Other members are Frank King, WMBR, Jacksonville, and Howard Lane, KFBR, Sacramento. The 1942 budget will be considered.

CAB To Hear Shirer
ANNUAL CONVENTION of the Canadian Association of Broadcasters, scheduled for Feb. 2-4 at Montreal, has been postponed a week and will be held in Montreal Feb. 9-11. A big agenda has been lined up to include a number of sessions with American broadcasters who are to be invited to Canada to discuss mutual problems with Canadians. Guest speaker at the formal dinner on Feb. 10 will be William L. Shirer, CBS commentator, CAB has announced.
LENDING the diplomatic touch to DCB is one of the nation's best-known lawyer-diplomats, Breckinridge Long, Assistant Secretary of State for the last two years. Well versed in international affairs, against a background of good, practical lawyering in his native state of Missouri, Mr. Long also has had experience in communications dating from World War I, when as Third Assistant Secretary of State under President Wilson, he was top man in supervising international communications for the State Department.

Representing the Department of State on DCB, Mr. Long is in charge of the State Department's International Communications Division, and through long experience has acquired practical working knowledge in the field of communications, although it never directly has been his profession. He himself has not attended meetings such as that in Havana which evolved the North American Regional Broadcast Agreement, but he has been in close touch with all developments along this line.

Mr. Long entered the diplomatic service after a successful career as a practicing lawyer, and in the last decade has become one of the best-known American diplomatic names. A former U.S. ambassador to Italy, he also has been active in developing the Good Neighbor Policy in Latin America. The latest phase of his career started Jan. 16, 1940, when he was named Assistant Secretary of State.

Listed in Who's Who as a lawyer, Breckinridge Long was born May 16, 1881, in St. Louis, the son of William Strudwick and Margaret Long. An alumnus of Princeton U, he received his A.B. from that school in 1903, following up with an M.A. degree in 1909. Meantime, from 1904-1906 he attended and was graduated with a law degree from St. Louis Law School (Washington U) in St. Louis, receiving an honorary LL.M. degree from the university in 1920.

Admitted to the Missouri bar in 1906, he began practice of law in St. Louis the following year. In the next 10 years he became a prominent figure in Missouri legal circles, particularly the State and St. Louis bar associations. In 1914 he served as a member of the Missouri Commission on Revision of Judicial Procedure.

On Jan. 22, 1917, President Wilson appointed Mr. Long Third Assistant Secretary of State, an office he held through World War I, until June 7, 1920. Returning to his native Missouri, he was a Democratic nominee for the U.S. Senate in the 1920 elections. During the next years he practiced international law.


In 1933 President Roosevelt named him Ambassador Extraordinary and Minister Plenipotentiary to Italy, a post he held until resigning July 31, 1936. In 1938 he was named ambassador on special mission to Brazil, Argentina and Uruguay. The following year he was named the American member of a commission provided under a treaty with Italy for the advancement of peace, and in September, 1939, was appointed special assistant in charge of the Special Division in the State Department.

A Presbyterian, Mr. Long is a member of the Metropolitan Club and Burning Tree Country Club in Washington, and the Maryland Jockey Club, Baltimore. He has acquired a leisurely collection of model boats.

Mr. Long on June 2, 1922, married Christine Alexander Graham, of St. Louis. He is the father of one daughter, Mrs. Arnold Willcox, of Westmoreland Hills, Md. The Long's home is Montpelier Manor, Laurel, Md.

Parliament Mike

THE BROADCAST by Winston Churchill from the House of Commons at Ottawa on Dec. 30, marked the first time that microphones had been installed for broadcasting in Canada's Parliament. Britain's prime minister addressed a joint meeting of the Canadian House of Commons and the Senate in the House chamber. The broadcast was fed to all Canadian stations as well as the networks of NBC, CBS and MBS.
Filene System Said to Educate Public

Jaspert Outlines Progress
In New Technique
For Stores

The FILENE technique of department store advertising as practiced by the Worcester branch of the huge merchandising firm is another pioneering effort to build a comprehensive system of store promotion. According to George H. Jaspert, commercial manager of WTAG, Worcester, Mass., Mr. Jaspert briskly defends the sound use of radio following public publication in the Dec. 15 BROADCASTING of a criticism written by Robert Miller, of WGES, Chicago. Mr. Miller criticized the Filene technique as unsound, and commented sharply on the method as expounded in the Dec. 1 BROADCASTING by Brooks Shumaker, manager of the Filene store in Worcester.

NRDGA Program

Demonstration of radio technique for department stores will be staged by the NAB at the convention of the National Retail Dry Goods Assn. to be held in New York Jan. 12-16. The demonstration will occupy the entire morning session Jan. 15 and appears on the program under the title "Radio in a Wartime Market." The NAB is cooperating with the NRDGA convention committee in the study of the broadcast medium. Feature of the morning will be a portrayal of the radio technique developed in Worcester, Mass., by the Filene's branch store [BROADCASTING, Dec. 1, 8, 15]. Frank E. Pellegrin, NAB director of broadcast advertising, is in charge of the radio portion of the NRDGA meeting and is to be assisted by Mr. Shumaker, manager of Filene's Worcester branch, and E. E. Linquist, assistant manager of WTAG, Worcester.

Talk by Pellegrin

Opening the program will be a half-hour talk on radio advertising by Mr. Pellegrin, with charts and graphs. Next feature will be a three-way interview about radio and department stores, in which Mr. Shumaker and Mr. Hill will participate, along with George H. Jaspert, commercial manager of WTAG.

The Filene radio technique will be portrayed by performance of a quarter-hour transcription used in the widely publicized Worcester campaign. Winding up the morning session will be a question-answer panel in which members of the NAB sales managers executive committee will participate. Members are: Mr. Shumaker, assistant manager of WAGR, Cleveland; John Butler, commercial manager of WSB, Atlanta; E. Y. Flanagan, commercial manager of WSPD, Toledo; Linquist, and Mr. Jaspert, president of Yankee and Colonial networks; George Frey, NBC-Red sales manager; Arthur Hull Hayes, general manager of WABC, New York.

"The so-called Filene technique as introduced on WTAG—as developed with the cooperation of WTAG—is but another pioneering effort to build a comprehensive system of broadcasting, based on the belief that the commercial has educational, entertainment, and news value hitherto generally regarded as a "trivial" or "largely undeveloped," according to Mr. Jaspert.

Must Be Educational

"Naturally, we are still in the experimental stage. Certainly, many improvements must be made. However, a formula that will make broadcast advertising more welcome to the department store, when judiciously used, and at the same time of practical benefit to the listener, is worth consideration.

"We all agree that radio is primarily a means of communication—that it serves the secondary purpose of education and entertainment. As a matter of fact, for years we have pondered ourselves upon the fact that the comprehensive system of broadcasting has enlightened and edified the American people as no other ONE factor has done. However, the question presents itself to make a more intelligent listening public—a more intelligent buying public—to give to every listener—and every listener is a consumer—a fuller understanding and knowledge of the merchandise or service he buys.

"It is a course of study which, with adequate research, may tell a story of economics, history, geography, science. Properly written and dramatized, it conforms to radio's aims: It is newsworthy for it provides information about something that has happened before relatively unknown; it is educational for it imparts knowledge, informs and enlightens the listener; and it is entertaining for it CAN be made to pleasantly occupy one's attention.

"In the final analysis, the listener himself is the supreme judge. The sponsor must please him, or lose money. We cannot ignore the unusual and unprecedented results which the Filene-WTAG effort has achieved. The exceptional response of the Filene-WTAG effort is convincing proof that the public did listen—and that, therefore, there can be little foundation to the criticism that "there would be few listeners as we understand the term today.

"Some Examples

"To digress for a moment; one of the most interesting programs that we have had and the pleasure of listening to, featured by NBC, dramatized the story of rubber, showing how Goodyear accidentally discovered the vulcanizing process which, in turn, led to the thousands of present-day usages of the product. The Dupont program is another instance. Are not these examples worth field of the matter in which we have attempted to publicize and promote Filene's merchandise?"

"This department store technique is not a fallacy. Rather is it a fallacy to believe we must follow only the established or accepted pattern, that we must do no things that might detract from our product or tarnish it. Broadcasting is a new industry and can afford to experiment. It cannot afford to become static.

"The NAB Code itself, in its preface, affirms that the purpose is 'to maintain it and to expand it .... the NAB Code must be a comprehensive method front for preventing pernicious advertising and policy to suit changing conditions of taste and circumstances.'

"If the Filene programs as carried on WTAG are read beside the letter of the Code, should we not make provision for a wider interpretation? Is there room and opportunity in a young industry for constructive effort? The Filene programs are models for constructive and foresighted thinking.

Automatic Brake

"Some there may be who will hold that the 'Filene technique' is at variance with the Code. I say that, but it does not follow that the Code set up was to predetermine that the elements of better broadcasting are missing when the Filene technique is applied. It is my opinion, too, that the principle of 'diminishing returns' will enter into the picture to keep the Filene type of sales-mongering, beyond the bounds of acceptability.

"As in man-in-the-street, amateur hour, and quiz shows, a peak of audience acceptance and response will be reached, after which, the experiment itself will prevent excessive use of the formula. By that time department stores will have seen the广播电台 can bring the American consumer a better understanding how to use the medium.

'Best Ever Bought'

A point brought out in some of the discussions in the industry about the Filene technique was that the thorough and careful following-through is necessary in department store use of radio. Lack of this factor has caused most of the failures in department store radio campaigns, due to feeling among some advertising managers that a radio campaign requires little attention and that it operates by some sort of leverage.

Adventages of a well-rounded campaign were stressed, including such promotion as special bulletins and instructions to sales people, window and counter displays, tie-ins with other media and, most important, the services of radio-minded persons who know how to use the medium."

A point not brought out by Mr. Shumaker in his original article was the fact that Filene's also sponsors a five-minute news period daily. Mr. Shumaker says, "the best advertising the store has ever bought."

The Filene's promotion was widely discussed at NAB district meetings. It was pointed out to sales managers that possible curtailment in some advertising budgets might be offset by new sources such as increased exten- sive department store campaigns.

Among a few other reactions to the Filene's articule, supplementing the Dec. 8 BROADCASTING, were such comments as these: 'I believe the fact that all department stores in Pittsburgh are now using the same approach is a good selling point in itself for radio," according to Will Schroeder, sales manager.

Says Vaughn A. Kimball, advertising manager of KNGO, Dodge City, Kan.: "We are doing considerable work at the present time in an effort to land regular contracts with department store outlets, and we believe this (print) will be of immense help. One of them is using ten announcement cards. We have merchandised this and has expressed itself to be interested in a regular 15-minute daily feature after the first of the year."

An idea of the problem in some cities is given by G. H. Highter, president of WTAT, Watertown, N. Y.: "Frankly, we have had little success in getting department store here to fully appreciate that radio could do. We are doing a peach of a job for other lines, but these department stores sit peacefully and prepare newspaper copy by the ream, and notwithstanding the fact that we are getting something from most of them, they do not have confidence enough in radio to really permit us to do a well-rounded job for them. We believe this reprint of Filene's success will help us tremendously."

Adelaide Foerster, of Lee Ringer Adv., Los Angeles: "Will you please advise us by return mail the cost of 400 to 500 reprints of the article 'Filene's Discovers the Power of Radio.'"

Said Craig Lawrence, commercial manager of Iowa Broadcasting Co., operating the Cowles stations (WMT, KRNT, KSO and affiliated with WNAX): "The Filene name is a good one to have behind it. The desire of Filene to test and make sure you certainly have to make sure that (advertisers) thoroughly understand that the few programs described in the article don't constitute a radio schedule."

Melville Renews

FOR THE FOURTH consecutive year, Melville Shoe Co., Boston, has renewed John Allen Wolf's six-weekly news program on WABC, New York. The program, in the interests of Thom McAn shoes, 7:45-8 a.m. The account is handled by Neff-Rogow, New York.
thanks .... and appreciation

to "THE BILLBOARD"

for its Special Award for "Most Consistent Exploitation" in the Annual Radio Publicity and Exploitation Survey. This treasured award is a constant inspiration for continuous alertness in better service to our clients and agencies.


to "THE DAVIS AWARD BOARD"

for naming KOA's Ed Brady top announcer in the Mountain Time Zone. This selection of a KOA announcer further indicates the care and attention given by this station to placing the right people on the job for better service to customers and listeners.

And above all...

Thanks to our Customers—the 241 clients and agencies who have made 1941 our best year

REPRESENTED NATIONALLY BY SPOT SALES OFFICES
In a marathon fund-raising campaign for the Red Cross war relief drive three Montana stations raised their cities' quotas in the space of 24 hours. The stations—KGR, Butte, KFPA, Helena, and KBIM, Bozeman—eliminated all local programs with the exception of news and started the fund-raising task at 8 p.m. Dec. 15, announcing they would remain on the air until the money was collected. The goal was achieved at midnight Dec. 16.

With the exception of NBC commercials, most of the time, according to Barbara S. Crane, station executive and wife of Ed Crane, operator of the outlets, was devoted to direct appeals and credit for the contributors some of whom telephoned pledges from California, Oregon and Washington.

Songs Auctioned

In addition to direct appeals, patriotic songs were auctioned to the highest bidder. The first, the Star Spangled Banner, got $100 with a starting bid of $25. The next was America, which went for $250 and the last was the Stars & Stripes Forever, which brought in $295 for the Red Cross.

As soon as one town "went over the top" listeners were asked not to telephone in any more requests and the time thus cleared was devoted to the towns still lacking their quota. In addition to the three larger towns of Butte, Helena, and Bozeman, smaller communities in the area made their quota as a result of the unique campaign.

In a tieup with the Boy Scouts it was arranged to have a Scout call for each request over $5. Gifts under $5 had to be turned into Red Cross headquarters. The Scouts were transported in cars supplied by Butte residents.

Quota for the Butte area was $20,000, those of Helena and Boze man less in accordance with their population. Success of the 24-hour campaign was attributed to the fact that the stations have an ironclad rule forbidding solicitation of funds except in cases of national emergency.

Porcine Prerogative of wallowing in the mud was heartlessly ignored in this scene with Ken Church, director of national sales and promotion of WKRC, Cincinnati, applying unfamiliar (to the grunter) soap and water in a contest at the recent stag testimonial dinner extended Hubert Taft Jr., WKRC's general manager. Righteously indignant, the little pig escaped and returned home emptied-hand and soaking wet.

FCC to Hold Hearing

On 500 kw. WLW Unit

Continued operation of WXGO highpower adjunct of WLW, Cincinnati, which operates from midnight to 6 a.m. with 500,000 watts, will be the subject of the hearing scheduled by the FCC for Jan. 8 in Washington. The FCC Dec. 29 announced the hearing date, with WOR as inter alia. At that time a petition to reconsider and grant a renewal was pending but this was denied last Tuesday. The original application requested authority to make changes in the transmitter and increase the maximum operating power from 500,000 to 700,000 watts for the early morning period.

The hearing does not apply to the pending request of WLW for authority to broadcast during regular hours with power of 660,000 watts. A half-dozen professional announcers for power in excess of 60,000 watts and up to 750,000 watts still are pending before the Commission, and would entail a revision of the present rules. It has been indicated the whole matter may be set for hearing at some future date.

Pabst Carries Game

Pabst Brewing Co., Chicago, on Jan. 4 sponsored the charity football game between the Chicago Bears and Professional All-Stars from the Polo Grounds, New York. The game was described by Dick Fishell and Bert Lee, and proceeds went to the Naval relief. Agency is Lord & Thomas, Chicago.

Col. Davis Retires

As RCA's Counsel

Sarnoff Names Cahill Firm; Hennessey Set Up Offices

Retirement of Col. Manton Sarnoff as vice-president and general counsel of RCA and as chief counsel for its subsidiary operations was announced last week by David Sarnoff, RCA president and chairman of the board of NBC. Simultaneously, Mr. Sarnoff announced the appointment of the firm of Wright, Gordon, Zachary, Parlin & Cahill as counsel for the parent company, with John T. Cahill, chief NBC counsel in the network monopoly proceeding, as director of the law department of RCA.

The Cahill firm already has opened law offices in Washington, in the Union Trust Bldg., to handle RCA-NBC matters. Mr. Cahill continues as a member of the New York firm, but all company matters involving legal policy will be referred to him.

Hennessey Leaves

For the last year the firm of Hogan & Hartson, of Washington, has handled NBC legal matters, Mr. Cahill, however, was retained several months ago as special counsel in connection with the network monopoly proceedings. The Hogan & Hartson firm will discontinue its representation of NBC on a regular basis. Duke M. Parlin, counsel of the Hogan & Hartson firm, it is understood, will continue to represent NBC on certain unfinished matters.

P. J. Hennessey Jr., Washington attorney, who for the last year has been of counsel to Hogan & Hartson in connection with NBC matters, has left that firm and established law offices in the Bowen Bldg., where he is concentrating his specialization in radio practice. Mr. Hennessey is jointly occupying a suite with William A. Porter, radio attorney, but is not associated with him in a partnership.

Prior to coming to Washington several years ago as NBC counsel, Mr. Hennessey was staff attorney for RCA in New York under A. L. Ashby, vice-president and general counsel. The entire relationship with NBC has been severed.

Col. Davis, who has headed the RCA legal staff for more than a decade, will still be available to the company as a legal consultant, Mr. Sarnoff announced. He paid tribute to Col. Davis for his many years of outstanding service.

AFRA Signs KOIN-KALE

Contract with the American Federation of Radio Artists was concluded Dec. 25 by the management of KOIN-KALE, Portland, Ore., bringing the stations' announcers under the union's wing. Following the decision brought the local membership to some 76 members including announcers of KGW-KEX, signed previously.
KEEPING PACE with swiftly moving events, both at home and abroad, the Canadian Broadcasting Corporation has geared itself to the increased demands for information on world conditions.

Daily program schedules include a wide variety of authoritative broadcasts, carefully selected to bring listeners intelligent commentaries by qualified observers. The CBC operates its own complete news service, maintaining full-time bureaux in each of five regions, in addition to collaborating with leading world-wide news-gathering organizations. Overseas and Canadian broadcasts dealing with world happenings also are presented regularly.*

This comprehensive coverage of the international scene is but one of many reasons why Canadians listen consistently to CBC network stations.

*The modern facilities of the CBC national network make these features available to 93.6% of Canada's radio homes.

A Few of CBC's Broadcasts on World Events

CBC News
BBC News
Britain Speaks
Week-End Review
BBC War Commentary
World Affairs
We Have Been There
Wilson Woodside
Talks of The Times
BBC Radio News Reel

55 York St., Toronto - COMMERCIAL DEPARTMENT - 1231 St. Catherine St. W., Montreal

BROADCASTING • Broadcast Advertising

January 5, 1942 • Page 27
Tomorrow's Economy

EACH DAY of war brings fresh trials for American industry. A ban on automobile production one day; tire sales limited the next; price ceilings and the dislocating effect of priorities for war production in other lines.

And so it goes. Thus far advertising volume has not been seriously affected, though all advertisers and all media appear nervous. Costs have skyrocketed. The drain on personnel is serious. And this, it is recognized, is just the beginning.

Radio, newest, brightest and most effective medium for most products and services, is looking forward to another unprecedented year. That is revealed in the 1942 survey published in this issue. It's true there is greater uncertainty than at any other time in radio's history, but it's equally true that radio listening is at its highest peak.

As the war economy stiffens there will be the temptation to cut appropriations because war requirements are consuming practically all production. If the last war is any criterion, some panicly advertisers who haven't been through the mill will drop out. Thus many trade names well-known in the pre-war era will be forgotten in the post-war economy. It happened in World War I.

Radio's effectiveness is an institutional medium, aside from its tested ability as a direct sales-getter, has been amply demonstrated. It can keep alive brand-identity and good-will without apology to any medium. It has that personalized, living-room aspect. Wiser advertising heads know it, just as they know (as do we) that the printed page performs its own particular sales and institutional function.

The story of tomorrow's economy has been broached by sellers of advertising since the emergency developed. Most of it has been tongue-in-the-cheek stuff; some of it intelligent and worthy. An effective and constructive approach is that of WLW in its current national campaign. It doesn't undertake to sell its facilities alone, but makes an all-inclusive case for advertising.

"Industry's yellow pages," says WLW in a current Fortune display, "turn up scores of forgotten names of honest products—forgotten because their makers failed to realize that the public is fickle only because its memory is short."

"Yes, tomorrow's business faces fact—not fiction. Tomorrow's management will be confronted once more with the problems of a buyer's—not a seller's market. Tomorrow's salesmen will be forced to meet the hard-hitting rivalry of small competitors grown rugged and healthy through defense expansion. Tomorrow's advertising must produce, as never before, more effective results from every last penny of the advertising appropriation."

That, we echo, is radio's sales story for tomorrow's economy.

Toward Unity

AT NO TIME in history has unity and teamwork been more essential. Broadcasting as an industry, up to the present, hasn't had it. Particularly,大纲, weeks since the stunning effect of war, there has been no open evidence of disunity in broadcasting ranks. Events of the preceding months, which saw dissension and disorder rife in trade circles, practically evaporated.

Steps have been taken toward proper recognition of broadcasting on the Washington scene, through the war-born informal Radio Coordinating Committee, made up of the heads of five trade groups. The manner in which that committee, which sprung into spontaneous action, performed may have not been entirely to the liking of all in the industry. But it got results.

Steering directly from that Committee's work was the designation by Director of Censorship Byron Price of J. Harold Ryan, of Toledo, as radio censor. That accomplished something of importance for the industry, for a practical broadcaster, familiar with the problems and vicissitudes of station operation, is on the Washington scene to tackle the toughest war problem radio faces, possibly aside from unforeseen economic factors. He can and will deal sympathetically, but firmly, with station news problems.

There will be rules and regulations governing news broadcasting. Whether they are evolved by the industry on a voluntary basis, with the approval of the Director of Censorship, or by government mandate remains to be determined. The industry, through the NAB Wartime Broadcasting Code, took prompt and praiseworthy initiative in the direction of self-regulation. But those guideposts will require alteration—probably stiffening—as the war tempo increases. The industry again should take the initiative.

Other moves, revolutionary in scope, will have to be taken. Designation of an industry liaison officer is considered desirable, to serve all radio—from independent 250-watters to the clear channel outlets. This is a matter requiring prompt action. And facts, not ideals, must be dealt with.

Until a better set-up is devised, the Coordinating Committee plan should be continued. Perhaps the committee should be more representative—possibly there should be an industry-wide convention to revamp the trade group operation so that it can be streamlined for wartime functioning.

One thought should be kept uppermost. This is war. The ordinary amenities don't apply.

Seeing Daylight

COMPULSORY daylight saving time looms as a war measure, possibly on a year-round basis. A longer daylight work-day as a means of conserving electricity is one of the basic considerations. Another factor, involving safety of the people, is to get them home earlier.

Legislation now is pending to empower the President to establish DST in his discretion. He probably has that power anyway under the broad authority invested in him under the War Powers Act.

Optional daylight saving time has been a headache for the broadcaster, the listener and the advertiser for years. But compulsory, universal, year-round DST, horizontally moving the clock an hour faster in each time zone, would result in little foreseeable hardship, after the initial shakedown period.

We hope that if and when the Administration decrees "fast time" as a war measure, it will do so nationally and without exception.
KENNETH REED DYKE, Director of Advertising and Promotion for NBC, is that rare combination of individualist and organization man, able to get the most out of his staff because he never asks them to do anything he is not able or willing to do himself.

This strong personal individualism expresses itself in imagination and ideas, acts as a stimulus to himself and to others, but is sublimated to his passion for team work and getting things done "in channels."

When he took over the top promotion job he made it clear to his staff that he wanted everyone to run his own job, to be his own executive in all matters, to exert his own imagination. Dyke's function, as he saw it, was to mold all these myriad efforts into a product that would represent a good overall job for NBC.

Dyke's many and varied experiences in selling, merchandising and advertising are part of his going equipment. When he joined NBC he gave him the advantage of knowing radio's problems from the other side of the fence, the buying side. In promoting sales now at NBC he knows the angles that interest timebuyers. He knows what radio can give a client, as well as what a client expects from radio, and can compromise difficult situations out of this two-edged experience.

Dyke, in his early 40's, weighs not a pound more than when he was an AEF top sergeant in 1917. He has worked as an oil rigger in the fields near Tulsa and Houston. He did a month's turn in a hard coal mine near Scranton, Pa.; was one of a thrasher crew on a farm in Kansas; lumberjack in Caribou, Me., near the Canadian border.

Not any of these was part of his growing up - and, earning - his way - through - college period. A New Yorker by birth (March 12, 1897, for the record), the first of a long line of New England sea captains and farmers to be born outside New England, he is a product of private schools and the University of Pittsburgh.

His closest brush with death was when a German sniper in a plane swooped down on a convoy of doughboys and picked off the three in front and two behind Dyke. He was left alone, the only man alive, with a string of machine gun bullet holes through his mess kit and the conviction that he was a very lucky guy.

He went to Germany with the American Army of Occupation after the Armistice and returned to New York in 1919. He had always planned to go to the Far East and went with the U. S. Rubber Co., then its training section for foreign service in Sumatra. His yen to write ruined that ambition, for in his spare time he got out a newspaper which was posted on the bulletin board in the laboratories. Someone gave it to the advertising manager and Dyke was moved into that department to write copy.

Later he was sent to Pittsburgh as sales promotion manager. He returned to New York in 1923 and worked with Ralph Starr Butler. In 1925 he became advertising manager of Johns-Manville and bought their first radio program. He was made vice-president in 1929 and in 1933 left to join Colgate as advertising director. In 1936 he quit to take a trip around the world. He did it the hard way, on freighters, by camel, donkey and on foot. He was one of a small expedition that went up to the Tibetan border and back through the Khyber Pass into Afghanistan, after sorties into the Dutch East Indies to see if it's true, what they say about Bali. He visited all the noteworthy spots in Japan, in Manchukuo, China and wayposts.

Dyke joined NBC in May, 1937, as Eastern Division Sales Manager. Two years later he was made sales promotion director and a year ago Frank C. Dyke gave him new and enlarged duties and responsibilities by appointing him Director of Promotion in charge of all promotion and advertising.

He is a member of the Circumnavigators' Club, past president of the Alpha Delta Sigma Praterium (1940), and was one of the original group which laid the base for the Advertising Research Foundation.

Dyke was elected chairman of the board of the Association of Radio Advertisers in 1939 and served several years. Contracts concerning advertising as he was for so many years, it seemed as strange to him; coming from Johns-Manville, Dyke to want to apply that knowledge to radio.

The job is the overall coordination of all the varied promotional activities of the company. There are 17 of these separate promotional setups in NBC, not counting those of the M & O stations.

The operations were functioning smoothly and efficiently but it was management's idea that a top man over them all would stimulate in them higher efficiency but to a bigger "cut for the house." In just a year Dyke has increased the effectiveness of the management's hunch.

On the personal side, he reads the Bible daily, cooks, runs his own diversified photographic business, black and white. He is a bachelor, which probably accounts for a reported perverted taste in breakfasts—“one frosted chocolate, summer and winter.
**ADVERTISERS CHOICE**

**RICHARD KROLIK,** assistant to Lester Gottlieb, MBS publicity director, on Dec. 26 resigned to go into the Army Air Corps at Montgomery, Ala. At WSAV, Mutual's Rochester affiliate, Announcer Paul Lorentz has joined the Polish forces in Canada, and Bill Roga, head of the WSAV continuity department, has joined the Army Signal Corps.

**BILL BORTHWICK,** former announcer of WYRL, New York, has joined the Madison branch of the Army Air Forces. **BERNIE CRANSTON,** formerly of Louis G. Cowan Co., Chicago advertising and publicity representatives handling the Wise Kids program, has resigned to be married to Dale Burgess, staff writer of the Indianapolis bureau of Associated Press.

**SHERMAN FEILER,** formerly of WJSR, Manchester, N. H., and WHIL, Lowell, Mass., has joined the announcing staff of WEBS, Boston.

**KEN McCLURE,** chief newscaster of WBBK-GEO, Fort Worth, has been named chairman of the radio news editors of NAB District 13.

**ALLY BROOK,** announcer of WTNH, left the station Dec. 20 for a short vacation before entering military service.

**BILL FRANCHE,** farm director of WLS, Atlanta, is the father of a girl born recently.

**ARTHUR JACKSON,** has been appointed a staff announcer of WKZO, Kalamazoo, replacing John Henry.

**SAM BEARD,** formerly a student announcer for the U. of North Carolina, has joined WJFF, Raleigh, as an apprentice announcer.

**LARRY DUPONT,** staff announcer of WLOL, Minneapolis, has resigned to go into partnership with his brother in the furniture business.

**WOODRUFF BRINE,** announcer and music director of WIS, Columbus, S. C., has accepted a position as translator and Spanish coach for the War Department in Miami.

**BILL SMITH,** formerly chief announcer of WKNY, Kingston, N. Y., has joined WHTL, Philadelphia.

**FRANK MILLER,** continuity writer of WOCB, West Yarmouth, Mass., has resigned to become an Army Air Corps flying cadet.

**LOYAL FAIR**

**ROBERT MULLINS,** of Pensfield, Ga., has a cat that listens daily to Herbert Harris' 7:15 a.m. newscast on WSB, Atlanta. A stool about two feet high in the middle of the room has a the radio on it. On top of the radio, perches the cat. Invariably, when 7:15 a.m. rolls around, the cat jumps atop the radio and intently listens with cocked ear to Herbert's news broadcast.

**JACK BRINKLEY,** freelance actor and announcer, has joined the announcing staff of WLS, Chicago.

**NORMAN PIERCE,** announcer of WCLF, Champaign, is the father of a boy, Kenneth, born Dec. 14.

**LARRY ROTHMAN,** chief announcer and continuity director of WABD, public relations and music director of the station, succeeding Pete Whiting.

**JOSEPH GRATZ,** formerly on the CBS production staff, has been placed in charge of popular music programs for the network, under supervision of Douglas Coulter, CBS assistant director of broadcasts.

**IRVIN BORDERS,** formerly advertising manager of WITG, Trust & Savings Bank, Los Angeles, and current radio director and press manager of WJ & Walter Thompson Co., that city, has joined CBS Hollywood sales promotion staff. He replaces Steele Morris, who resigned to enter national defense engineering work.

**DORIS TURNER,** has joined WSPR, PIX adjunct of WFIL, Philadelphia, as assistant program director to Felix Leger. She will be in charge of all musical programs.

**BILL SMITH,** who late in December joined the announcing staff of what WITG, Philadelphia, coming from WKNY, Kingston, N. Y., also has been named publicity director of the station. He succeeds Joe Grady, who will devote his full time to announcing.

**DENNIS McCUNE,** former publicity director of KOB, Albuquerque, has joined the Navy as a yeomanette on the Mare Island Navy Yard, Vallejo, Cal.

**BOB WILZELL,** announcer of KCMO, Kansas City, on Dec. 24 married Jackie Hallman of Kansas City.

**MANUEL AVILA,** Spanish-language announcer of WLWO, Cincinnati, is the father of a boy born Dec. 26.

**HENRY SULLIVAN,** program manager of WGST, Dover, N. C., has left for the Naval Aviation Training Base at Atlanta. He will be succeeded by Wally Williams. John Boyd, formerly of WMGB, Richmond, Va., has joined the WBIG announcing staff.

**STANTON MUCKLER,** has joined the news staff of KNOK, St. Louis, replacing Jim Brennan, now employed by the St. Louis bureau of United Press.

**TOM MOORE,** announcer of WIBG, Glenisle, Pa., has announced his engagement to Mary Anne Robertson.

**HARRY SCHLEGEL,** former newspaperman, has been named publicity director of WPEN, Philadelphia, succeeding Ira Walsh, who resigned to become radio and television co-ordinator for the Hale Americas program under civilian defense.

**HARRY MAHLE,** announcer of CBS, New York, and Doris Havens, head of the music department of WAC, Philadelphia, and studio accompanist, were married late in December.

**JOHN REEDY,** CBS Hollywood newsroom, writer, and Nora McDivitt of San Francisco, were married Dec. 29 at Santa Barbara Mission, Cal.

**WALTER WINCHELL,** who holds the rank of lieutenant commander in the Naval Reserve, recently reported for duty, and was assigned to the public relations office in New York. He continues his radio and newspaper work, devoting four days weekly to his new duties.

**HOD JACKSON,** has been shifted from the news department to the announcing staff of KVBO, Tulsa, where he has done radio work in Chicago, Florida and the West Coast for more than 15 years. He has joined the news department.

**HUGH HOLDER,** announcer of WXZ, Detroit, has joined the Maripine Corps. Bill Morgan is the latest addition to the station's announcers.

**JOE ALVIN,** of NBC Hollywood press department, is the father of a boy born Dec. 23.

**DALLAS HARRELL,** staff writer at WSB, Atlanta, has joined the armed forces, Al Flanagan, formerly of WRUP, Gainesville, Ga., takes his place.

**MURIEL EVANS,** of the news and special events department of WOR, New York, on Dec. 23 was married to Thomas Newsam Doyle III of New York.

**MEREDITH CAMBRIDGE,** NBC actress whose husband is William H. Sherrard, who writes and produces, on Christmas morning became the father of a boy.

**DON DUNPHY,** sports caster of MBS and WINS, New York, was announcer for the New York Giants' Day broadcast on MBS of the Cotton Bowl football game between Texas A&M and Alabama.

**Milton Bacon Leaving WCKY to Join CBS**

**MILTON BACON,** good-will ambassador of WCKY, Cincinnati, and conducer of the station's series, Cities Worth While & Folks Worth Knowing, has signed a three-year contract with CBS, to take up his new duties in January.

Mr. Bacon for three years has traveled through Ohio, Indiana, Kentucky and other states in WCKY's primary area, addressing clubs and conventions and gathering material for his series of stories of each community. His CBS broadcasts, tentatively planned, will be of a similar nature with the entire country as his field. The CBS series Look Homeward America, will also include a folk symposium with a cast including Burt Ives, Columbia's exponent of American folk music.
Meet the LADIES

ADELE HUNT

POETRY WAS OUT when blonde, blue-eyed Adele Hunt discovered that though there is a good deal of feminine interest in couples, sonnets and blank verse there is a great deal more vital interest in cooking recipes, household hints and tips on sewing and crocheting.

Adele, who was having her first fling at broadcasting with a weekly poetry reading program on WPAT, Paterson, N. J., was called upon to pinch hit when the station recently discovered it was without a woman's commentator.

Time for Women, Adele's tentative title for her program, was an instantaneous hit, registering high on the time-tried thermometer. Fan mail Adele's background gives her authority to speak on women's affairs and problems. She has had considerable sales experience in various departments of two of New Jersey's largest stores, for a time served as New Jersey promotional manager for a cosmetic manufacturer and does a great deal of research. Adele specializes in recipes whose goodness can be judged by the fact that she receives considerable mail from male listeners.

Adele's mother of three children, Adele emphatically denies that they are the heroic testers of every recipe before broadcasting.

WITH AN INCREASE in power to 1,000 watts, CKNB, Campbellton, N. B., has leased a new rate card, effective Jan. 1, 1942.

New Shortwave Station
Opened Jan. 1 by CBS

As part of its New Year's Eve festivities, CBS dedicated WRC, first of its two new 50,000-watt international stations, with a special one-hour program for Latin America starting at 12 midnight. WOAX, the network's sister shortwave station, also shortwaved the program southwards as it was presented from new studios in CBS' New York headquarters.

William S. Paley, CBS president, spoke in English on the program, and Edmund A. Chester, director of shortwave broadcasting for CBS, gave a short talk in Spanish. Juan Arvizu, CBS Latin American singer, was m.c., while the talent was all of South American origin.

New Year's Resolution

A NEW YEAR'S resolution for Canadians was broadcast three times Jan. 1 over practically every Canadian station. The resolution was recorded in Montreal and distributed as a paid announcement to Canadian stations by Cockfield Brown & Co., Toronto agency, on behalf of the Canadian government's Department of Munitions & Supply. No mention of the government was contained in the resolution, which dealt with the task each Canadian can play during 1942 in the war effort.

WILLARD PICTURES Inc., New York, making an educational short for the Oxford University Press, used Studio 6 of WOR, New York, to show how news is handled by radio.

NOW READY FROM WASHINGTON

Produced every Friday, Delivered to you on Saturday

A timely and expert 27 min. transcribed analysis of the week's news of the world

Gould Lincoln
The Nation's Foremost
Political Analyst

Clarence Brown
Country Editor and
Member of Congress

Lothrop Stoddard
Foreign Editor of the
Washington Star

Herbert Corey
Syndicated Writer and
News Analyst

FOR EXCLUSIVE,
Phone, Wire or Write
BROADCAST SERVICE STUDIOS
1113-15 Dernike Bldg.
WASHINGTON, D. C.

Your Washington Studio
for Direct Wire or
Transcribed Pick-ups

YOU'RE NEVER BLUE
IF YOU USE THE RED

You just can't be blue with results if you use WMGB—the Red Network Outlet in Richmond.

Don't take our word for it. Just ask for a list of WMGB's regulars in and year out.

WMGB offers you the Red Network audience—5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMGB story.
Agencies

WALTER M. CRAMP, formerly of
the contract and copy departments of
Rihdo, New York, has been appointed
account executive of Rothrauff &
Ryan, New York.

JEANETTE MELNICK, secretary to
R. J. Scott of Schrissner & Scott,
Chicago, on Dec. 21 was married to
Peter P. Passman.

WALSH ADVERTISING Co., Ltd.,
Toronto, is moving its office at the
eor of January from 90 Richmond St.
West, to larger quarters in the Con-
course Bldg., 100 Adelaide St., West.

ED SCHNEEBERG, copy writer of
N. W. Ayer & Son, New York, has
joined Compton Adv., that city, in
a similar capacity.

It's a simple matter to reach
the conclusion that Decide (Ky.)
offers darn few sales possibilities!
Also, that the Louisville Trading
Area is the super supermarket
you want. This area, for instance,
has 55.6% of Kentucky's income
tax payers—33% more effective
buying income than the rest of
Kentucky combined! WAVE, with
complete coverage at lowest
cost, is the only station you need
to do a job in this neck of the
woods! Do we get the decision?

LOUISVILLE'S
WAVE
5000 WATTS...970 K.C...R.C. Rank Red
FREED, PETERS, INC.
National Representatives


WKBH
LA CROSSE, WISCONSIN

Joined

NBC Red and Blue

January First

Need we say more?

WKBH
LA CROSSE, WIS.

Howard H. Wilson Co.
National Representatives

ATMOSPHERIC conditions which are met in high altitude flight form
the basis for this broadcast from the Southeast Air Corps Training Center's
new 14-ton low-pressure chamber at Maxwell Field, Montgomery, Ala.,
which is used to familiarize cadets with conditions they will meet in
stratosphere flight. One of the weekly Wings for Defense programs of
WSFA, Montgomery, designed to show Alabamans some of the inner work-
ings of America's pilot training program, this show presented: (1 to r)
Major Norman W. White, Air Corps expert on pressure chambers; An-
ouncer Bob Castle; Captain S. S. Stack, Army Medical Corps; and Bert
Ussery, WSFA technician. Wings for Defense is written and produced by
the Public Relations Office of the Southeast Corps Training Center.

Chase & Sanborn Back
At J. Walter Thompson

STANDARD BRANDS, New York
has rescinded its appointment
of Kenyon & Eckhardt, that city, to
handle all Chase & Sanborn adver-
tising which was to go into effect
Jan. 1 [BROADCASTING, Nov. 3] and
has announced the account will re-
main with J. Walter Thompson Co.,
New York. Company originally an-
nounced the agency shift Nov. 1, and it stated Chase & Sanborn
Program featuring Edgar Bergen
& Charlie McCarthy Sundays, 8-
8:30 p.m. on 89 NBC-Red stations
would move in toto to K & E.

Meanwhile a controversy arose
when Abbott & Costello, comedy
team co-starred on the program
with Bergen & McCarthy, and it
was reported the pair would leave
the program when the change-over
took place.

It is understood the comedy
team wanted a release from their
contract and took their case to the
American Arbitration Assn., but
later dropped the arbitration and
by mutual agreement out of court
decided to stay on the program.

JOHNSON & LOUD FURNITURE
Co., Denver, sponsors of a five-minute
transcribed Who's News, on KOA, Denver, has renewed its contract for
32 weeks.

Al Pearce to Red
R. J. REYNOLDS TOBACCO CO.,
Winston-Salem (Camel cigarettes),
sponsoring the weekly Al Pearce
& His Gang on 95 CBS stations,
Friday, 7:30-8 p.m. (EST), with
West Coast repeat, 7:30-8 p.m.
(PST), on Jan. 8 shifts the pro-
gram to approximately 80 NBC-
Red stations, Thursday, 7:30-8 p.m.
(EST), with West Coast repeat of
7:30 p.m. (PST). Format of the
variety show, featuring Al Pearce
as master of ceremonies, includes
the segment with Artie Auerbach and
guest stars included in the cast.
Louie Belli remains as musical
director, with Wern Niles retaining
the announcing assignment. Ray Erlen-
born continues as sound engineer
and east coast announcer. Wm. Eddy & Co.,
New York, has the account. Bill
Gay is the agency's Hollywood
producer.

Keystone Network Lists
Total of 152 Affiliates

AN AGGREGATE of 152 affiliated
stations is claimed by Michael M.
Sillerman, president of Keystone
Broadcasting System, in a year-
end statement released last week
by the transcription network. Dur-
ing its first year, Mr. Sillerman
stated, Keystone was used by two
major advertisers — Miles Labs.,
for Alka-Seltzer, and Lever Bros.
for Swan Soap—in the secondary
markets covered by the group.

Included in the statement were
exchanges of telegrams with the
White House and the FCC in con-
nection with an offer by Mr. Sillerman
of the facilities of the Key-
stone stations during the war.

Fulton Lewis Jr. Sponsors
FULTON LEWIS Jr., Mutual's
Washington news analyst, is now heard
on 153 stations in the sponsored
of 31 local advertisers, as well as on a
sustaining basis on 150 stations, ac-
cording to a recent survey. He is
heard on MBS Mondays through Fri-
days at 7 p.m. and also conducts the
weekly Your Defense Reporter pro-
grams on Mutual.

Page 32 • January 5, 1942 BROADCASTING • Broadcast Advertising
Army Approves Plan for Station Discs To Be Sent Troops Outside the Borders

BRIG. GEN. F. H. OSBORN, chief of the Morale Branch of the War Department, has endorsed a suggestion made by Capt. Gordon Hittenmark of the radio division of the Morale Branch to provide special transcribed programs for troops stationed at posts outside Continental United States.

Gen. Osborn termed the suggestion "splendid" and said his office would gladly forward the transcriptions to their proper destination.

Under the plan stations are requested to transcribe a 15- or 30-minute program made up of station talent and directed to the troops. No specific post should be mentioned. It is suggested that the mayor or some prominent civic official be requested to make a few remarks during the program, stating the interest of his city in the troops. The program could be recorded in the city of Blank and station so and so and greet the men of the United States Army stationed outside the States.

The Morale Branch has recently purchased turntables similar to those used in stations and which play 33 1/3 discs. In the case of Alaska the transcriptions may be recorded upon a local station with due credit, of course, for the station originating the transcription.

Acknowledgment of stations participating in the campaign will be made in the editorial columns of Broadcast. Letters stating a desire to participate should be addressed to Capt. Gordon Hittenmark, Morale Branch, War Department, Washington, D. C., along with the transcription.

Operation Proves Fatal To Russell L. Ferguson

RUSSELL L. FERGUSON, one of the best-known men in the commercial field of the industry, died Dec. 22 in Burlington, Ia., as a result of a thyroid operation.

Mr. Ferguson had wide experience in radio dating back to 1927 when he was a member of the sales staff of WOR, New York. From 1929 through 1933 he was commercial manager of WLW, Cincinnati, and later was in the Chicago sales department of NBC. He was also onetime manager of WINS, New York, and WCLO, Janesville, Wis., and was associated with Weed & Co., station representatives, Chicago.

On Nov. 15, 1940, Mr. Ferguson was appointed manager of the radio department of the New York office of National Research Bureau Inc. He is survived by his mother, Mrs. Mary F. Ferguson.

Sacred Series Widened

VOICE OF PROPHECY Inc., Los Angeles (religious), sponsoring the daily hour (PST), on Jan. 1 expanded its list to 86 MBS stations, Sunday, 7-7:30 p.m. (EST), with West Coast repeat, 9-9:45 p.m. (PST). Contract, marking the program's fourth consecutive year, is for 52 weeks. Featuring H. M. S. Richards, minister-lecturer, with musical background provided by the King's Herald's quartet, weekly broadcast emanates from KHJ, Hollywood. Agency is Jack Parker & Assoc., that city.

Luckies N. Y. Drive

AMERICAN TOBACCO Co., New York (Luckies Strikes), is launching a promotional campaign in the New York market, on four local stations. Two-minute transcribed announcements will be aired 34 times weekly, on WMCA [BROADCASTING, Dec. 8, 52 times on WNEW; 76 times on WHN and six times on WABC. Other stations will be added, according to Lord & Thomas, New York, agency handling the account.

North Carolina is the South's No. 1 Agricultural State!

Cash Income and Govt. Payments

Source: Department of Agriculture, 1940

N. Carolina

WPTF in Raleigh is North Carolina's No. 1 Salesman!

Broadcasting • Broadcast Advertising

January 5, 1942 • Page 33
WOR, New York
Harbara Gould, New York (costumes), 3 ep. weekly.
William Underwood Co., Waterford, Mass. (black bean soup), 2 ep. weekly, thru EBDL, N. Y.
Marlin Firearms Co., New York (rason bloddy dris), 6 ep. weekly, thru Craven & Hedrick, N. Y.
International Salt Co., Savannah, Ga. (salt), 5 ep. weekly, thru J. M. Mathes, N. Y.
Ragle & Co., Brooklyn. (Rogert cigarettes), 3 ep. weekly thru M. H. Hackett, N. Y.
Wilke Pipe Shoppe, New York (pipes and tobaccos), 3 ep. weekly, thru J. W. Howard, N. Y.
Pater Paul Inc., Naugatuck, Conn. (candy), 5 ep. thru Fabb-Forbis, N. Y.

WNAC, Boston

WXIR, Salt Lake City
Rit Products Corp. Chicago, 300 ep. thru McCann-Erickson, San Francisco.

WINS, New York
P. Lorrillard Co., New York (Old Golds), 26 ep. weekly, thru J. Walter Thompson Co., N. Y.

AFI, Los Angeles
Bulova Watch Co., New York (watchs), 13 ep. weekly, thru Bulow Co., N. Y.

KFKC, San Francisco

New Industry Periodical
NEW MONTILY publication on the Canadian broadcasting industry is The Canadian Broadcaster, which makes its initial appearance in January. The new trade periodical is published by R. G. Lewis & Co., 104 Richmond St. West, Toronto.

Summer Listening is Studied by CAB
Baseball Holds Up Afternoon Use of Radio in Summer

BASEBALL is America's national game and listening to baseball broadcasts is apparently becoming a national habit, according to the analysis of sets in use during the year ended Sept. 30, 1941, just made by Franklin Research Corporation of Broadcasting.

Comparing the average listening in the 33 CAB cities during the Standard Time period, October through April, with the Daylight Time period, May through September, the CAB found that daytime listening fell off less than half as much as did evening listening and cites the afternoon baseball broadcasts in 30 of the cities surveyed as the probable explanation.

Program's Absent
During the 7 to 11 p.m. period, 29% fewer sets were in operation per half-hour than in the winter, the report states, whereas in the daytime hours the average decrease is only 15.9%. The CAB report in evening listening, the CAB explains, "may well be due in some part to the absence from the air of a good portion of that period of the same outstanding programs" which had produced so much evening during the preceding winter.

Based on data accumulated in 690,000 completed interviews with radio-owners, the report summaries "half-hour by half-hour, day by day, by U. S. totals and by geographical sections," the use of radio sets for the year, devoting some 29 pages of charts and tables to the various break-downs. Average evening and daytime listening, compared for winter and summer, is shown in the following tables (average half-hour % of sets in use):
Legislation along similar lines (S.J.Res-122) was introduced Dec. 22 in the Senate by Senator Donnery (D-Cal.). The Downey resolution would authorize the President to establish daylight saving time in such areas and for such periods of time as he shall deem necessary or advisable in the interest of the national defense. Several weeks ago Senator Donnery declared there was heavy support for DST on the Pacific Coast.

Introducing his bill, Chairman Wheeler said he expected the Senate Committee to consider the proposal at its first meeting of the new session. He said he planned to "push the bill through". Chairman Lea has indicated that the House committee will take executive action in the matter early in January. It is understood the committee plans to survey the Presidential authorities provided in emergency war legislation to determine what type of DST legislation might be necessary.

Legislation Favored

Some Congressional leaders have indicated they believe President Roosevelt has all the power he needs, under the recently approved War Powers Act and other emergency legislation, to establish and enforce a DST system on a local, regional or national basis, but they have indicated also a preference to establish such a system by legislation rather than Executive Order.

The DST proposition faded from sight shortly after the hearings late last summer, when testimony of Federal Power Commission officials gave indication that DST probably would be necessary in only a few regions, particularly in the Southeast, as things stood then. Following recommendations of FPC and OPM, the President subsequently called upon Governors of the States in that region voluntarily to establish daylight saving time, although it was indicated there was small desire to try and force DST in other areas.

From the broadcaster's viewpoint, the proposed legislation did little to remedy the perennial programming headaches resulting from a hodge-podge DST system functioning sporadically over the country. At the hearings on the House bill, NAB plumped for a universal time system, either daylight saving or standard time such as that used by railroad systems, on grounds that regional rather than national observance would merely clutter up further radio's complicated program schedule during the DST season.

How to Sell Bonds

TOTAL OF $91,305.20 pledged by 435 phone calls is the record chalked up Dec. 27 by Railroadmens Savings & Loan Assn., Indianapolis, which on Dec. 8 started a daily half-hour program of organ music at 10:30 p.m. (CST) on WIRE, Indianapolis, to sell defense bonds and stamps, changing to a weekly schedule Dec. 26. Individual sales ranged from 10-cent stamps to one sale of $20,000 in bonds. Eugene C. Pulliam, station's general manager, is state chairman of Indiana defense savings campaign.

Returns to WOR

ALTHOUGH Paul Reveal, night control supervisor of WOR, New York, was given an extended leave of absence last month to take up a special communications job in South America, he's back on his old job again for the war emergency. When the war broke out, Reveal was heading southward, but wired J. R. Poppele, WOR's Chief engineer, offering to return at once if his services were needed. Poppele's answer was an immediate andurgent "Yes".

Music—to a Sponsor's Ears

ALLEN ROTH

and

THE SYMPHONY OF MELODY

The kind of music listeners want—wait for—change stations to hear!

DYNAMIC arrangements, running the gamut from nursery rhymes to Tchaikovsky, come to life with dash and spirit under Allen Roth's magic baton—as he directs his orchestra, the Roth Chorus and soloists.

"Symphony of Melody" is just one example of the colorful program variety offered in NBC THESAURUS. Twenty-six top-name recorded shows are scheduled weekly, each complete with sparkling continuity covering 71 program periods (approximately 25 hours weekly).

With such variety, you can sell more advertisers the "something different" that they want at the price they want to pay...if your station has NBC THESAURUS.

Write today for the complete Thesaurus story. Audition samples of Allen Roth and other Thesaurus programs available on request.

GEORGE PUTNAM, NBC newscaster, has taken over the six-weekly news spot sponsored by Peter Paul Inc., Naugatuck, Conn., on WEAF, New York. The spot was formerly handled by Robert St. John, who has been transferred to NBC's London bureau.

Bub Burns on Discs

TRANSCRIBED campaign for R. J. Reynolds Tobacco, Winston-Salem, N. C., for Brown's Mule chewing tobacco features Bub Burns as talent, and not Bob Burns as stated in a photo caption in the Dec. 29Broadcasting.
Slupinski There!  DIME NOVEL coincidence arose at a rehearsal recently of the Milwaukee Through the Years show on W55M, Milwaukee Journal FM station.  In the script, dealing with the year 1917, the tragic crashing of a water tank on the deck of the whaleback steamer Christopher Columbus was related.  As this point in the script, George Comte, an announcer, saw John Slupinski, control operator, jump from his chair and gesture wildly.  Broadcast of the show carried a note of reality for John had been the wireless operator aboard the Christopher Columbus and had narrowly escaped death by leaping into the water a moment before the crash.

WLW, Cincinnati, discarded the regular New Year's Eve program format again this year and ushered in 1942 with a pickup from the Cadle Taboroscope.  The same procedure was used last year upon orders of James D. Shouse, vice-president of the Crosby Corp., in charge of broadcasting, who pointed out that a large portion of the audience would be thinking of the solemn side of life instead of joining in clafe celebrations.

Radio and Defense
On Agenda of IRE
Engineers to Hear Progress
At New York Convention

Radio's expanding role in national and international affairs will be the general theme of the principal addresses at the winter convention of the Institute of Radio Engineers, Jan. 12-14, at the Hotel Commodore, New York.


Francisco to Speak
On Jan. 13, at the 30th Anniversary Banquet, Don Francisco, director of Communications, Office of the Coordinator of International American Affairs, will speak on "Radio's Expanding Role in International Affairs", and Adolfo T. Consentino, Director of Communications of the Argentine, will speak to the engineers. During the day, IRE members will inspect Major E. H. Armstrong's FM station at Alpine, N. J.


TO REMIND the public of the necessity of keeping radio receivers operating efficiently during present war conditions, RCA Mfg. Co.; Columbia, in running series of full-page, two-color ads in consumer publications. Text of the ads urges replacement of worn tubes at regular intervals, and routine service checkups every year.
Networks Sued
(Continued from page 17)

through appointment of receivers.
The Anti-Trust Division asked the court to:
1. Restrain NBC and CBS from entering into an exclusive affiliation contract with any station.
2. Outlaw all time options.
3. Limit affiliation contracts to two years.
4. Allow transcribers reasonable access to their studios for off-the-line recordings.
5. Force NBC or RCA to select either the Red or the Blue for operation, and turn the other over to a receiver for "liquidation".
6. Force the networks to divest themselves of ownership of stations in cities having less than four fulltime outlets (this presumably would require disposition of WBT, Charlotte, by CBS, and of WTM, Cleveland, by NBC, through the receivership process).
7. Force complete severance of talent bureaus from network ownership, operation or relationship.
8. Force complete divestiture of transcription operations from the networks.

Familiar allegations heard throughout the chain-monopoly proceedings that the networks, through exclusive contracts, control time of nearly 300 stations, were made in the separate complaints. The complaints were virtually identical in most particulars, but that covering RCA-NBC was more exhaustive in view of the Red-Blue option.

While the complaints were filed by Daniel B. Britt, special assistant to the Attorney General, in charge of the Chicago regional office of the Anti-Trust Division, the papers were prepared under Mr. Arnold's direction by Mr. Waters. The latter handled all of the ASCAP-BMI proceedings, which resulted in last year's consent decrees. Holmes Baldridge, chief of the litigation section of the Anti-Trust Division, likewise has been identified with the preparation.

FCC Consulted

Last Oct. 29, Mr. Arnold conferred with attorneys representing all of the networks about possible anti-trust proceedings. Then it was not clear whether, if the Department moved at all, it would do so along criminal lines or civilly. If the former course had been decided upon, MBS, NAB and other industry elements might have been joined.

Since the Oct. 29 session, there have been repeated reports [Broadcasting, Nov. 8, 17] that the Department would act. FCC Chairman James Lawrence Fly and members of his legal staff had been in consultation with Anti-

“TOUCHE” cries Bob Elson when Bill Ansen gets past his gun as the stars of An Hour With Elson & Anson—sponsored on WGN, Chicago, by P. Lorillard Co., New York, through J. Walter Thompson Co., that city—engage in a friendly little duel. Masks, worn topside this year, were sent by a listener who apparently felt that the boys’ nighttime rivalry was not enough.

Trust Division attorneys on parallel litigation. Moreover, the Department took the position it was duty-bound to enforce the anti-monopoly laws and that if there had been transgressions, it had to proceed. The networks have maintained that the FCC was without jurisdiction in issuing the chain-monopoly regulations, and among other things cited the absence of any Anti-Trust Division action against them on monopoly litigation.

Possibility of triple-damage suits by MBS against NBC, in the light of the anti-trust suits, also was foreseen. Reports were current last week of MBS’ apparent reluctance to institute proceedings against NBC for $10,000,000 in damage, alleging that the time option clauses are in violation of the anti-trust laws and have resulted in substantial loss to MBS. MBS has supported the FCC chain-monopoly regulations from the start, and has intervened in the New York three-judge court proceedings to that end.

For the last several weeks the question of anti-trust legislation has been buffeted about in the Department. The papers filed had been drafted weeks ago, it is understood. It was not until the go-ahead signal came from Attorney General Francis Biddle that the suits were filed. The matter evidently had been up at the White House, according to reliable reports. It is deduced that Administration officials took the view that civil statutes should not be suspended because of the war.

Alleged Domination

Mr. Britt, coincident with filing of the suits in Chicago, said the main purpose was to break up the system of ownership and licensing through which the chains “dominate” broadcasting. He referred to the makeup of NBC particularly, pointing out that its affiliates have no choice to take programs of either the Red or the Blue and that if they are requested to carry Blue they must do so, “even though the time from the Red Network is more remunerative”.

“We ask in our suit that the court allow the company to elect which network it may keep and that a receiver be appointed to take over the assets of the other, which will be sold.” The suit recited that there were fewer than 37 cities in the country having four or more stations with comparable facilities.

In attacking option time and exclusive affiliations, it said that in the 45 cities having populations of 50,000 or more served exclusive by NBC or CBS, no other network can obtain outlets. Cities cited among those blocked because of exclusive contracts were Cleveland, Houston, Providence, Des Moines, Albany, Charlotte and Har-

**US RED RIVER VALLEY FOLKS IS PLENTY VERSATILE IN OUR SPENDING TOO, BY CRACKY! AND WE GIT MOST OF OUR BUY-DEAS FROM WDAY, AT FARGO!”**

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

**WFMJ**

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

FARGO, N. D. 5000 WATTS-NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

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risburg. The option time clauses, it was contended, were designed to "throttle competition" by virtue of the 26-day notice provision.

Selection of Chicago, rather than New York, for filing of the suits, it is understood, was based upon a request received by the Department from the New York Court that complaints which would be filed in other jurisdictions be handled in that fashion, because of the clogged condition of the New York docket. There were only three localities in which the suits might have been filed, to procure service on both networks, it was said—New York, Chicago or Washington. Washington was eliminated because of the tendency of other litigation here.

In some industry circles, it was felt that many of the Government's contentions in the case against both networks, and NBC particularly, were moot. It was pointed out NBC has abandoned exclusivity; it has taken steps to dispose of the Blue Network, and it has sold its art bureau. Moreover, it is allowing off-network recordings from its studios.

CBS, on the other hand, disposed of its artist service some months ago and has never gone into the commercial transcription business as such. Through a subsidiary, Columbia Recording Corp., it manufactures phonograph records.

NBC within the last week was authorized by the FCC to transfer the three owned Blue stations from NBC to RCA, as a step toward divestiture and ultimate sale of the Blue Network. NBC is operating the three stations and the Blue as an agent for RCA, it is reported.

Since the shift, it has identified the Blue Network with this announcement: "This is the Blue Network operated by the National Broadcasting Co." Heretofore, the announcement was: "This is the Blue Network of the National Broadcasting Co."

Mr. Woods, cited in the NBC complaint, is slated to become president of the separate Blue Network operation, with Edgar Kobak as executive vice-president. This phase of the separation, however, was apparently regarded by the Government as a "from one pocket to the other" move.

These steps, however, have been preparatory to sale of the Blue to ownership outside RCA altogether, it was said.

Mr. Paley, CBS president and chief stockholder, and Mr. Trammell, bitterly denounced the suits as interference with vital war communications, and held the Department should have waited until adjudication of the injunction suits before the New York court.

"The confusion as to the purpose of this new Chicago suit," said Mr. Trammell, "is heightened by the fact that since the declaration of war other high authorities of the Government have expressed to us their wish that nothing be done to disturb the present network structures of NBC, as the full facilities of these networks are urgently needed to serve the Government and the public during the present war."

"I can imagine nothing more certain to destroy this vital national asset than to follow the plan of receivership and liquidation now demanded by the Department of Justice."

Mr. Paley said the proceeding was "evidently an outgrowth of the persistent attempt by the FCC to tear apart the present system of network broadcasting" in favor of its own impractical theories. He added it was "unfortunate that the networks should thus be harassed in wartime when their whole strength should be bent to furthering the national effort."

ENTIRE Jan. 7 broadcast of Big Bands, sponsored by Lever Bros., will be devoted to promotion of Defense Savings bonds and stamps. Title of the special production is What You Are Getting for Your Money.

KROS Formal Opening
Jan. 3; Announces Staff

KROS, Clinton, la., operating on 1340 kc. with 250 watts power, held its formal opening Jan. 3 and 4. Owned by the Clinton Broadcasting Corp., the station officers are Peter Matzen, president, William T. Oakes, vice-president, and Marvin J. Jacobsen, secretary and treasurer. Morgan Sexton, formerly of WOC, Davenport, and WHBF, Rock Island, is general manager.

The new KROS lobby

The rest of the staff consists of Jack Hubbard, program manager, formerly of KFBB, Great Falls, Mont. Gilbert Andrew is chief engineer, with Dale Kinley as assistant. Other engineers are Bob Johnson, formerly of WKKB, Dubuque, and John Hausler of KWDN, Winona, Minn. Announcers are Bob Irwin, of KFNF, North Platte, Neb., Blake Lanum, Garrett Jensen and Bob Fulton. Continuity writers are Darlene Gordon and Mrs. Mildred Leahy while Lucille DeLeers is bookkeeper and traffic manager. Doris Grey is cashier. The sales staff consists of Vern Carstensen, Walter Teich, Bob Wickstrom, and Herb Heuer. Ethel Henry Murphy is news editor.

The station operates full time from 6 a.m. to midnight daily and from 8 a.m. to midnight Sundays. It is a member of BMI, ASCAP and SESAC and subscribes to the UP.

Gleason Joins CBS
RALPH J. GLEASON, formerly of the news staff of Printers’ Ink, has been appointed CBS trade news editor, succeeding Robert S. Gerdy, who has joined OCI (Broadcasting, Dec. 22).

Ask us about the recent impartial survey of wire services by an important radio station showing "INS leading by wide margin".

INTERNATIONAL NEWS SERVICE

WBNX NEW YORK
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

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BROADCASTING • Broadcast Advertising
Purely Programs

Roundtable conference at which the actual lead stories and editorials to be used throughout the week in newspapers of the Moreau Publications chain of Northern New Jersey, is presented on a new series of 25-minute programs which started Jan. 4 on WPAT, Paterson, N. J. Titled The Fourth Estate, the program features managing editors of the five newspapers in an unheated meeting.

Colorado Reports

In the interest of National Defense, KLZ, Denver, has presented a new series, The State Reports. Series, opened by Gov. Ralph L. Carr, is under auspices of the Committee on Public Relations of State Departments and is designed to give citizens of Colorado as timely to-the-minute picture of what the various departments of State government are doing in relation to the national defense program.

News Analyses

New series of roundtable discusisons, Views on the News, is heard Sundays at 2 p.m. on WLW, Cincinnati. Featuring WLW’s staff of international news analysts, the half-hour program includes commentaries by Peter Grant, leading the discussions, Gregor Ziemer, Carroll D. Alcott, William H. Hessler, H. R. Gross. Guest news authorities are scheduled to appear.

Quotes from Quills

Quoting editorials from 60 leading Georgia newspapers, WB, Atlanta, now presents weekly Quotes from Georgia Quills. The station points out that listeners cannot get a clear, concise summary of the state’s editorial opinion at one sitting. Program consists of short summaries of leading editorials on current topics.

Psychic Tale

Dramatizations of tales dealing with the unseen world, involving psychic phenomena, started last week on WHN, New York. Under the direction of E. W. Waldron, series is titled Immortal Horizons, with a new play presented each week by the Sapphire Players headed by Janet Bayly.

Patrolman’s Activity

Activities of patrolmen stationed at Daytona, as well as warnings on highway conditions and how to avoid accidents, are highlighted on a special program on WHIO, Dayton, on Friday, 5-45-4 p.m. Corporal Utton of the Ohio State Highway Patrol gives the commentary.

UP’s 10 Biggest

Ten biggest news stories of 1941, selected annually through a poll of editorial directors of United Press, will be available for the first time to radio via quarter-hour transcriptions supplied without cost to UP subscribers, now numbering more than 516 stations. The series is one of a group made up by UP to give radio audiences a look inside the methods involved in gathering and distributing news.

A second program, also available to UP subscribers, tells the story of wartime disruption of communications means to a news-gathering organization, and the part currently being played by UP’s radio listening post.

Joint Denver Program

All stations in Denver participated in an hour-long program Dec. 20, titled Hi, Soldier. Stations which donated talent for the program were KFEL, KLZ, KOA, KVOD and KMYR. Purposed was to greet soldiers gathered at the City Auditorium and to induce the public to invite men in service to Christmas dinner. Each station broadcast from its own studios.

WINN Staff Changes

G. F. BAUER, local sales manager of WINN, Louisville, has been placed in charge of all local and national sales by D. E. (Pug) Kendrick, WINN president. Clair J. Stone, of WHSL, Sheboygan, Wis., has been named production manager.

When you buy WCAE you get...

Time Plus

A complete, practical merchandising service

Retail Store Display

Permanent stands in 150 retail outlets for use of WCAE advertisers. Exclusive display — minimum of 2 weeks.

Personal Calls on Dealers

Anything from a one-day survey to a full week of intensive merchandising among retailers and wholesalers.

WCAE Pittsburgh, PA.

5000 Watts • 1250 K.C.

Mutual Broadcasting System

Broadcasting • Broadcast Advertising
Jacksonville, York
Given New Outlets
Florida Regional Fulltime; Day Pennsylvania Station
A NEW FULLTIME regional outlet in Jacksonville, Fla., and a 1,000-watt daytime station in York, Pa., were authorized by the FCC last Tuesday in a continuation of its policy of granting facilities where service is regarded as necessary.

The new Jacksonville station, to operate on 1270 kc. with 5,000 watts fulltime and a directional antenna at night, is licensed to the Jacksonville Broadcasting Corp.

Holders of Stock
Stockholders are James R. Stockton, president of Telfair Stockton & Co., real estate and mortgage company, president, with 28%; Ernest D. Black, of Macon, part owner of Central Cotton Oil Co., first vice-president, with 27%; E. G. McKenzie, of Macon, also part owner of Central Cotton Oil Co., second vice-president, with 28%; and Robert R. Feagin, of Macon, manager of WBML, that city, secretary and treasurer.

The York station will operate on 900 kc. with 1,000 watts daytime only. It is licensed to the Susquehanna Broadcasting Co., of which Louis J. Appell, president and treasurer of the Paffington Potters Co., of York, is 100% owner. Mr. Appell also is identified with the York Poster Advertising Co. and is vice-president and director of the York National Bank & Trust Co. His wife, Helen B. Appell, is listed as vice-president, and Philip H. Kable as secretary.

FCC Suspends Operator Order
In consideration of the necessity for creating an additional supply of experienced radio operators during the national emergency, the FCC has suspended Operator Order 89-A which suspends for a further period of six months, beginning Jan. 9, 1942, the provisions of Section 13.01(e)(2) of the rules governing persons who require and the FCC finds that such operators possess six months' previous ship service to be eligible for employment as a single radio operator on a cargo ship.

EARLE FERRIS Co., New York, has been incorporated and chartered to conduct a general publicity agency outside of the radio field, already covered by the company, in connection with his Radio Feature Service Inc.

CRYSTALS by
HIPOWER

The Hipower Crystal Company, one of America's largest and oldest distributors of precision crystals, unique in its ability to offer the broadcaster a monolithic stability never before achieved. Hipower has become the leader of its field, because of its large production and the exclusive process for purifying crystals. Write us or wire your crystal need must be, Hipower will send a detailed analysis of your crystal information.

HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.
Text of NBC-CBS Complaints
(Continued from Page 18)

states of the United States, the District of Columbia and within the Northern District of Illinois, Eastern Division; that each station is an instrumentality of one or more of the defendants, and that ideas and entertainment are transmitted across state or national boundaries to radio listeners in the United States, the District of Columbia, and foreign countries.

Disc Production
b. Electrical Transcriptions
20. That more than 50% of the electrical transcriptions produced in the United States, to the exclusive use of radio broadcasting, is manufactured in the States of New York and California and shipped to radio broadcasting stations located throughout the United States, the District of Columbia and within the Northern District of Illinois, Eastern Division; that a substantial part of the time devoted to radio broadcasting by such transcriptions is consumed by the broadcasting of intelligence, entertainment and information recorded upon electrical transcriptions;
c. Talent.
21. That a substantial portion of the radio stations in interstate and foreign commerce, whether network or independent, is devoted to the broadcasting of talent, including musicians, virtuosi, speakers, comedians, announcers, newsmen, and entertainers. Radio broadcasting is an instrumentality through the studios of particular broadcasting stations, both local and national in character, are transmitting programs of talent. Each network system is effected through performances at the studios of particular broadcasting stations, both local and national in character, by the artists, comedians, announcers, news men and entertainers who are a part of the said combination and conspiracy the defendants have arranged and agreed among themselves to do and have done the following things:
(a) To require radio stations affiliated with NBC to execute affiliation contracts containing so-called option time clauses. These clauses usually provide that upon 28 days’ notice the network may exercise the option to use part of specified hours of the affiliated stations’ time on the network as such. The specified hours of time so required are those hours that NBC usually includes substantially all of the more desirable broadcasting time of the affiliated stations. A typical option time clause is attached hereto marked “Exhibit B” and is made a part hereof;
(b) To require radio stations affiliated with NBC to execute affiliation contracts containing so-called option time clauses. These clauses usually provide that upon 28 days’ notice the network may exercise the option to use part of specified hours of the affiliated stations’ time on the network as such. The specified hours of time so required are those hours that NBC usually includes substantially all of the more desirable broadcasting time of the affiliated stations. A typical option time clause is attached hereto marked “Exhibit C”, and is made a part hereof;
(c) To require radio stations affiliated with NBC to execute affiliation contracts containing so-called option time clauses. These clauses usually provide that upon 28 days’ notice the network may exercise the option to use part of specified hours of the affiliated stations’ time on the network as such. The specified hours of time so required are those hours that NBC usually includes substantially all of the more desirable broadcasting time of the affiliated stations. A typical option time clause is attached hereto marked “Exhibit C”, and is made a part hereof;
(d) To suppress competition among radio networks to the extent of securing the option to broadcast programs to the public through the medium of radio broadcasting, thereby vesting in NBC the exclusive right to broadcast, and the times of the network. The value of a program to a radio advertiser depends largely on the time it is broadcast, and the time of the broadcast.

Restrains Alleged
The Combination and Conspiracy.
23. That the defendants named herein together with affiliated broadcasting stations, each being an instrumentality of one or more of the defendants, and that ideas and entertainment are transmitted across state or national boundaries to radio listeners in the United States, the District of Columbia and within the Northern District of Illinois, Eastern Division; that a substantial part of the time devoted to radio broadcasting by such transcriptions is consumed by the broadcasting of intelligence, entertainment and information recorded upon electrical transcriptions;

22. That the creation of a public demand for the services of any individual person or any form of talent requires some medium of public expression; that radio broadcasting is one of the principal media through which such talent is brought to the attention of the public and a demand for such talent created thereby;

Restraints Alleged
The Combination and Conspiracy.
23. That the defendants named herein together with affiliated broadcasting stations, each being an instrumentality of one or more of the defendants, and that ideas and entertainment are transmitted across state or national boundaries to radio listeners in the United States, the District of Columbia and within the Northern District of Illinois, Eastern Division; that a substantial part of the time devoted to radio broadcasting by such transcriptions is consumed by the broadcasting of intelligence, entertainment and information recorded upon electrical transcriptions;
work-station outlets by requiring affiliated stations to execute long-term contracts. The FCC licenses for station operation for periods not longer than two years. The affiliation contracts between ABC and its affiliated stations are for periods of five years or more. The stations affiliated with NBC have been forced to sign these long-term contracts because of the dominant position of the broadcast industry enjoyed by NBC, and because CBS, its chief competitor, forces its affiliated stations to sign similar-term contracts.

1. To suppress the development of existing potential radio network systems by entering into the aforesaid "tying" affiliation contracts with stations located in substantially all of the more lucrative marketing areas where the number of radio broadcasting stations available for network systems is limited, well knowing that their major competitor, CBS, is pursuing a similar policy.

2. To acquire complete ownership and control of radio stations located in certain cities and towns in which the number of broadcasting stations having comparable radio facilities in insufficient to permit other national network systems to operate exclusively the facilities of one of such stations:

Price Fixing

To fix and maintain prices to be charged radio advertisers and advertising agencies for the sale of their affiliated stations.

1. To make station outlets unavailable to other networks and to suppress the development of additional national network systems by operating two of the four existing network systems, thereby monopolizing many of the limited number of radio stations available in that system.

2. To operate two of the four existing national network systems in a noncompetitive manner under the joint ownership, control and management of defendants.

3. To refuse to designate in the contracts of affiliation with radio stations whether said stations will be affiliated with the "Red" or the "Blue" networks of NBC.

4. To suppress competition between the two networks in the sale of time to radio advertisers and advertising agencies through the operation of two network systems by so manipulating the two networks as to prevent advertisers based upon the amount of business such advertisers do over both networks of NBC, thereby giving the "Blue", for example, a marked advantage over the other networks in securing the business of a national advertiser who is already sponsoring a program over the facilities of the "Red"; to allow NBC to arrange certain of its most attractive facilities into one combination in the event an advertiser cannot otherwise be satisfied; and to allow NBC an advantage over other networks in terms of programming since NBC has substantially decreased the number of hours at its disposal as compared to the other two networks.

Tying Up Stations

1. To utilize the Blue to force station competition between the "Red" and other networks in securing network outlets by tying up two of the best radio stations in lucrative markets through the ownership of stations, or through long-term contracts containing exclusive and optioned time provisions;

2. To refuse to allow electrical transcription manufacturers to connect with radio studios for recording programs originating the network program which could otherwise be broadcast by other network systems to which the program is being broadcast desires and has contracted for the services of electrical transcription manufacturers;

Management Contracts

1. To enter into management contracts, either directly or through affiliated companies, including a substantial number of the best known and most popular broadcast artists and management services, and to refuse to contract with so-called independent coequal or artist management agencies because of defendants' power to popularize talent through performances over radio networks to a degree not enjoyed by any other management services;

Use of Talent

1. To utilize the power of popularization of talent through performances over radio networks to dominate talent not under their control and of other talent management services, through the control of the talent industry and over the vast systems of distribution of talent which have been long, carefully and with skillfully managed and controlled talent over the two networks operated by defendants, with the intent, purpose and effect of perpetuating the assertion of control over the broadcast industry by defendants through the ownership of talent management services, and to control the performance of the aforesaid talent management services.
the defendants, commanding said defendants to answer the allegations contained in this complaint and to abate by and perform such orders and decrees as the court may make in the premises;

2. That as part of this cause, the court order, adjudge and decree that the television stations, radio stations and television programming hereof described exist and constitute an unreasonable restraint of trade and commerce among the various states and the District of Columbia;

3. That the complaint shall be required to elect which of the two national networks, the "Red" or the "Blue," they desire to continue to operate, and that a receiver be appointed to receive forthwith for said defendant all television and radio stations and to operate any stock of defendants representing ownership and control of all radio stations located in the cities and towns in which there are stations with comparable facilities, including electrical transcription and talent management operations, and that defendants be thereupon ordered forthwith to transfer the aforementioned stock and share capital to the aforesaid receiver; that the aforesaid receiver shall have the aforementioned stock and share capital offer such operations for sale as may appear best for the benefit of the court and the proceeds subject to the order of the court;

4. That in the event there is no stock and share capital of a seervable nature representing ownership of the above named operations, the court may require defendants to sever their ownership, operation and control of the aforementioned named properties in such manner and form as the court shall deem just and proper.

Effect on Affiliates

(a) To exercise any right or power to prevent affiliated radio stations from accepting and giving attention to any new program network during such stations' time on the air which is not being used by defendants;

(b) To refuse to furnish NBC network programs to radio stations covering substantially the same area as the regularly affiliated stations in a non-discriminatory manner, when the regularly affiliated station does not broadcast such programs;

(c) To prevent or hinder the affiliated stations from scheduling programs before the defendants finally agree to use the time during which such programs are scheduled or from requiring the station to clear time without consideration for the medium of live talent or electrical transmissions, when the defendants seek to use the time;

(d) To enter into or assert any contract of affiliation with any radio station for a period longer than two years;

(e) To prevent or hinder their affiliated stations from fixing the price at which said stations shall respectively sell or offer for sale time on the air, free from any influence or pressure exerted by defendants;

(f) To refuse to allow electrical transcription manufacturers reasonable access to radio studios, including the studios of the stations not originating in program, for recording purposes when desired by the advertiser in whose behalf the program is being broadcast;

5. That the complainant recover the costs and disbursements of this suit;

6. That the complainant shall have such other and further relief as the court shall deem just and proper.

NOTE: Appended to the complaint as exhibits were the affidavits of Victor O. Waters, Assistant United States Attorney General, who drafted the complaint, Major General M. J. Trammell, president of NBC, while still serving in that capacity, and Mr. John S. Dunn, a director of NBC.

TEXT OF TRAMELL STATEMENT

COMMENTS on the suit filed Dec. 31 in the Federal court in Chicago by the Department of Justice against NBC, Niles Trammell, president, said:

"I have seen no copy of the bill of complaint in the civil suit filed today by the Department of Justice in Chicago. My information is based solely upon reports of the suit furnished by the press. Substantially these same matters are already in suit in a case brought by the NBC against the FCC in the Federal court in New York which is already set for hearing during the next two weeks.

Federal Confusion

Why another suit was brought in Chicago on the same matters prior to the determination in New York of the powers of the FCC, we are at a loss to understand.

The suit in Chicago, I am told, "states a case" in which one branch of the Government is seeking to compel or to prevent the other branch of the Government only recently suspended indefinitely its proceedings in that regard.

Contrast the Justice Department's action in Chicago with the public announcement by the FCC. The Commission has said: "Any policy requiring the sale of substantial properties should be applied with due regard for the preservation of fair values, and the Commission wishes to avoid the semblance of pressure on NBC to effect a forced sale."

The FCC also said:

The Commission is desirous of seeing that the network which is disposed of by NBC to a new owner as a going organization, with its personnel, talent, programs and stations intact as far as possible. NBC's existing affiliation contracts have no connection that it may negotiate in the future.

Why argue with facts... in Indianapolis

THE VOICE OF MISSISSIPPI

CARRIES MORE LOCAL COMMERCIAL PROGRAMS THAN ALL THREE OTHER STATIONS COMBINED!

LAMAR LIFE INSURANCE COMPANY

OWNED AND OPERATED BY

GEO. P. HOLLINGBERRY

BROADCASTING • Broadcast Advertising

January 5, 1942 • Page 43
Radio Hits Boom in Early War Days

But Air of Uncertainty Is Apparent Among Buyers of Time

(Continued from page 8)

Los Angeles

OPTIMISTICALLY, Pacific Coast advertisers are remaining alert and flexible in the face of any emergency. Fear of widespread yanking of advertising schedules and cancelling of radio time at the peak of the war was alleviated as business failed to take any drastic move until the first smoke of battle has cleared and a more distinct picture is discernible. There is a natural tightening period in progress at present, but it is not expected that the conflict will throw business plans entirely askew. A good example of this is found in the general delay of getting large local, regional and national spot as well as network advertising campaigns under way.

Plans for Year

It was pointed out that January and February are always lag months, with many advertisers planning their budgets and scheduling radio campaigns for the coming year. For the next 30 to 60 days at least, it will be a matter of watchful waiting, opine Pacific Coast broadcasters, station representatives and agency timebuyers.

Although many major regional campaigns are in the making, West Coast seers, recognizing the many business hazards, refuse to make even off-the-record predictions as to how much radio business will be placed during the first quarter. American sentiment, they say, will move up and down with the fortunes of war. All industrial activity will be concentrated toward producing necessary fighting equipment for the Army and Navy.

Demand for war goods, including food, clothing, and other essentials, will take up all the temperature slack caused by the transition from a peacetime economy to a war footing. There are already restrictions placed on the manufacturing and production of many commodities utilized in peacetime, thereby affecting proposed advertising campaigns.

Although they are spending, advertisers seem to be hedging somewhat and waiting with bated breath for the latest war reports. A small percentage in cancellations of local and national radio campaigns is expected because of inability to meet demands for products due to priorities.

This may in part explain the general air of caution. There is, however, definite proof that many large campaigns are set and ready to be released at a given signal. Business actually on the books indicate that all branches of broadcast advertising will start the year well ahead of 1941.

Sunkist Active

California Fruit Growers Exchange, Los Angeles (Sunkist lemons), supplementing its three-hour weekly quarter-hour CBS Hedda Hopper's Hollywood, on Jan. 5 starts a 13-week campaign using five spot announcements weekly on stations in 20 eastern and southern markets. Following a three-month lapse, the schedule will be resumed in July. Agency is Lord & Thomas, Los Angeles.

Soil-Off Mfg. Co., Glendale, Cal. (paint cleaner), on Feb. 3 renewed for 52 weeks and increases schedule of Bob Garred Reporting on 3 CBS California stations, from Tuesday, 5:45-5:55 p.m. (PST), to Tuesday, Thursday, 5:45-5:55 p.m. (PST). Buchanan & Co., Los Angeles, has this account.

Los Angeles Soap Co., Los Angeles (White King and Scotch soap), on Dec. 29 renewed for 52 weeks, KFRC, of 5 p.m. on the CBS Pacific Coast and Mountain group stations, Monday through Friday, 1:15-12:30 p.m. (PST).

Firm will continue to use spot announcements, with 5, 10 and 15-minute newscasts as well as participations on other stations in selected western markets, although it will have been organized to cancel out on stations east of the Rocky Mountains due to possible shortage of oil and other by-products. Agency is Raymond R. Morgan Co., Hollywood.

Bekins Van & Storage Co., Los Angeles, with warehouse and retail furniture stores in principal Pacific Coast cities, continues to sponsor Bill Henry, news analyst on 4 CBS California stations, Monday, Wednesday, Friday, 5:30-5:45 p.m. (PST), in addition to spot announcements. Western Coast stations, Brooks Adv. Agency, that city, has the account.

Thifty Drug Co., Los Angeles, operating some 70 stores in the Southern California area, through Hillman-Shane-Breyer, that city, will substantially increase its advertising schedule in 1942, using spot announcements as well as various types of newscasts.

Search for Time

In the spot field, station representatives report the greatest demand for announced and newscasts and participation programs as second and third choice. Today, spot announcements, and if space permits, newscasts will be used for proposed programs, declare they are having a tough time finding desirable availabilities. Neither have advertisers overlooked actual combat areas in mapping out their budgets, for Los Angeles Soap Co., Los Angeles (White King soap), on Dec. 29 renewed for 52 weeks, December 18-only, calling for spot announcements weekly on KGMB, Honolulu, and KHBC, Hilo. Lever Bros., Cambridge, Mass., in interest of Lux soap, is sponsoring a half-hour transcribed program, A c e d e m y Award, featuring Hollywood personalities in original dramas, on the former station.

The past has been the best in the entire business history of Los Angeles, broadcasters and agency timebuyers agree. Most of the record figures set during the year of 1929 will be topped by substantial margins, they declared. While the war and subsequent blackouts temporarily slowed up the tempo of business for a few days, industry and retail business jumped back into stride and is going at full tilt.

Buying in Los Angeles recovered sharply the week before Christmas to push retailers' sales to figures from 10 to 25 percent above those of the week previous. Many stores reported sales as high as 25 percent in excess of that for the same week in 1940.

Oil and Gas

Although gasoline rationing for civilians seems likely to again become a moot question with Japanese submarines taking toll of American tankers, oil executives indicated no cuts in current radio advertising budgets. If that should change to pass the record, however, some station representatives ventured the opinion they would concentrate on public service programs.

Dixie Oil Co., Los Angeles, changed its plans to cancel the five-week quarter-hour program, Nile...

Survey of the foreign news situation is made by Edward R. Murrow, Los Angeles correspondent (left), with Merle S. Jones, manager of KMOX, St. Louis, P. D. Barnhill and Mike O'Meara, KMOX, news director. Murrow was in St. Louis to receive the Kappa Sigma “Man of the Year” award.

son Pringle's News on 3 CBS California stations, and on Jan. 5, the series to include the KIRO KOIN FPFP, Monday through Friday, 7:45-8 p.m. (PST). In addition, the firm, through Lord & Thomas, Los Angeles, sponsors the weekly half-hour dramatic program, Point Sublime, on 11 NBC-Pacific Red stations, Wednesday, 8:30 p.m. (PST).

Richfield Oil Co., Los Angeles, in addition to its six-week quarter-hour Richfield Reporter on 10 NBC-Pacific Red stations, Sunday through Thursday, 10:10-11:15 p.m. (PST), on Jan. 5 is scheduled to resume Confidently Yours on 22 MBS stations, Tuesday, Thursday, Saturday, 7:30-7:45 p.m. (EST).

Agency is Hinson-Donnell Adv., Los Angeles and New York.

Standard Oil Co. of California, which shifted its account from McCann-Erickson to the Public Relations Co., currently sponsors the weekly Standard Symphonic Hour on 32 Don Lee Pacific Coast stations, and in addition a half-hour weekly Standard School Broadcast on that same list of stations, Thursday, 9-9 p.m., and 11:30-12 noon (PST), respectively.

Signal Oil Co., Los Angeles, through Barton A. Stevens Adv., that city, recently renewed for 52 weeks the half-hour Signal Carni-

val on 11 NBC-Pacific Red stations, Sunday, 5:30-6 p.m. (PST). General Petroleum Co., Los Angeles, (Mobilgas-Oil), through Smith & Drumm, that city, sponsors the weekly I Was There on 8 CBS West Coast stations, Sunday, 8:30-9 p.m. (PST).

Seawright & Co., Los Angeles, placing through McCarty Co., that city, sponsors the participating Seaside Spelling Bebber, on 6 CBS West Coast stations, Sunday, 5:30-5:55 p.m. (PST). Petrol Corp., Los Angeles (PDQ Oil), placing through Petrol Crank Inc., that city, sponsors the weekly half hour PDQ Quiz Court on KFI, Los Angeles.

Other Sponsors

Although Gulf Oil Corp., Pittsburgh, has no Southern California distribution, the firm thinks with plenty of enough of that area to sponsor a transcribed rebroadcast of its weekly Seward Guild's Talent Theatre on KNX, Hollywood, Pen-

nant Oil & Grease Co., Los Angeles,
Every station manager or sales manager interviewed looked for bigger billings in 1942 than last year, though some admitted that they would have to fight to maintain the increase — particularly where local accounts are concerned. Most of them agreed that national advertisers have expressed their complete confidence in radio and will maintain their broadcasting budgets in every case possible and in a number of instances, particularly in the food and drug classifications, will increase their radio budgets. It was apparent that the war will not affect the major- ity of the major network advertisers, except of course the automotive and home appliance manufacturers.

Many other classifications have indicated their intention of increasing their radio budgets. Among these are the beer companies — provided there is no difficulty in securing cans.

The large manufacturers are now geared to produce more and therefore will increase their advertising proportionately.

San Francisco, with its defense industries humming 24 hours a day in all the adjacent territory, is in a particularly advantageous spot for augmented advertising. The mushroom growth of many of the towns and cities in the immediate vicinity due to increased military and civilian defense has added to the buying power several times over normal.

San Francisco, too, is the major ship-building port on the entire Pacific Coast — is the major port to the war action in the Far East. It is the principal embankment point to the war zones, bringing thousands of the military to the city to spend its money. Thousands of tons of cargo will funnel through the port of San Francisco for the war effort. All this means constant and increased employment for many thousands. They in turn are sending more money than ever before. And business in this region will gear up its advertising to meet the upturn of business.

More Listening

Ed Franklin, manager of KJBS, San Francisco, pointed out that radio listening on the Pacific Coast, a focal point in the new war, has greatly increased. Listening is done on a 24-hour basis. December was the biggest month in advertising revenue in the history of KJBS.

January, too, will be way up on the list.

Bill Pabst, and Ward Ingrin, general manager and sales manager, respectively, of KFRC, were equally optimistic on the 1942 outlook. They looked for a drop off in advertising of some classifications, but a step-up in the appropriations of other commodities.

Ingrin, who just returned from a business trip to the East, said: "Busy ads and interviews with agency men and big advertisers, war or no war, if these companies want to stay in business, they've got to advertise." KFRC enjoyed a record 1941, Mr. Ingrin stated.

Like some of the other San Francisco managers, Al Nelson, skipper of KGO and KPO, stated that December was the greatest month in the history of the NBO station. He
predicted 1942 will be even better than 1941. Mr. Nelson justified his predictions with the assertion that local department stores, which only nibbled at radio during 1941, are planning serious participation in the medium.

KSFO Optimism

Although KSFO was divorced Jan. 1 from CBS as its San Francisco outlet, Lincoln Dellar, general manager, was enthusiastic about business for the new year. He said the majority of the national spot advertisers and all the national strip shows had decided to stay with KSFO. In many cases they kept the same appropriation for their advertising. Now a non-network station, KSFO will cultivate more types of local accounts, Mr. Dellar stated.

In the East Bay, Philip G. Lasky, general manager of KROW, Oakland, had no fears for the future. He said his station lost some billings from merchants who couldn't get their merchandise but business on KROW was 15% greater in 1941 than was in 1940.

In Berkeley, Art Westlund, manager of KEK, looked for a continued radio business in 1942, but added that radio will have to fight to maintain that business particularly that received from the local advertiser. Some of these advertisers still have war jitters, others were forced out of business due to inability to get merchandise.

Lou Kepling, Harold H. Meyer and L. McCarthy, managers of KSAN, KYA and KQW, respectively, were fairly optimistic in their outlook for 1942, particularly the last named, because KQW on January 1 became San Francisco affiliate of CBS.

The major San Francisco agencies that place the greatest amount of radio accounts, expressed a continued confidence in the medium. Walter Burke, radio director of McCann-Erickson, stated that many clients were increasing their use of radio, and that solving the problem of the makers of Lucky Lager Beer and Dwight Edwards Coffee (Safe-way), Del Monte products will continue as will Pacific Gas & Electric Co.

The same story was true of other agencies. Brubacher Davis & Staff will continue to place radio business in 1942 for Powow, Acme Breweries, Peter Paul Inc., Margaret Burnham candies and others using radio in the past.

Philadelphia

ALTHOUGH cloudy by war excitement, defense priorities and summer emergency restrictions, the optimism that characterized the radio and advertising business outlook throughout 1941 is being forecast for 1942. The most significant portend has been the wave of renewals enjoyed by local station managers throughout the month of December, for both local and national accounts, with many calling for continued campaigns well into the New Year.

One local radio station reported the renewal of 18 local accounts in a single December. December is remarkable not only in face of the present national emergency, but because of a 28-day cancellation clause inserted at the first time because of the station's new network commitments. It was seen to prove that local advertisers are more than ever dependent on radio as an advertising medium in spite of the absence of guaranteed time.

The radio advertising of durable goods will dwindle almost to insignificance where the product is in the line of the consumer but any other production difficulties because of the national emergency, it was thought. However, with an increase of expenditures for defense purposes, 1942 should see a corresponding increase in expenditures for consumers' goods.

Bigger Local Accounts

Advertising agencies serving local accounts are of the opinion that such accounts will be better and bigger in 1942, so far as radio is concerned. Local accounts will be practically non-existent for the duration of the emergency. However, those not affected by defense production will more than make up the slack.

It has been pointed out that the Philadelphia metropolitan area enjoys the greatest concentration of defense workers in the country. More workers are enjoying weekly payrolls than ever before, and the head of the one agency specializing in local accounts appraised the situation, the defense workers are making money and they'll have to spend their wages. They won't be able to buy automobiles, tires, refrigerators and a long line of luxury items hit by the defense program, but they'll still be able to buy clothes, books, food, cosmetics, buy hair tonic, soft drinks, wines and countless other items for daily consumption.

Not being able to buy a new car, the workers will buy new clothes. And instead of one suit a year, they'll have to buy a new suit every three or four, it was pointed out. Instead of making the overcoat serve for another season, they'll have to buy the money to buy a new one this season.

'Luxury' Money Diverted

It is also brought to mind that not only will "luxury" money be diverted by defense purchases, but also the money that usually is spent in summer and vacation travels. Rationing of trains and vacations may mean a curtailment of summer travel. The all-out defense program means that many workers will remain at home for the July-fourth week, in contrast to the one week to take advantage of the time and a-half pay for weekend ends, and with more women going into industry as the country draws manpower for the armed forces, after being used to darken and do other summer season for the nearby resort and vacation points. It means the result of money for at-home expenditures.

As a result, all local radio stations anticipate an unprecedented 1942 expenditure by radio advertisers for local and national food and drug products and in household furnishings. The tempo of these expenditures, however, will be considerably slowed, it is expected, during the months of February and March and perhaps in April. As a fact that tens of thousands of people who never paid income taxes before will have the desire of defray retail purchases to pay Uncle Sam.

Clipp Sees Big '42

Not only for local accounts, but the increase in expenditures for consumers' goods radio advertising will be as pronounced for national spot products, it was thought.

In forecasting the 1942 scene, Robert H. Clipp, president of CBS and general manager of WFIL, voiced the representative opinion of local radio in predicting that the amount spent for radio advertising by national spot advertisers in 1942 will exceed the amount spent by national advertisers.

"Herefore the ratio of radio stations income has been in the neighborhood of 55-60% from local sources and 40-45% from national spot sources," observed Mr. Clipp.

"We think the proportion will be reversed in 1942, particularly because of a drastic curtailment in credit sales and retail sales on credit.

Credit houses will be reluctant to extend credit on account of the uncertainty of their customers' status in connection with the government's war plans. That 1942 will be a better all-around year for radio than 1941 will be further supported by the mounting cost of production of other media compared to a relative static cost, except for labor, of radio station operation.

Added to the business picture is the fact that 1942 will unquestionably find radio the most important medium of communication for the American public.

"Never before has it been so important to have a satisfactory, efficient radio in every American home and automobile," said James T. Buckley, president of Philco Corp., in discussing the importance of radio to civilian defense and morale. "Only through radio can the Government and the Civilian Defense authorities establish immediate contact with all the people."

"The first duty and privilege of the radio industry in the coming year is to help the nation win the war," he added. "Broadcasting..."
promises to be one of the decisive factors in winning the one now in progress."

**Detroit**

THERE is absolute pessimism over the 1942 radio market in the Detroit area. The war has cast a pall over normal business and manufacturing processes which seems at its thickest in the industrial area of Michigan.

Automotive advertising is practically non-existent today. It is expected that some commitments will be made during January, but forthcoming promotional effort appears to be developing an on-rushing and institutional—and extremely limited—basis.

In this respect, radio appears to be the most fortunate of all mediums, as matters now stand. With all space and time contracts expired in December, the sponsors of the Ford Sunday Evening Hour, the Major Bowes Program, and the Champion transcriptions—Ford, Chrysler and Studebaker—continued for the present—being in fact, the only advertising of the automobile world appearing since war's outbreak, aside from magazine insertions which were already on the presses.

**Little Expected**

But radio can expect little from the auto industry beyond these shows. Heretofore the greatest use of radio by the auto companies has been in spots of varying length, usually paid for jointly by company and dealers. Many dealers have withdrawn almost completely from advertising effort in the light of their forthcoming sales programs, eliminating cooperative spending. Factories which base their appropriations, beyond small amounts set up under any circumstances for institutional efforts, will have little to spend with passenger car output stripped to the lowest level since the days preceding World War I. The rationing order of Jan. 1 was a crippling blow, but its possibility had been foreseen.

This widespread reduction in manufacturing will result in disemployment of some 300,000 auto workers in the Detroit and Michigan industrial area by mid-February, half of which are already idle. The pickup of these workers on defense jobs is not expected to be completed until next mid-summer, and at present is proceeding at a rate of only 12,000 or so per month.

This is significant in any outline of radio expectations for Detroit, for it inevitably will color the amount of national advertising placement in the motor city. For this reason stations here are not too hopeful about their schedules for the first half of this year, anticipating a dragging volume from both national and retail sources, but they believe that the last half of 1942, with defense industry and fat payrolls growing in Detroit, will prove most exceptional.

**Honest Press Agent**

gets this photo published because of unique letter, which opens: "I am taking the liberty of writing to you to tell you about our 'Little Treasury House', which, of course, is not either original or unusual, having been promoted by other radio stations prior to this." The booth, operated by WBTM, Danville, Va., has brought in over $20,000 worth of bonds and about $1,000 in stamps.

changing their attitude of using radio only for special sales. News on the hour has been found the best-selling radio program, and more stations are adopting it. With the possibility of restrictions on the sale of direct news sponsorship being lifted in the Dominion, news will become an even more valuable commodity, it is felt.

Agencies representing national advertisers see no immediate changes in outlook for 1943, most accounts using radio showing a normal increase in the past year and planning such an increase in the coming year. No effect of restrictions, curtailment in production, or price ceiling regulations have been noticed yet insofar as radio advertisers are concerned.

It is expected, though, that there may be some cancellations or cuttings in advertising schedules in the early months of 1942 as the effect of new wartime regulations are felt. But to replace these cancellations there will be new advertisers with new products. It is not expected that the effect of recent regulations will be felt much before Spring.

Representatives point out that bookings for the first part of 1942 look healthy, that the past year was ahead of 1940. They felt that everyone in the broadcasting industry would be putting more effort into promotion and program ideas, and try to obtain new accounts to replace those expected to curtail their expenditures.

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**ANNOUNCEMENT**

**THE RADIO EXECUTIVES CLUB of NEW YORK**

will hereafter hold its weekly luncheons in the Empire Room of Hotel Lexington, Lexington Avenue at 48th St., N. Y. C.

John Hymes, President

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**Canada**

PROSPECTS for radio advertising in Canada in the third winter of the war continues to look good. There is no note of pessimism among broadcasters or advertising agencies—in fact, there has not been since the start of the second world-wide war. Business in 1941 was better than 1940, and for the early part of 1942 this tendency to better business looks like it will continue. This much has been gathered from a survey of broadcasters, advertising agencies and station representatives made in Toronto.

As one station representative pointed out, radio is in a fortunate position in regard to advertising in that most of the products advertised on the air in Canada have been those least affected by wartime restrictions or material shortages due to production for the armed forces. Heavy industry has used little radio in Canada, and as a result there have been few advertisers who have had to curtail or stop their radio advertising due to lack of consumer products.

**New Business Prospects**

Prospects for new radio advertisers look good, both for local and national advertisers. In the local field some stations have already found that recent restrictions on metals, tires, automobile sales, refrigerators and radio production curtailment, are bringing new advertisers to the stations. One station for instance has this winter an ice skate exchange service due to curtailment of production of ice skates and the ban on sale of skates at the end of this winter. Others are selling car dealers, who would cancel their radio advertising due to lack of new products to advertise, on the repair and used equipment side of their business. These stations have had few cancellations from this class of radio advertiser.

Radio is expected to continue playing an important part in the maintenance of morale, buoying up the spirits of the people in the long struggle through dark periods. Radio will continue to be used by the government for war financing and other campaigns, the paid campaigns which have been carried out by government departments having proved successful insofar as the use of radio was concerned. It is also expected that radio will be used by heavy industry advertisers to explain scarcity of certain manufactured articles. As one radio executive emphasized, broadcasting can do an especially good job along that line being especially adapted to the personal touch in any goodwill or institutional type of advertising.

Local stations in manufacturing centers are finding that department stores are now taking daily time on local and nearby radio stations,
ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSIONS
DECEMBER 27 TO JANUARY 2 INCLUSIVE

Decisions

DECEMBER 30

NEW. Sunbeam Radio Broadcasting Co., York, Pa.—Granted CP new station 900 kc 1 kw D.

NEW. Jacksonville Broadcasting Corp., Jacksonville, Fla.—Granted CP new station 1275 kc 5 kw D & N directional N.

KTRU, Houston, Tex.—Granted modification CP operate 1 kw D & N install new transmitter directional changes.

KGO, Mason City, la.—Granted CP new transmitter increase 1 kw D.

DESIGNATED FOR HEARING — WAMS, Wayned, Mich.—Applications: WATW, Ashwauben, Wis.—Same, joint (both WAMS)

NEW. Radio Corp. of Orlando, Orlando, Fla.—Placed in pending file under Order 79.

NEW. The Gazette Co., Cedar Rapids, la.—Denied recent reconsider and grant new station; placed in pending file under Order 79.

WINS, New York.—Denied special service authorization increase 6 kw using WHN translator: extended present facilities.

WXHY, Superior, Wis.—Denied request to increase 1 kw.

WAFF, Chicago.—Denied petition rule decision No. 2. interdiction to nighttime service as proposed pending application. Commission on own motion amended issues to be determined in WAFF hearing to CP and determination WWJ nighttime operation to reducing in time from WAFM proposed operation making WAFF party viewpoint to WWJ.

WARM, Saratona, Pa.—Granted license to cover CP.


Applications .

DECEMBER 30


NEW. Valley Broadcasting Co., Columbus, Ohio.—Granted CP new station 1200 kc 500 w N 1 kw D & N regional direction.

NEW. Edward E. Reader Seattle Wash.—Amend applic. CP new station 1600 kc converting to KPMC shift.

KGKF, Pueblo, Colo.—Granted CP increase 1 kw D & N transmitter changes.

KGAD, Anchorage, Alaska.—Modification license to un. time.

Network Accounts

All Time EST unless otherwise indicated.

New Business


CARTER PRODUCTS Inc., New York (Water's Little Liver Pills), on Jan. 1 starts Those Good Old Days on an unknown number of Mid-West NBC-blue stations. Sun. 8:30-9 p.m. Agency: Street & Finny, N. Y.

SEVENTH DAY ADVENTIST Radio Commission, Los Angeles (theological), on Jan. 4 started The Voice of Prophecy, on 4 ST MS stations, using NBC's WOR in New York. Mon.-Sat. 7-7:30 p.m. Agency: Parker & Assoc., Hollywood.


Renewal Accounts

SIX OH, Co., Philadelphia (Summit gas and oil), on Jan. 26 renewal for 25 weeks Lowell Thomas and NBC blue stations. Mon. thru Fri. 6-6:45 p.m. Agency: Reese, Williams & Cunningham, Philadelphia.

AMERICAN HOME PRODUCTS Corp., Jersey City, on Jan. 27 renewal for 52 weeks Easy安s (Anacin) and Mr. Keas (Kolynos), and ad

add 4 NBC-blue stations making a total of 75 Blue, Tues., Wed., Thurs., 7-7:20 p.m. Agency: Blackmer-Snellham, N. Y.

ORION SERVICE Co., New York (gas & oil), on Jan. 30 renewal for 52 weeks Cities Service Concert on 62 NBC-red station, Fri., 5-5:30 p.m. Agency: Lord & Thomas, N. Y.

BAHRASOL Co., Indianapolis (shaving cream), on Jan. 4 renewal for 18 weeks, 30 stations, on 17 MS stations. Thurs Mon. thru Fri. 11-11:45 a.m., rebroadcast 2-2:15 p.m. Agency: R. B. SEMTER.


NATIONAL DAIRY PRODUCTS Corp. New York (Kester's) on 8 NBC-blue stations. Thurs. 10-10:30 p.m. (EST). Agency: McKe & Allright Inc., N. Y.


THOMAS J. LIPTON Ltd., Toronto, Canada (Tea), on Jan. 1 renewal for 52 weeks Rudy Yelle Show on 4 NBC-red stations. Thurs. 10-10:30 p.m. (EST). Agency: Milk & Allright Inc., N. Y.


KELLOGG Co. of Canada, London, Ont. (corn flakes), on Jan. 1 renewal for 52 weeks Madeleine et Pierre on CKAC, Montreal; CHRC, Quebec, Mon. thru Fri. 5-5:45 p.m. (EST). Agency: J. Walter Thompson Co. Toronto.

J. B. WILLIAMS Co., Glensboro, Conn. (B.C. would), on Jan. 5 renewal for 13 weeks Time & Air on 63 NBC-blue stations. Mon., 8:30-8:35 p.m. Agency: Blackett-Sample-Humweart, N. Y.

CHARLES H. PHILIPS CHEM- HAI, Co., New York (milk of magnesia), on Jan. 8 renewal for 52 weeks Time & Air on 64 NBC-blue stations. Thurs., 7:15-7:30 p.m. Agency: Blackett-Sample-Humweart, N. Y.

KOLYNOS Co., Jersey City (toothpaste), on Jan. 8 renewal for 52 weeks, Mr. Ker, Teacher of Lost Pers- on, on 64 NBC-blue stations. Tues., Wed., Thurs. 5:30-5:45 p.m. Agency: Blackett-Sample-Humweart, N. Y.

BAYER Co., New York (propriety medicines), on Jan. 8 renewal for 52 weeks American Album of Familiar Music, on 68 NBC-red stations. Sat. 9:00-9:30 p.m. (EST). Agency: Blackett-Sample-Humweart, N. Y.

AXACI Co., Jersey City (propri- tary), on Jan. 27 renewal for 52 weeks, Easy Area, on 53 NBC-blue stations. Tues., Wed., Thurs. 7:15-7:45 p.m. rebroadcast on 11 NBC-blue stations 12:15-12:45 a.m. Agency: Blackett-Sample-Humweart, N. Y.

CURTIS CANDY Co., Chicago (candy bars), on Jan. 3 renewal for 52 weeks, Iron Swim, on 30 CBS stations. Sat. 11:15-11:45 a.m. Agency: E. T. Miller Co., N. Y.

CANADA STARCH Co., Montreal (corn syrup), on Jan. 5 renewal for 52 weeks, One Price Service, on Canadian Broadcasting Corp. French stations, Mon. 8:30-9:00 p.m. (EST). Agency: Vickers & Reoone, Toronto.

KRAFT CHEESE Ltd., Toronto, on Jan. 6 renewal for Cafe Concert Kraft on 10 CJRC, Quebec, CRTC, Toronto. Tues. 8:00-8:30 p.m. (EST). Agency: J. Walter Thompson Co. Toronto.

NATIONAL BAKERY Products Co., New York (premium crackers). on Jan. 6 for 52 weeks news service broadcasts on all stations. Agency is Me- Cahn-Erickson, N. Y.

Network Changes

SIGNAL OIL Co., Los Angeles (petroleum products), on Dec. 28 shifted Signal Carrel on 14 NBC-Pacific Red stations, from Sunday, 8:30-9:30 p.m. (PST), to Sunday, 9:30-10:15 p.m. (PST). Agency: Skirvin 

PROCTOR & GAMBLE Co. of Canada, Toronto (Procter & Gamble products), on Jan. 7 replaced Ovind Light with Pepper Young’s Family on 28 Canadian Broadcasting Corp. stations. Tues., Fri. 4:30-4:45 (EST). and Against The Storm (Iroycy) is replaced with Procter & Gamble’s Beautiful Sunday Service on 28 CBC stations Mon. thru Fri. 4: 4:15-5:15 p.m. (EST). Agency: Compton Adv., N. Y.

VICK CHEMICAL Co., New York (Vick’s Vapo-Rub & Vapo-rod), on Jan. 8 revised run time. on 15 CBS stations, Mon. thru Fri. 5-5:15-5:45 p.m. (EST). Agency: Compton Adv., N. Y.

KRAFT CHEESE Co., Chicago (Furkey), on Jan. 4 added 20 NBC Red stations, makeing a total of 52 Red stations, Sun. 7:15-7:30 p.m. Agency: Neelham, Louis & Brokwy, Chicago.

Carnation’s December

TEN YEARS of musical service on the air is the record of the Carnita Contented program which will hold a double celebration Jan. 5 on NBC-Red commemorating its own anniversary, and on New Year’s Day Program on NBC since Jan. 4, 1932, is sponsored by Carnation Co., Milk and Butter Division, milk Mondays 10:30-10:45 p.m. Agency is Erwin, Wasey & Co., Chicago.
Address by Churchill
On 44.7% of Receivers
LARGEST recorded American radio audience ever to hear Prime Minister Winston Churchill of England or any other British Prime Minister was scored Dec. 26 when the Cognitive Analysis of Broadcasting found that 44.7% of the country's radio set-owners interviewed at home heard Mr. Churchill's address before a joint session of Congress. The speech was broadcast on NBC, CBS and Mutual, 12:30-1:00 p.m.

Although the Churchill rating Dec. 26 topped nearly all President Roosevelt's ratings for daytime broadcasts, it fell considerably short of the 65.7 rating recorded when Mr. Roosevelt broadcast Dec. 8 his message to Congress asking for a declaration of war on Japan.

Harry E. Green
HARRY E. GREEN, 68, a member of the advertising department of RCA Mfg. Co., Camden, for 33 years, died suddenly at his desk Dec. 29 of a heart ailment. In addition to handling the purchase of advertising space in newspapers and magazines, Mr. Green was in charge of RCA's radio advertising, including all booking of the Music You Want programs, now heard on more than 70 stations throughout the country.

Roger H. Bowers
ROGER H. BOWERS, 64, musical comedy composer and a conductor for NBC Radio-Recording Division, died Dec. 29 in Doctors Hospital, New York, after a ten-day illness. He also had conducted for WEAF, WOR and WMCA, New York.

WRNL
ALWAYS RINGS THE BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

PROFESSIONAL DIRECTORY

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

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RADIO ENGINEERS
Priorities Plan Being Devised For Communications Services

Definite Grouping of Activities Is Planned as Subcommittee Makes Study; Peebles Named

WITH the Defense Communications Board, through a subcommittee of the DCB Priorities Liaison Committee, undertaking to formulate definite categories for the defense functions of the communications services, the new OPM-DCB priorities plan is being whipped into operation. At last, also, the Office of Production Management last Thursday formally announced appointment of Leighton H. Peebles as chief of the new Communications Branch of OPM.

It was understood the three-man DCB subcommittee—made up of FCC Assistant Chief Engineer Gerald C. Gross, FCC Attorney William Bauer and Lt. Col. Foster Stanley of the Army Signal Corps—will study both the general principles of priorities applying to the communications industry and the categories of communications services in their relation to the war effort and defense.

Peebles’ Staff

The study was authorized at a Dec. 29 meeting of the Priorities Liaison Committee (Committee No. 13). Findings are to be submitted to the full committee and may form the basis of a letter to DCB and OPM. Mr. Peebles attended the Dec. 29 meeting.

Since announcement by DCB Dec. 18 of the far-reaching OPM-DCB priorities plan, designated to alleviate an increasingly bad materials supply situation for the communications industry [BROADCASTING, Dec. 22, 29], Mr. Peebles has been organizing a staff for the new Communications Branch of OPM. Formal announcement of his appointment has been held up several days because of a reorganization within OPM itself. Originally it was planned to establish the Communications Branch under the OPM Civilian Supply Division, headed by Leon Henderson, but according to present indications the new branch will be set up more or less independently, with Mr. Peebles responsible directly to OPM Director General Knudsen and Associate Director General Hillman rather than Mr. Henderson.

Mr. Peebles is preparing a budget for his unit, which is expected to include about 50 persons, engineers and a clerical force, and also is receiving from the Civil Service Commission a list of prospective selections for his staff of communication engineers. Although the new unit is to be housed in quarters adjoining the FCC engineering department in the New Postoffice Bldg., so far no space has been secured.

As chief of the Communications Branch, Mr. Peebles will operate in close liaison with DCB in drafting plans for handling the special needs for the entire communications industry, including broadcasting.

FORECASTERS TOSSED

For a Loss in Outcome of Big Bowl Games

WITH Dope charts tossed out the window, the outcome of the five New Year’s Day football bowl contests threw radio’s prognosticators for a loss. Leading other entrants in Broadcasting’s Brain Bowl prediction contest was Charley Bryant, lone-wolf football forecaster of KVI, Tacoma, Wash.

Of the entrants, three managed to pick two winners out of five games and a third two out of four. Mr. Bryant squeaked out a few points ahead of the others on the basis of his score predictions, with only a five-point differential between his predictions and the actual scores in the games of the two winners he picked.

Placing after Mr. Bryant were the Football Forecast Board of KDFN, Casper, Wyo., who suggested the contest, with a 15-point differential, and Fred C. Wein- gart, sports announcer of WDAF, Kansas City, with a 16-point differential in picking two winners in four games. A fourth entrant, the sports department of the Mos- cow (Ida.) Daily Idahoan, participating auspices of KDFN, also named two winners with a 10-point differential.

MR. PEEBLES

A graduate of Union College, Schenectady, N. Y., where he studied under the late Charles F. Steinmetz, he has had wide experience as an engineer. Entering the national defense engineering in June, 1941, he was placed in charge of the power section of OPACS.

Mr. Peebles began his Government career in 1931 as chief of the lumber division of the Bureau of Foreign & Domestic Commerce of the Commerce Department, remaining there until 1933, when he was named deputy administrator of the NRA in charge of public utilities and communications. He became supervising utility analyst, specializing in depreciation, with the Securities & Exchange Commission in 1937.

Carter Revision

CARTER PRODUCTS Inc., New York (proprietary), on Jan. 11 starts a program of old music features. "50 Old Days," a two-hour show named number of midwest NBC-blue stations, Sunday 8:30-9 p.m. in New York. These entries will include singers from the Gay Nineties Cafe in New York. Account is handled by Street & Frank, New York. At the same time company announced that on Jan. 4 handling of the Inner Sanctum mystery series for Carters Little Liver Pills on 46 NBC-blue stations. Sun. 8:30-9 was shifted from Street & Frank, New York: All other domestic advertising for the product remains with the former agency.

Chesterfield Plans

CURTAINING of all newspaper advertising for Chesterfield cigarettes during the month of Jan. announced by Liggett & Myers last week will have no effect on 1942 plans for radio, a spokesman of Newell Emmett agency handling the account stated. He also announced he anticipated the January stoppage was not a criterion for general cutting of newspaper space during the whole year, since 1942 plans are not yet complete. Company last August similarly stopped all paper advertising but returned the following month. Radio will go on uninterrupted with Glenn Miller on CBS and Fred Waring on NBC-

WLAk, Lakeland, Fla. Is Bought by S. O. Ward

SALE of WLAk, Lakeland, Fla., local, by Bradley R. Eiddman, to S. O. Ward, of Nashville, for $25,000 is proposed in an application filed last week with the FCC. Mr. Ward, an executive of WLAC, Nashville, and 49% owner of WHUB, Cookeville, Tenn., would acquire all of the station's stock from Mr. Eiddman.

Mr. Eiddman has been in bad health since he acquired WLAK from the Various Tribuna last fall, a formerly program director of WAAF, Chicago. His decision to sell the station was based on advice of a physician, it was indicated. Mr. Ward has been active in radio since 1925. He had resigned, effective Jan. 1 from the WLAC staff.

Nesbitt to Expand

NESBITT FRUIT PRODUCTS Inc., Los Angeles (orange beverage), through Walter K. Neil Inc., Incorporated that city, on Dec. 27 started for 52 weeks sponsoring Bob Garre Reporting on 5 CBS Pacific Coast stations (KXN, KGW, KARM, KROY, KOIN) Saturday, 5:45-6:30 p.m. Other stations are to be added. In addition, the firm will continue to use spot announcements with dealer tie-in in other major markets.

Capt. Johnson Named

CAPT. TOM JOHNSON, formerly commercial manager of KTOK, Oklahoma City, and presently in the radio section of the morale Branch of the War Department, has been named public relations for overseas ad- ministration of the U. S. Army Motion Picture Service. He will continue to be stationed in Washington.

BROADCASTING • Broadcast Advertising

Page 50 • January 5, 1942
"I'll Think About That Tomorrow"

It would be gratifying indeed if management men in American business could contemplate the prospect of solving tomorrow's problems as lightly as did Scarlett O'Hara in "Gone With The Wind". Planning for the future is difficult, for management's problems of the moment are of prepollent complexity.

Under present circumstances, it is not surprising that the first thought of some business men is to curtail advertising, conserve resources. But business history proves that the man who reasons thus has not "found the philosopher's stone".

Industry's yellow pages turn up scores of forgotten names of honest products—forgotten because their makers failed to realize that the public is fickle only because its memory is short.

Yes, tomorrow's business faces fact—not fiction. Tomorrow's management men will be confronted once more with the problems of a buyer's—not a seller's—market. Tomorrow's salesmen will be forced to meet the hard-hitting rivalry of small competitors grown rugged and healthy through defense expansion.

Tomorrow's advertising must produce, as never before, more effective results from every last penny of the advertising appropriation.

To some, it might not seem the better part of wisdom to sell increased use of WLW when our schedules are so full—when sales of our facilities are the highest in our history.

But we aren't thinking about this month, or next—we're concerned with next year, and the year after that—when we return to the economy of the buyer's market and there is keen competition for the customer's nod of acceptance.

Moreover, we believe that the best time to advertise is when you have all the business you can handle, and that we should never miss an opportunity to leave this cogent thought—when you buy WLW, you buy at what is probably the lowest cost per impression in modern advertising.
Radio... all out for Victory

Research and invention have placed radio in the first line of battle

Communication—rapid communication—is a vital necessity, on land, at sea and in the air. RCA research and engineering developments in both radio and electronics are strengthening—and will further fortify—the bulwarks of our communication system. At Princeton, New Jersey, the new RCA Laboratories—the foremost center of radio research in the world—are under construction.

International circuits, operating on short and long waves, have made the United States the communication center of the world. Today, R.C.A. Communications, Inc., conducts direct radiotelegraph service with 49 countries.

Production of radio equipment is essential for news and timely information, for military and naval communications, for dissemination of news among foreign countries. The “arsenal of democracy” has a radio voice unsurpassed in range and efficiency. In the RCA Manufacturing Company’s plants, workers have pledged themselves to “beat the promise,” in production and delivery dates of radio equipment needed for war and civilian defense.

American life and property at sea are being safeguarded by ship-and-shore stations.

The Radiomarine Corporation of America has equipped more than 1500 American vessels with radio apparatus and is completely engaged in an all-out war effort.

Radio broadcasting is keeping the American people informed accurately and up-to-the-minute. It is a life-line of communication reaching 55,000,000 radio sets in homes and automobiles. It stands as the very symbol of democracy and is one of the essential freedoms for which America fights. The National Broadcasting Company—a service of RCA—and its associated stations, are fully organized for the coordination of wartime broadcasting.

New radio operators and technicians must be trained for wartime posts. RCA Institutes, the pioneer radio school of its kind in the United States, has more than 1,200 students enrolled and studying in its New York and Chicago classrooms.

When war came and America took its place on the widespread fighting front, radio was At the Ready... with radio men and radio facilities prepared to answer the call to duty “in the most tremendous undertaking of our national history.”

Radio Corporation of America
RADIO CITY, NEW YORK

The Services of RCA: RCA Manufacturing Co., Inc. • RCA Laboratories • R.C.A. Communications, Inc. • National Broadcasting Company, Inc. • Radiomarine Corporation of America • RCA Institutes, Inc.