FROM TOWNS AND FARMS listeners again sent WLS a million letters in 1941 (1,191,775 to be exact), making it 12 million in 12 years—the period WLS has been under its present management. Another year, another million — for the twelfth consecutive year!

That's a lot of mail, representing a lot of listeners, listeners loyal and responsive to WLS programs and the advertisers who present them. It proves that WLS Gets Results! And it's an audience that can be your audience; ask any John Blair man.
Yes, we certainly keep the mail man busy! In 1941 operating with 1,000 watts nighttime we pulled well over 376,000 pieces of mail from thriving West Virginia where WMMN is a real factor in the daily lives of thousands of people! 71 percent of this mail contained proof of purchase!

We'll soon be ready to boost our night-time power to 5,000 watts! This added power means a new era for WMMN advertisers! More power . . . means more results . . . through more mail! We're setting our sights for 500,000 pieces of mail for our sponsors in 1942.

Get on the receiving end and reap the benefits of WMMN's new night-time power. We're out to do a major job in what might seem to be a minor market! 1942 is going to see WMMN with no peer in mail pull!

FOR PROOF OF THE PUDDING
ASK A JOHN BLAIR MAN
Same size... same shape... but
the diamond has more "sparkle"
... ..

"SPARKLE" IS IMPORTANT IN RADIO, TOO

"Sparkle" is that intangible something that sets a
radio program apart from the mediocre and drives it
into the minds and hearts and purses of listeners.
Watts cannot produce it. High power and
a low frequency would only make more
people realize that a poor program is not
worth listening to.

But talent does produce it. High caliber
talent, like WSM's artist staff, a group that
has won five showmanship awards and is
now producing seven network productions
for NBC, gives a program the brilliance and "sparkle"
that flashes into sales. And when you add WSM's
50,000 watts, a clear channel, a fast growing de-
fense booming market and one of radio's
lowest frequencies, you have more than
"sparkle" ... you have sales. At a low
cost too.

A post card will bring some important facts
and figures. Why not send it now while
you're thinking about it?
Notes from New Zealand

Sales for you right here...

You get both with:

WWL
NEW ORLEANS

50,000 watts - clear channel

You won't find WWL on many radio push-buttons in New Zealand or Cuba or Alaska, though we have received letters from listeners in all of these places — and throughout the United States.

The greatest selling POWER in the South's greatest city


But in the Deep South this 50,000-watt, clear-channel station is not only first on the push-buttons but first in the hearts of its millions of friends. That means real results for every user of . . .

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PS-ST! WANT A RUBBER TIRE?

A better bet is KFAB. Your money stretches on this station, to buy extra value in merchandising and responsive listeners. KFAB covers more ground than the best tires ever made, and it’s fertile ground, too, where farm families have plenty of money. and are spending it. That’s why advertisers are grabbing priority time on KFAB right now, to reach the farm markets throughout Nebraska and her neighbors.

KFAB isn’t rationing availabilities to clients, yet . . . but you’d better wire, today.

DON SEARLE—Gen’l Mgr.
$263,835 WORTH OF THANKS

A single theme runs through all of these recent letters (and through many others far too numerous to reproduce): "Thank you for the time allotted us." During 1941 WMCA generously gave of its time and creative thought to worthy causes. The value of time alone is estimated at $263,835 excluding countless spot announcements. In these days of national mobilization WMCA promises to devote even more time to the nation's needs.

WMCA NEW YORK
America's Leading Independent Station

1941 EXPANSION CAMPAIGN
BOY SCOUTS OF GREATER NEW YORK

THE DEBATING SOCIETY
UNITED STATES MILITARY ACADEMY
WEST POINT, NEW YORK

American Labor Committee To Aid British Labor
With all due respect for the virtues of modesty, we'd like, this once, to cast modesty aside and mention a fact that more and more agencies and advertisers are coming to recognize. To wit:

Free & Peters knows, or can quickly get, the answer to almost any problem you may have concerning radio advertising!

Yes, we know that sounds like one for the Department of Overstatement—until you consider that our 15 good men spend all their time with radio; that our cumulative experience in radio and advertising totals more than two centuries; and that each of our six offices maintains a fine data library.

We'd like nothing better than taking a shot at your radio questions. Why not give us a try—just to see how we work in this group of pioneer radio-station representatives?
Gross Time Sales $237,600,000 in 1941

14.2% Gain Over Previous Year Shown;
Net Time Sales Were $176,280,000

DESPITE pre-war uncertainty manifested in business during the entire year, broadcast advertising in 1941 attained a new high, with gross time sales of $237,600,000—14.2% over the preceding year.

Net time sales of stations and networks (gross billings less frequency and promotional discounts) aggregated $176,280,000, or 13.2% ahead of the preceding year. The 1941 analysis is based on estimates made by BROADCASTING to be released in its 1942 Yearbook Number, now on the presses with distribution to start this week.

These preliminary data indicate that the trend toward higher gross sales in all classifications, the greatest ratio of increase was in national and regional non-network (spot). The latter classification, based on net time sales, aggregated $45,670,000 or 26% of the year’s total, as against $37,140,000 for 1940, 23.8% of the aggregate.

Big Network Gain

National network net time sales aggregated $80,500,000, or 45.6% of the 1941 total, as against $71,919,000, or 49.2% during 1940.

While local business reached a new all-time high of $47,610,000 in 1941—27% of the year’s aggregate in net time sales—it did not maintain its ratio of the preceding year. In 1940, local business totaled $44,757,000, or 28.8% of the whole. Regional network business amounted to $2,500,000, 1.4% of the 1941 total, as against $1,870,000 in 1940, when it constituted 1.2%.

Estimates of gross billings, broken down by classifications, gave national networks $106,960,000 of the 1941 aggregate; national and regional non-network $64,200,000, and local $65,500,000. Regional networks accounted for $3,000,000.

While net time sales are viewed as the more effective index to industry volume, the conventional gross figures used by competitive media reflect comparative development of the media. Gross billings of stations and networks represent the volume of time sold multiplied by the one-time rate charged for facilities, without the deduction of frequency and promotional discounts.

Despite the fact that it is held to be of limited significance in that it does not represent the actual dollars received, the gross figure is recognized as the only common denominator whereby the revenues of various media can be compared on an annual basis, or where a comparative study can be made by use of different media by various product groups or by individual advertisers.

The analysis of 1941 revenues was made for BROADCASTING by Dr. Herman S. Hettinger, associate professor of marketing, U of Pennsylvania, well-known radio economist. The complete analysis, depicting trends for the various community groups and detailed comparisons with other media, and a 1936-40 analysis of the industry’s fiscal development as compared to other media, are featured in the 1942 Yearbook Number.

Profit Data Unavailable

Despite the 13.2% increase in net time sales over 1940, indications are that the industry as a whole will not show any substantial improvement in net profit. The latter figures will not be available for several months, or until the FCC completes its analysis of financial returns from stations and networks, questionnaires on which now are being dispatched.

Substantially increased costs all down the line, plus sharply increased taxes, will be reflected in proportionately lower net return, it is predicted. Moreover, widespread installation of new equipment, large-scale investment in FM and other plant developments aside from vastly increased overhead, will be reflected in net return.

Dr. Hettinger pointed out that radio advertising volume as represented by net time sales increased at a slightly slower rate during 1941 than during 1940. In the latter year, the figure was $165,685,000, or 19.7% ahead of 1939.

“The marked relative growth of national and regional non-network advertising continued to hold the spotlight in 1941 as it has done almost without exception since about 1934,” states the Yearbook analysis. “National spot advertising time sales during the year rose 22.9% above the 1940 level a rate of growth almost identical to that of 1940 when spot business increased 23.8%. National and regional non-network advertising has increased 37.5% since 1937 and approximately threefold since 1925.”

Analysis of Net Sales

In recent years, net time sales have accounted for approximately

Shepard Named Radio Capital Liaison

Will Represent Industry Before Government Agencies

FORMAL creation of the Broadcasters’ Victory Council, with John Shepard 3d, president of the Yankee Network and one of the industry’s best-known figures, as its chairman, was effected last week as the liaison with all Government agencies having radio functions in the wartime economy.

The culmination of weeks of planning, the Council represents a coalition of industry trade groups toward the goal of effective action for the industry during the emergency. Mr. Shepard was drafted for the chairmanship by the Council and already has established temporary headquarters in Washington.

Council Members

Members of the Council, in addition to Chairman Shepard, are George B. Storer, president of the Fort Industry Co. and interim president of NIB; James D. House, vice-president of WLW-WSAI, designated for the Clear Channel Broadcasting Service in lieu of Edwin W. Craig, WSM, Nashville, its chairman; John E. Petzer, WKZO, Kalamazoo, owner and NAB director, who was named in lieu of NAB President Neville Miller, and Eugene C. Pullman, president of WIRE, Indianapolis, and president of Network Affiliates Inc.

Mr. Petzer’s designation, it is understood, came as a result of the Council’s conclusion that practical broadcasters should be named. FCC Chairman James Lawrence Fly had advocated formation of the Council, but steadfastly had refused to name the liaison officer, contending this was not a Government matter.

As one of its first official acts, the Council announced last Thursday the appointment of a legal committee to determine "any legal questions which might arise" in connection with its work. To serve without compensation, the committee comprises Louis G. Caldwell, William J. Dempsey, Phillip J. Hennessey, Philip G. Loucks, Paul M. Segal, and Paul D. P. Spearman, chairman.

Whether the Council will function as a permanent body is problematical. It will continue, however, until such time as a "sufficiently

(Continued on page 40)
Ryan Denies Shepard’s Appeal To Ease Open-Mike Decision
Holds Stakes Are Too High to Take Chances;
New Remote Plan Is Offered by Taft

HOLDING “there is too much at stake both for the country and for the broadcasting industry to run even the slightest risk”, J. Hohn Ryan, assistant director of censorship in charge of broadcasting, last Wednesday rejected industry proposals that “open mike” interviews falling in the man-in-the-street category be permitted on a rigidly controlled transcribed basis.

He advised John Shepard 3d, Yankee Network president, as chairman of the NAB National Defense Co-quiz programs and those which would become effective Feb. 1 as provided in the radio censorship code and remain in effect for the duration.

Interpretations Sought
Mr. Shepard had petitioned for relaxation of the ban under specified conditions prior to the effective date [Broadcasting, Jan. 26]. It had been estimated that in the neighborhood of $3,000,000 in local commercial business would be affected by enforcement of the ban.

Meanwhile, the Censorship Office has been besieged with requests for interpretations on borderline cases, with several hundred inquiries on hand since the code was issued Jan. 16. In certain instances Mr. Ryan has found it feasible to authorize continuance of specific types of programs and those that appear questionable, it is felt, should be checked with his office.

Last Friday the Censorship Office took under advisement a plan proposed by Hubert Taft Jr., general manager of WKRC, Cincinnati, for modification of the rigid ban on so-called “open mike” interviews, the fairness of which he felt would be checked with his office.

Estimated radio gross billings (as distinguished from net) for the years 1927-41.

Estimated Radio Gross Billings (1927-1941)

<table>
<thead>
<tr>
<th>Year</th>
<th>National</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1927</td>
<td>3,855,000</td>
<td>987,000</td>
<td>4,842,000</td>
</tr>
<tr>
<td>1928</td>
<td>11,195,000</td>
<td>14,195,000</td>
<td></td>
</tr>
<tr>
<td>1929</td>
<td>11,195,000</td>
<td>14,195,000</td>
<td></td>
</tr>
<tr>
<td>1930</td>
<td>21,605,000</td>
<td>29,605,000</td>
<td></td>
</tr>
<tr>
<td>1931</td>
<td>21,605,000</td>
<td>29,605,000</td>
<td></td>
</tr>
<tr>
<td>1932</td>
<td>31,515,000</td>
<td>41,515,000</td>
<td></td>
</tr>
<tr>
<td>1933</td>
<td>41,515,000</td>
<td>51,515,000</td>
<td></td>
</tr>
<tr>
<td>1934</td>
<td>51,515,000</td>
<td>61,515,000</td>
<td></td>
</tr>
<tr>
<td>1935</td>
<td>61,515,000</td>
<td>71,515,000</td>
<td></td>
</tr>
<tr>
<td>1936</td>
<td>71,515,000</td>
<td>81,515,000</td>
<td></td>
</tr>
<tr>
<td>1937</td>
<td>81,515,000</td>
<td>91,515,000</td>
<td></td>
</tr>
<tr>
<td>1938</td>
<td>261,515,000</td>
<td>141,515,000</td>
<td></td>
</tr>
<tr>
<td>1939</td>
<td>261,515,000</td>
<td>141,515,000</td>
<td></td>
</tr>
<tr>
<td>1940</td>
<td>461,515,000</td>
<td>241,515,000</td>
<td></td>
</tr>
<tr>
<td>1941</td>
<td>461,515,000</td>
<td>241,515,000</td>
<td></td>
</tr>
</tbody>
</table>

* Estimates by Dr. Hettiger and Paul F. Peter, director of research. National Association of Broadcasters.

Breaking down 1941 business by class of station, Dr. Hettiger estimated that national and regional non-network advertising on 50,000-

PROBLEMS CREATED by priority demands were discussed by William Ramsay, Cincinnati radio director of Procter & Gamble Co. (left) and Donald W. Thornburgh, CBS Pacific Coast vice-president, as they peered intently from the side lines on the recent rehearsal of a weekly half-hour program, Hop Hazard. Mr. Ramsay was on the West Coast in late January.

Also has been published by MBS, he pointed out. It has been possible, on the basis of this and other information, to make a reasonably accurate estimate of national network gross billings by types of products advertised. These were as follows:

Estimated National Network Advertising by Product Groups, 1941

<table>
<thead>
<tr>
<th>Product group</th>
<th>Gross billings</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automobiles</td>
<td>$120,000,000</td>
<td>13.2%</td>
</tr>
<tr>
<td>Furniture</td>
<td>22,793,000</td>
<td>2.6%</td>
</tr>
<tr>
<td>Equipment</td>
<td>26,484,000</td>
<td>3.0%</td>
</tr>
<tr>
<td>Appliances</td>
<td>8,833,000</td>
<td>1.0%</td>
</tr>
<tr>
<td>Textiles</td>
<td>12,806,000</td>
<td>1.5%</td>
</tr>
<tr>
<td>Farm equipment</td>
<td>15,380,000</td>
<td>1.7%</td>
</tr>
<tr>
<td>Hardware</td>
<td>8,800,000</td>
<td>1.0%</td>
</tr>
<tr>
<td>House furnishings</td>
<td>12,806,000</td>
<td>1.5%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>5,000,000</td>
<td>0.6%</td>
</tr>
</tbody>
</table>

On the basis of estimated gross billings during the latter part of the year, national network automotive billing increased approximately 10% over the preceding year and once more reached the 1939 level. There has been comparatively little change in the volume of automotive advertising since 1937, when there was a sharply drop. Dr. Hettiger pointed out. But the outlook for 1942 is virtually nil in view of the war ban on production.

Network advertising on housing equipment and supplies rose sharply during 1941 and was 25% above the preceding year’s level. This sphere likewise is expected to suffer during 1942 because of priority demands, through institutional themes will take up most of this slack.

Tobacco advertising showed little change during the year, rising 5%. It has climbed steadily, however, since 1937, when it amounted to $5,800,000, and in 1941 was estimated to have totaled $15,380,000.

(Continued on page 38)
Assignments Frozen Pending Nelson Order

New Construction in Areas Having Some Primary Service Shut Off

ALL FUTURE construction of broadcast stations in areas now receiving primary service from one or more stations has been shut off by the FCC pending issuance of orders by Donald M. Nelson, War Production Board chief, which will result in freezing of broadcast assignments.

FCC Chairman James Lawrence Fly told Broadcasting last Friday that, as a prelude to the formal promulgation of priorities on broadc cast construction, the FCC, upon recommendation of the Defense Communications Board, already has revised its procedure to conform to the anticipated requirements. DCB, of which Chairman Fly also is head, at its meeting this Thursday will complete its formal recommendations, as well as also allow the order to come shortly thereafter.

To Honor CP's

For the time being, at least, it appears that construction permits now outstanding will be honored, with completion of installation allowed in accordance with priority ratings already assigned. There are some 150 broadcast construction permits in various stages of completion for both new and improved facilities. It is presumed that where stations have made progress in installation or have equipment on order, completion will be allowed. But pending applications for new or improved facilities involving substantial new construction will be pigeonholed.

There are outstanding some 35 construction permits for new broadcast stations as well as about 200 construction permits for FM outlets. In addition, there are some 200 applications for new stations pending—160 for standard and 50 for outlets.

Following is the text of the FCC announcement late Friday on the freezing order:

At the request of the DCB, pending the adoption of a specific policy by that Board and the War Production Board with respect to curtailing standard broadcast construction to meet matériel requirements by the military, the FCC will make no further grants for the construction of new or to existing broadcast stations until it authorizes changes in existing standard broadcast transmitting facilities to accommodate all or a substantial part of the primary area in any category already received as good primary or secondary or one or more other stations.

In general the FCC's standards of good engineering practice will be used as a guide in the determination of good primary service. National defense requires that there be adequate broadcast facilities, but this does not alter the fact that every community in the use of critical materials for securing and maintaining these facilities must be free to go about it in such a manner that there will be the greatest possible saving in materials.

PRESAGING conclusion of the protracted newspaper-ownership inquiry by mid-February, the Newspaper-Radio Committee continued presentation of its affirmative case for newspaper-ownership of broadcasting facilities from Wednesday through Friday last week.

Following presentation of academic and technical testimony, sessions were highlighted Friday by the appearance of Arthur Garfield Hays, internationally known lawyer who for 21 years has been counsel for the American Civil Liberties Union.

'Dangerous Precedent'

Countering previous testimony of Morris Ernst, another well-known lawyer member of the Union, Mr. Hays described the indicated move of the FCC to prohibit ownership of radio stations by newspapers as a "dangerous precedent." He pointed out that such a move was only the first step toward similar prohibitions against station ownership and operation by other outside interests, from department stores to schools.

Mr. Hays emphasized the danger of any discriminatory effort, designed to benefit the public interest, which is based on a general rule depriving any individual or group in any business or profession of their civil rights under the law. In explaining his appearance, Mr. Hays declared, "I'm here today because I think a problem of free speech is involved, and a very substantial one."

During the sessions, which were recessed Friday until Feb. 5, it was indicated by Sydney M. Kaye, Newspaper-Radio Committee associate counsel, that presentation of the committee's case probably will be completed by mid-February, Mr. Kaye, flanked by associate counsel, A. M. Herman and George K. Hourwich, has handled the committee's presentation during the last two weeks. Judge Thomas D. Thacher, chief counsel of the committee, has been absent because of other commitments in New York in connection with national defense. In the absence of FCC Chairman James Lawrence Fly, Commissioner Paul A. Wall, has presided at recent hearings sessions.

Committee Witnesses

Appearing as Newspaper-Radio Committee witnesses during the three-day session were Dr. Frederick S. Siebert, director of the Illinois U School of Journalism; Richard Cluett, instructor of marketing at the Wharton School of Commerce, U of Pennsylvania; A. D. Ring, Washington consulting engineer; and former FCC assistant director, Joseph L. P. Ziesarz, director of the Columbia U Office of Radio Research; Mr. Hays.

Examination of witnesses was handled by Sydney M. Kaye, associate counsel of the Committee, with Eugene Cotten cross-examining as FCC counsel.

Tracing the origin and history of the determination of freedom of the press in England and America, Dr. Siebert commented that the main purpose of the First Amendment was "to set up a warning, a guide-

(Continued on page 58)

BROADCASTING • Broadcast Advertising

February 2, 1942 • Page 9
Early Probe Into House FCC Seen

Cox Leads Movement to Investigate 'Abuse Of Power'

RESURGENCE of Congressional sentiment for a full-scale inquiry into radio regulation, irrespective of the Senate's action, was well established this week with strong indications that hearings will be called either by a select five-man investigating committee or by the full House Interstate & Foreign Commerce Committee.

Despite known FCC majority and possibly Administration opposition to an inquiry, sentiment among the House leadership appeared sufficiently strong to warrant the conclusion that a legislative inquiry will be convened.

**Plans Resolution**

The strongest expression came from Rep. E. E. Cox (D-Ga.), ranking majority member of the House Rules Committee, who kissed a resolution calling upon FCC Chairman James Lawrence Fly, charging him with "monstrous abuse of power" and describing him as "rapidly becoming the most dangerous man in the Government."

Rep. Cox, a member of the House leadership, delivered the attack on the House floor last Wednesday as a prelude to introduction of a resolution calling for a sweeping investigation. Afterward he conferred with House leaders, including Chairman Clarence F. Lea (D-Cal.), of the House Interstate Commerce Committee, and Rep. Fred Y. Sanders (D-Ala.), author of a bill (HR 4907) to reorganize the FCC. Two months ago the committee decided to hold hearings early this year on the Sanders Bill and a meeting to set the date will be held shortly.

Rep. Cox said last Friday he was uncertain as to when early this week he said he is confident "there is going to be an investigation" in the House, and indicated he favored the select five-man committee. His resolution, when introduced, will be referred to the all-powerful Rules Committee, of which Rep. Cox is recognized as the strongest member.

**Industry Sentiment**

Rep. Martin Dies (D-Tex.) also is a member of the committee and recently introduced a bill to establish the FCC and the FCC because of the Commission's retention of Dr. Goodwin Watson, senior analyst of the Foreign Broadcast Monitoring Service, charged with Communist leanings.

Industry sentiment in favor of hearings to reappraise the 15-year-old Communications Act has tapped off somewhat since the war. The NAB Executive Committee in New York last Thursday concluded that now is not the time to press for new legislation, in the light of war developments.

This expression, however, apparently has not altered the view of interested members of Congress. Mr. President in the Senate, Mr. Millis, A. understood, favored preparation for the hearings on the ground that the industry has been seeking Congressional reappraisal of the statute practically since enactment of the Communications Act in 1934, which encompassed the same provisions embraced in the 1927 Act. The FCC, in the meantime, has maintained insistently until now, has arrogated to itself authority and functions not contemplated by Congress.

**Sanderson Bill**

The Sanderson Bill, introduced on Aug. 5, provides for reorganization of the FCC in two separate divisions—one to handle broadcasting and related services and the other common carriers. The chairman would be the executive officer with no vote, except in serving as a substitute for an absent member on either division. The bill would restrict the FCC's authority to participate and determine which stations should not be designed to stop such regulations as the industry in the past has regarded as onerous.

Opponents of legislative hearings at this time feel that the industry might be saddled with undue restrictions because of the war emergency. On the other hand, industry supporters of legislation contend that the FCC's new regulations are little short of "slow death" for commercial broadcasting.

Rep. Cox assailed Chairman Fly and the Commission in a brief address to the House last Thursday. In informed circles it is thought he has taken cognize of proceedings involving renewal of the license of WGST in Atlanta, operating under lease to a company headed by Sam Pickard, former CBS vice-president, but owned by the Georgia School of Technology.

Sharp exchanges have been occasioned during the renewal proceedings, with Gov. Eugene Talmadge favoring a new leasehold arrangement whereby Lucas & Jenkins, station and theatre operators in the South, would operate the station. Chairman Fly several weeks ago strongly condemned the Lucas & Jenkins group for allegedly exerting political influence in the proceedings. "Gestapo" Charge

In addressing the House last Wednesday, Rep. Cox charged that Chairman Fly "is using a good law to a bad end". Speaker Sam Rayburn (D-Tex.) several months ago is reported to have made a somewhat similar allegation against the FCC, contending that the statute was not intended that its administration was faulty.

Rep. Cox charged that Chairman Fly "maintains an active and ambitious Gestapo and is putting shackles on the freedom of thought, press and speech without restraint."

He continued: "In the pretended regulation of the broadcasters, which need regulation, he is bent on the destruction of freedoms which guard all others. He is taking advantage of the stress of the moment to federalize all means of communication."

**Must Be Stopped**

"I had therefore opposed the investigation of executive departments of the Government, but the Communications Commission as now operating under Mr. Fly must be stopped and I intend offering a resolution for House investigation."

The Goodwin Watson affair alike has tended to arouse opposition to the FCC in the House. The House, in acting on the FCC appropriation for the fiscal year 1943, prohibited the payment of salary to Dr. Watson on grounds of alleged Communist front activities [Broadcasting, Jan. 26].

Considerable feeling has been produced by hearings on the proposed放松 of the Communications Act. Plans are under way in the House either to replace the Interstate & Foreign Commerce Committee or to give to the House committee of five, which will be proposed by Rep. Cox (D-Ga.) [see page 9].

Plans for a group of district meetings in the eight even numbered districts during the next few weeks will be discussed by the executive committee. One-day sessions, for the purpose of electing district directors, are involved. A schedule of the sessions shortly will be issued.

The board discussed the current war situation, plus a number of industry matters, without action. A plan proposed by Robert Clipp, general manager of WNYC-AM, New York, that the industry establish a war relief fund, with money contributed by broadcasters to be distributed to the families of broadcast personnel killing in the service, was considered and a committee will be appointed to study it. Mr. Clipp will be named chairman, Mr. Miller, Jr., of WWJ, Detroit, vice-chairman.

Attending the session, in addition to President Miller, were: James D. Shouse, WLW-WSAI, Cincinnati; Paul W. Morency, WBBM, Chicago; John Elber, WCBM, Baltimore; John J. Gillin Jr., WWO, Omaha, and O. L. (Ted) Taylor, KGNC, Amarillo. Also present were Edward Klauber, CBS executive vice-president, and M. Russell, NBC Washington vice-president. Don Elias, WWNC, Ashevile, was absent.

NAB Defense Post Is Given to Fetzer

**Regional Meetings Proposed; House Probe Opposed**

APPOINTMENT of John E. Fetzer, owner of WKO, Kalamaozo, as chairman of the NAB National Defense Committee, to replace John Shepard 3d, Yankee Network president, was highlighted at the meeting of the NAB executive committee last Thursday in New York. Mr. Shepard, who last week was named to head the Broadcasters' Victory Council, voluntarily relinquished the NAB post.

As chairman of the defense committee, Mr. Fetzer was named to represent the NAB on the Broadcasters' Victory Council. Members of the council represent each of the five trade groups in the industry.

**Hearings Opposition**

The committee, over the opposition of NAB President Neville Miller, nevertheless did not favor legislative hearings at this session of Congress for revision of the Communications Act. Plans are under way in the House either to replace the Interstate & Foreign Commerce Committee or to give to the House committee of five, which will be proposed by Rep. Cox (D-Ga.) [see page 9].

Plans for a group of district meetings in the eight even numbered districts during the next few weeks will be discussed by the executive committee. One-day sessions, for the purpose of electing district directors, are involved. A schedule of the sessions shortly will be issued.

The board discussed the current war situation, plus a number of industry matters, without action. A plan proposed by Robert Clipp, general manager of WNYC-AM, New York, that the industry establish a war relief fund, with money contributed by broadcasters to be distributed to the families of broadcast personnel killing in the service, was considered and a committee will be appointed to study it. Mr. Clipp will be named chairman, Mr. Miller, Jr., of WWJ, Detroit, vice-chairman.

Attending the session, in addition to President Miller, were: James D. Shouse, WLW-WSAI, Cincinnati; Paul W. Morency, WBBM, Chicago; John Elber, WCBM, Baltimore; John J. Gillin Jr., WWO, Omaha, and O. L. (Ted) Taylor, KGNC, Amarillo. Also present were Edward Klauber, CBS executive vice-president, and M. Russell, NBC Washington vice-president. Don Elias, WWNC, Ashevile, was absent.

**Jack Miley, New York sports writer, files Letter from Las Vegas and Post, has been assigned the five-weekly 6:30-9:00 p.m. sports newsmaster. Jack Miley will be newscaster of "Sports Today with Jack Miley," as of Feb. 2. Bill Stern, at the same time will host the "Sports Today" radio show, 6-9 p.m., on WOR, New York.**

**DIGIT DOCKET of the staff of KMBC, Kansas City, was compiled by local police, with Manager Arthur B. Church as the first to get himself on the program. The program was sent to the FBI, Washington, the other retained by the local authorities for their files.**
"WHICH CAN YOU HEAR THE BEST?"

One thing you big-city cosmopolites may possibly forget when you're buying Iowa radio time, is this:

Out here in Iowa, we can't do as you do in big cities—we can't just dial in any one of three or four big stations, all of which are actually located within a few miles of our homes. To most Iowa listeners, the nearest station is a long distance away. And even then, the nearest station is probably just a small station.

That's one reason why WHO, the only 50,000-watter in Iowa, is really the most hearable station to a very large percentage of ALL Iowa people. WHO, with 50,000 watts, comes booming into every section of the State—and is the ONLY station that does.

Iowa people, like you, are inclined to listen to the station they hear best. And that is Station WHO! May we send you the proof of this listening?

WHO for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
Powers Delined In Denying Appeal Of Stahlman

"THE FCC won the battle but lost the war."

That was the way radio's legal fraternity was disposed to interpret the decision of the U. S. Court of Appeals for the District of Columbia last Monday (Jan. 26) sustaining the right of the FCC, within limitations, to subpoena witnesses and to conduct its newspaper ownership investigation. [See text below.]

While the court upheld the opinion of the District Court in Washington, it reversed the decision of the courts below, and held that there is nothing in the act which prejudices the right of a newspaper as such to operate a station.

Cites Other Cases

With notice already served by the commission, it finds no legal basis on which the FCC can prevent a newspaper from receiving a station license. It is obvious that the court is acting in reliance on its own precedents, and that within the compass of the act, is proper to satisfy the requirements.

"It does not embrace and should not be extended by implication to embrace a ban on newspapers as such, for in that case it would follow that the power to exclude exists also as to schools and churches; and if to these, the interdict might be applied, the Fourteenth Amendment of the Constitution of the United States would not be satisfied."

TEXT OF NEWSPAPER DECISION

Following is the full text of the opinion of the U. S. Court of Appeals for the District of Columbia, rendered Jan. 26, on the appeal of Jan. 22, 1941, by the "Nashville Banner," challenging the FCC's right to subpoena witnesses for its newspaper-ownership inquiry. The case was argued Dec. 1, before the court by Elshah Hanson, for Comdr. Stahlman, and by Thomas E. Harris, FCC assistant general counsel:

Before Groener, C. J., and Vinson and Edgerton, J. J.

G. J. C. On March 20, 1941, the FCC issued its order No. 76, which directed the Commission to undertake an immediate investigation to determine whether the public policy of any State or States would be served by issuing a second broadcast station license to a newspaper or newspapers and their respective communities. and in the exercise of the power vested in the Commission only for the purpose of such investigation, the FCC may issue to the Commission, and the Commission may serve upon any newspaper or newspapers, and upon any person or persons associated with the publication of one or more newspapers, and that such investigation shall also include consideration of statements of policy or rules of any, if any, which should be issued concerning future operation of standard broadcast stations by newspapers.

In July following, the Commission issued a supplemental order No. 79-1.

1 Now, therefore, it is ordered, that purchaser of the assets and other evidence be taken with reference to the following:

2. Whether Joint Association of newspapers and broadcast stations tend or may tend to restrict or distort the broadcasting of news and comment, or to serve any other public interest or serve the public.

3. Whether Joint Association of newspapers and broadcast stations tend or may tend to increase the public's access to the radio, or to serve any other public interest, or serve the public.

4. Whether Joint Association of newspapers and broadcast stations tend or may tend to increase the public's access to the radio, or to serve any other public interest, or serve the public.

5. Whether Joint Association of newspapers and broadcast stations tend or may tend to increase the public's access to the radio, or to serve any other public interest, or serve the public.

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9. Whether the Joint Association of newspapers and broadcast stations tend or may tend to increase the public's access to the radio, or to serve any other public interest, or serve the public.

10. Whether the Joint Association of newspapers and broadcast stations tend or may tend to increase the public's access to the radio, or to serve any other public interest, or serve the public.
Why deal in understatement? These men are talking about the biggest business in Baltimore's history... helping to preserve the American way.

Ten men around a table... leaders of the ever-active Advertising Club of Baltimore... tackling the toughest and most welcome job of their lives. Suddenly an idea was born. Why not utilize their annual banquet for DEFENSE? Why not remove its social trappings—and do a man-size SELLING job? Why not use it to sell Americans a share in America?

Once the mental machinery started rolling, there was no stopping this assembly line of patriotic Baltimoreans. They chose as their keynote the Defense Payroll Allotment Plan. They pledged to buy ONE MILLION DOLLARS worth of Defense Stamps and Bonds in 1942 through the cooperation of every Ad Club member and his employees. They rechristened their banquet "THE MILLION DOLLAR DEFENSE DINNER"—secured as guest of honor Secretary of the Treasury Morgenthau. "Fun For A Night" was replaced with "Freedom Forever."

The Advertising Club of Baltimore represents the "cream" of the city's merchants. As such, they prefer WBAL to promote their own businesses. They use WBAL to get their products in countless more homes in Baltimore and surrounding states. They know full well the worth of WBAL's 50,000 watts.

WBAL
50,000 WATTS BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NBC RED—The Network Most People Listen To Most

This advertisement prepared by Theodore A. Newhoff Advertising Agency
Radio Transmitters, Receivers To Receive Priority in Power

Fears of Shutoff Unwarranted, FPC Insists; Miller Points to Vital Industry Functions

FEARS of an eventual power shut-off affecting radio transmitters and possibly cutting off all power to areas where they are located were dispelled last week by high officials of the Federal Power Commission. In a report to the House Appropriations Committee by FPC Chairman Leland C. Olds, it was stated that "the tremendous American war production effort was demanding more power than it has ever been needed in any previous war - and that we believe definitely is no such shut-down of power to transmitters. It was also stated that "home power consumption would not be shut off in any case except in the most extreme emergency."

Voluntary Conservation

In testimony in hearings on the 1943 Independent Office Appropriations Bill, Chairman Olds stated "that the tremendous American war production effort was demanding more power than it has ever been needed in any previous war - and that we believe definitely is no such shut-down of power to transmitters. It was also stated that "home power consumption would not be shut off in any case except in the most extreme emergency."

At the FPC it was said that this statement had been made to take care of any unforeseeable emergencies. An analogy was made to the possible confiscation of all private automobiles, which at present has no place on the schedule of war appropriations.

It was said that in some localities there is need for economical use of power in homes it will be on a purely voluntary basis. In the Southeast a campaign was carried on last spring by the FPC for voluntary curtailment of home consumption of power, if at all possible. It was pointed out that this was said to be satisfactory in most instances. The only mandatory regulation by the FPC, it was said, were those regarding street lights, store window advertisements, etc., in the Southeast last fall which were made necessary because of the lack of cooperation in some quarters.

It was stated emphatically at the FPC that there is no plan on the schedule of the Commission to restrict the use of power in any way and any fears on the part of the industry that regard those groundless.

Not Luxury, Says Miller

Neville Miller, NAB president, in a letter to Chairman Olds, Jan. 27, quoted an Associated Press dispatch in which it was stated that Mr. Olds in his House Appropriations Committee report had referred to home use of radio as "essentially" a "luxury."

"I am fully aware," Mr. Miller said in his letter, "that very often single sentences taken from the explanation of a complete thought convey a wrong impression, and I hope that you, as the head of the Federal Power Commission, do not look upon the use of electricity for radio in the home as a luxury. Even if home listening were confined to entertainment, we feel that its description as a 'luxury' could be challenged in days when maintenance of morale is only one of the many functions that the broadcasting industry is performing to further the country's war effort."

He added that, "through its news broadcasts, radio is keeping the American people better informed than they have ever been in the past. Radio now constitutes the primary source of news for many people and we feel that the removal of a primary source of information such as you suggest would be a staggering blow to democracy."

At the FPC appreciation was expressed of radio's functions in the maintenance of morale, dissemination of war information, and other help in the war effort.

New SESAC Catalog

CATALOG of national and patriotic songs has been released by SESAC in a special four-page folder. Listed are marches, songs and hymns adapted for bands, orchestras, pianos, choruses, etc., with the names and addresses of the publishers.

WOMEN INSTALLED IN STATION JOBS

STATION owners in various sections, faced with the loss of male employees to the draft and other war activities, have made plans, wherever possible, to fill vacancies with women. With its entire male announcing staff subject to draft, KGVO, Missoula, Mont., has readied a complete staff of feminine announcers, ready to take over in an emergency. Possible dictaphone announcers will be Dorothy Burgess who conducts Calling All Women, Joan Morrison, "The Story Lady" of Land of Make Believe, Ruth Greenough Schlieber, long-time European resident and Hermina Girson, traffic manager. WDAS, Philadelphia, also facing drafting inroads in personnel, reports a large number of women applying to the station for positions as announcers and production assistants. Experiments are being conducted with women announcers for music programs. A. W. Dannenbaum, WDAS president, reports that as a last resort women will be used, instead of new draft and home girls, in cases claiming that female voices lack the authority required for news casts.

KYW, Philadelphia, has already replaced Mrs. Smith and Walter Feeley, mail department now in the Army, with Jane Durrin and Claire Kelly.

New Shell Oil Drive

SHELL OIL CO., New York, on Feb. 9 will start a test campaign for its oil and gasoline products using six times weekly evening spot announcements in four Florida cities. No further details of the test were revealed by J. Walter Thompson Co., New York, agency in charge.

Johnstone Named To Blue Net Post

Slated to Direct News and Special Events Division

G. W. (Johnny) JOHNSTONE, previously named head of the news and special features division of the new Blue Network effective Feb. 1, has been named official announcer of his appointment will not be made until he completes his duties as chairman of the radio division of the Committee for the Celebration of the President's Birthday for the National Foundation for Infantile Paralysis.

Long Radio Career

A combination of musician, newspaperman and radio "ham," Johnstone entered the broadcasting field in 1923, beginning as an engineer with WEAF but shortly thereafter transferring to the publicity department, of which he made his home in 1928. He joined NBC in 1929 and became associated with the Blue Network, which he was president of in 1936. Shortly before the formation of Mutual network, he moved to WOR as director of publicity, news and special events, leaving there after five years to direct the radio activities of the Democratic National Committee, which he handled throughout the 1940 Presidential campaign.

Blue Announcers

ANNOUNCERS appointed to the Blue Network, with Ray Diaz as chief announcer, are: William Acton, George Anbrough, Milton J. Cross, Jack Frazer, George Hayes, George Hicks, Hugh James, H. Gilbert Martin, Ray Nelson, Charlie Nobles, Glenn Riggs, Bill Sparrow and Bob Waldrop. Reginald Stabanov, a member of the NBC announcing staff for the past four years, has been named supervisor of night announcers for the Blue.

Chicago Game Sponsors

RIGHTS to home games of the Chicago Cubs and White Sox for 1942 have again been sold to P. Lorillard Co. for Old Golds (J. Walter Thompson Co.) on WGN, Central Division; WTMG, Chicago (Buchanan & Co.) will sponsor games on WCFL for the eighth year. Walgreen Drug Co. (Schneider & Scott), will sponsor games on WJJD. Payments for game rights total $26,000, an increase of $12,000 over last year.

GEORGE P. HOLLINGBERRY Co., has been appointed midwest national representative of KGV, Pittsburgh.
You are destined for success. Watch for certain combinations of letters to come into your life. They will be particularly favorable to your business:

KDKA  KYW  WBZ  WOWO
Pittsburgh  Philadelphia  Boston  Fort Wayne

A prediction based not on the stars but on hard, down-to-earth facts. On sales records of spot advertisers who are using these Westinghouse stations to gain sales ascendency in four major markets. Here are these markets in terms of radio families within Primary areas:

KDKA  KYW  WBZ  WOWO
1,259,000  1,289,000  1,503,000  496,000

Which are your markets? Are you getting total-market coverage in Pittsburgh and Philadelphia? Covering New England at a single cost? Do you know that Fort Wayne is one of the country's first test markets, with the remarkable listener ratio of 49 percent rural to 51 percent urban?

Today, says the Horoscope, is favorable to quick, decisive action. Bring these letters into your life now by calling NBC Spot Sales.
Tire Ban Halts Many Remote Series

New York Stations Not Concerned; Others Have Problems

BAN ON the sale of new cars and rationing of tires has caused the dropping of many special events programs on stations throughout the nation as officials are forced to conserve tires and prevent depre-
ciation on mobile units, a survey by BROADCASTING has revealed.

Special events officials of the major networks in New York, however, anticipated no difficulties, pointing out that fast subway and taxi service is available to most points in the city and outlying dis-

Tire Problems

In Washington, however, network officials were more concerned about the tire and car ban. Here it was pointed out that for the time being there may be no pressing problem but Price Administra-
tor Henderson has already gone on record that no new tires will be al-

In the latter regard a pinch has already been felt in material neces-
sary for the retreading and re-
capping operations. With the num-

the transportation of automobiles is reported as being reluctant to use their own tires with no hope of replacement.

The car and tire bans were also expected to cause hardships on sta-
tions in rural areas where com-

to a large extent on outside pickups requiring special equip-

ment and with automobiles as the principal mode of transportation. Some stations expressed the hope that tires would be allotted stations for their mobile units, but the hope is not shared by Price Administra-
tion officials who point out that there will not be enough tires to supply all those who have been de-

ded eligible to date.

Chicago's problem is the same as the rest of the country, with chief engineers taking the attitude that, while there was worry about the short-

age, nothing could be done about it. Ralph Atlass of WIND and WJJD stated that fortunately the tires on his mobile unit vehicles were practically new. Frank Pala-

nor, chief engineer of WBBB, CBS outlet, said the shortage would eventually force his mobile unit off the streets unless the situation was remedied. Other stations ex-

pressed little concern.

Chicago stations on remote broadcasts and band pickups allow

UNDAUNTED by wartime priorities are these KFXM, San Bernardino, Calif., staff members as they return to primitive and juvenile modes of transportation to reach station duties. Accompanied by their respective choices of locomotion are (l to r) Gene Lee, co-owner; George Burns, general manager; Doris Williams, receptionist; Lowell Smith, program director.

engineers and announcers to travel by cab or use their own cars, with expenses. The majority choose the latter means.

Biggest worry has been trans-

portation of transmitter engineers. Most of Chicago's stations have their transmitters away from the cities in places inaccessible to pub-

clic transportation. WGN, for ex-

ample, has its transmitter three miles from transportation.

At NBC the engineers connected with the WENR-WLS and WMAQ transmitters have been doubleing up in private cars, alternating in using each others cars.

West Coast Rationing

West Coast network and station execu-

tives, point out that due to Army and Navy regulations, since start of the war, there have been fewer special event broadcasts on the Western slope with consequent less need for portable units.

Although NBC utilizes mobile units of its West Coast affiliates for special events, that network has ten different kinds of portable pack units, which can be transported around if necessary, on public busses, street cars, taxi cabs or trains, according to A. H. Saxton, chief engineer.

With special event broadcasts in his opinion a vital public service, Fox Case, CBS West Coast di-

tector of special events, expressed hope that some arrangement will be worked out with authorities for securing new tires. Meanwhile, the network will continue to use its equipment as in the past, covering such events as is deemed important.

Don Lee Broadcasting System's special events have been slim during recent months, and therefore, according to Van C. Newkirk, special events director, tires on its three mobile units, trailer and truck are in good condition. When the time comes, tires will have to be retreaded, he said.

With tires worn smooth, KMTR, Hollywood, will shortly be in need of new ones for its three mobile units and two service cars which are utilized for its syndicate trans-

scribed news and feature services, Radio News Reel, and Radio Enter-

prises, according to Kenneth Tink-

ham, general manager. Present tires will have to be retreaded almost immediately, he said.

KFWB, Hollywood, is adequately protected for the time being, hav-

ing recently equipped its two mobile broadcast units with new tires, ac-


In San Francisco

In San Francisco, KPO-KGO suspended all special events pro-

grams four days after war was de-

clared, to save wear on trucks and manpower. KFRC is continuing special events but putting its mo-

bile unit to multiple services. KSFO still maintains a complete special events department but is lessening special event pickups, planning to keep productions closer to home to conserve its mobile unit and tires unless an emergency arises.

Implications of tire rationing and the auto ban will have little or no effect on special events program of Philadelphia stations. W P J L officials stated there is no intention to curtail or limit special events.

Since most of such programs are picked up within the city, the sta-

tion will continue to use city taxi-

cabs for transportation of engi-

neers and announcers. It was felt that some means of transportation will be found in any emergency.

Even if it means inconvenience in travel, the station feels that there should be no curtailment of broad-

casts in that category.

KBON Operation To Start Feb. 15

Ernest F. Bader to Manage New Station in Omaha

KBON, Omaha, designated for the last two years under a construc-
tion permit as KBON, and owned and operated by Inland Broadcast-

ing Co., plans to begin regular op-

eration Feb. 15, with 250 watts on 1490 kc.

Manager of the new KBON is Ernest F. Bader, formerly radio director of Caples Co. and head of his own agency. Commercial manager is James D. Farris, for-

merly merchandising manager of

KYSM, Mankato, Minn. Sales pro-

motion and publicity is under di-

rection of Paul R. Fry. Marie C.

Maher is continuity director. Chief engineer is Lee Gutfason, formerly of KGFW, Kearney, Neb.

Equipment About Ready

New studios are being completed in the Central Club Bldg. The plant installation includes a West-

ern Electric 250-watt transmitter and a 211/2-meter horizontal radi-

ator on the roof of the building. West-

ern Electric studio turntable equipment and a high-fidelity Presto-

microphone and recording unit are also included.

The program schedule will em-

phasize news, according to Man-

ager Bader, using 24-hour Associ-

ate Press radio wire, along with reports, special events and music including the C. P. MacGregor transcription service. W. G. Rame-

beau represents the station na-

tionally.

The same attitude was voiced by WCAU, where special events play a greater part in the program schedule than at any other local station. All such broadcasts have been on an occasional basis, and since tire rationing might mean eventual curtailment of the opera-

tion of its mobile unit, WCAU officials say that the present emer-

gency plan is only meant as a mor-

cine selection. Both WIP and

KYW have their own mobile units and are affected in the same man-

ner.

Not Worried

Detroit stations were apparently unconcerned about the ban, two stations not affected. They haven't given it a thought, a third indicat-

ing there would be no curtailment

of such programs while a fourth reported it did little of that type of programming anyway and thus didn't expect to be affected.

Production and special events men of WSB--Atlanta manager have been forced by the tire ban to lessen mobile units' work. Salute broad-

casts to Georgia counties, formerly made weekly, will be transcribed in series of five weekly with broad-

casts following the former weekly schedule.

Page 16 • February 2, 1942

BROADCASTING • Broadcast Advertising
KLZ Mail
in December, 1941 was
MORE THAN
THREE TIMES
That of December, 1940

That's STANDOUT Listener Response
in the Denver-Rocky Mountain Region
Canadian Government Using 64 Stations In Sponsoring Drive for War Finance

EVERY CANADIAN station will be used in the second Victory Loan drive campaign for $600,000,000, which starts Feb. 16. All will carry paid broadcasts, and most will be used for some of the sustaining features planned for the four-week period starting Feb. 8 by the Department of Finance officials and the National War Finance Radio Committee.

For Young People

To attract young people, many of whom are working for the first time, Mart Kenney and his orchestra will be heard on Toronto's CKFJ, on a 51-station net, Monday evenings 10-10:30 o'clock (EDST). Commercials will be interspersed in this program from young workers. On Wednesday evenings at the same time over the same network will be heard radio adaptations of current motion pictures, with Canadian actors depicting scenes from current, action, spy and other motion pictures.

On Friday evenings, 10 to 11, all-star variety shows are planned on the Canadian network, with leading American stars from stage, screen and radio contributing their services. A committee is in charge in New York arranging these shows.

Eighteen English-speaking stations not carrying the network shows will use, Mondays to Saturdays, after the 10 o'clock news, an English-speaking series of five-minute talks starting Feb. 2 for one week on a sustaining basis.

Producers Rupert Lucas, Rupert Caplan, Frank Willis and John Adaskin, have been engaged in dramatizing the semi-weekly spot announcements daily, while the network stations will use one of these transcribed spots daily six times a week.

French language stations, 13 in all, will carry a similar series out of Montreal. In addition these stations will use a preliminary educational series of five-minute talks starting Feb. 2 for one week on a sustaining basis.

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WSSA Granted Permit For 100-Watt Booster

TO IMPROVE its daytime signal, WSSA, Cincinnati, last Tuesday was authorized by the FCC to install a 100-watt booster amplifier. The station operates on 1380 kc, with 5000 watts day and 1000 watts night, but holds a construction permit for 5000 watts full time. The booster will be used day-time only as an amplifier.

The FCC also granted KIEM, Eureka, Cal., a modification to increase night power from 800 watts to 1000 watts, subject to proof of interference protection to Canadian Station CKVI (now CJV1), Victoria, B. C.

Lawrence Elected As Vice-President

Iowa Broadcasting Co. Also Advances Hill, Quarton

ELECTION of Craig R. Lawrence, commercial manager and assistant general manager of KSO and KRNT, Des Moines, as a vice-president of the Iowa Broadcasting Co., which also operates WMZ, WNLX and WNAK, Yankton, was announced at the company’s annual meeting.

Luther L. Hill, vice-president and general manager, was elected executive vice-president and treasurer. Sumner Quartzon, of Cedar Rapids, who directs WMT of the Cowles group, also was elected vice-president.

Other officers are Gardner Cowies Jr., president; John Cowies, vice-president; Fred A. Little, secretary; Arthur R. Corley, assistant treasurer and assistant secretary.

Wide Experience

Mr. Lawrence started in radio in November, 1932, a month after KSO began operating. Before that he had been associated with the Pauli Corp., which was engaged in advertising and merchandising dry goods for small retail stores. He joined Continental Adv. Agency in 1926, this company later becoming the Pauli Corp., with headquarters in Des Moines and offices in Chicago, New York.

While serving in the New York office he resigned to join KSO as merchandising manager.

Mr. Lawrence was born in Oskosh on Nov. 6, 1904, graduated from Escanaba (Mich.) high school and attended Iowa State College School of Journalism, at Ames. He is married and the father of two boys.

WABC Night Rates

WABC, New York, which has been testing all-night operation since Dec. 8, 1941, on Jan. 19 opened the 1-6 a.m. period to sponsorship and announced its schedule of announcements during the five-hour shift. Jesse Sparks, former announcer for the CBS FM station, W67NY, will be in charge of broadcast operations during that time, and definite announcers are to be assigned. Half-minute slots are $25 for one time and $140 for seven times; 100-word live announcements cost advertisers $20 for one time and $112 for seven times. Early morning rates are subject to WABC’s usual call rate discounts and daytime acceptance policies.

BYE-BYE PARTY was given by staff members for Joseph E. McCormick, executive assistant to the station; recently when he was called to active service in the Navy as a warrant officer. Gathered outside the studios, just before the Naval Reservist hopped into his auto to report for duty, were (l to r) Marilyn Morgan, assistant to the program director; Jesse Sparks, chief announcer; Clarence Landress, chief engineer; Mr. McCormick, seated on his Gladstone; Dorothy Holt, publicity director; R. W. Rounsaville, general manager of the station.

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Baseball Plans

H Y D E PARK BREWERIES Assn., St. Louis, through its newly-appointed agency, Young & Rubicam, Chicago, is negotiating to continue its baseball program for broadcast on the Browns and Cardinals ball games on KXXK, St. Louis. Understood Fairstaff Brewing Corp., St. Louis, has the present agency. Sheriff K. Ellis Co., Chicago is also negotiating for the games.
Are they listenin' in the Valley?

--WELL WHAT DO YOU THINK?

The thousands of listeners throughout Tennessee, North Georgia, Alabama and Mississippi look to WLAC for outstanding radio entertainment. They are not only listenin'... they are buyin'!

Now Carrying

239
SPONSORED PROGRAMS
PER WEEK

Columbia-Local-National Spot

WLAC Nashville, Tenn.
CBS ★ UP NEWS

THE STATION OF THE GREAT TENNESSEE VALLEY

* Going soon to 50,000 WATTS

J. T. WARD, Owner ★ F. C. SOWELL, Mgr. ★ PAUL H. RAYMER CO., Nat'l. Representatives

--not only POWER where power counts most
-- but PROGRAMS that please most, too!
WHAT IS IT...

... that pulls the mask off radio circulation
and presents listeners as people—not mere mathematical digits?
... that can tell you precisely the income
groups you are—or are not—
reaching with your program?

... that shows you how many men, women and
children are listening to your program
in any one home?

**ANSWER**

"The WOR Continuing Study of Radio Listening in
Greater-New York".

Yes, here for the first time a radio station tells you, in
terms of people, what listeners like and dislike, what they
respond to and what they don't.

This personal interview study goes on continuously—
daytime and evening, month after month—checking beyond
mere likes and dislikes. Checking continuously for the first
time into such vital questions as ... what commercial
radio programs and products command the greatest
listening attention by the public ... what programming
and commercial devices have proved most profitable.

These findings are not for the exclusive use of WOR
and its sponsors. They are—with certain confidential
restrictions—available to all advertisers and agencies.
Their purpose, obviously, is to give our present and
prospective sponsors a greater profit for their radio dollar.

**WOR**
at 1440 Broadway, in New York
NBC, Blue Name West Coast Staffs' Executives Are Drawn Mainly From Personnel of NBC

REALIGNMENT of personnel for Pacific Coast operations of the NBC-Red and the new Blue Network were put into effect Feb. 1. Announcement was made by Sidney Strotz, NBC Western division vice-president and Donald E. Gilman, who holds a similar post with the Blue. Operations of both will continue from the NBC Hollywood and San Francisco buildings. NBC will handle all radio and other facilities to the Blue.

Under direction of Mr. Strotz, heading NBC western division departments at Hollywood headquarters are John W. Swallow, program; Sydney Dixon, sales; Walter Bunker, production; Harold J. Bock, publicity; Robert J. McAndrews, sales promotion.

Nelson Heads KPO

A. H. Saxton is chief engineer, with Frank W. Truitt, assistant, and Lewis S. Frost, assistant to the vice-president. Mr. Strotz further revealed that Al Nelson will head KPO, San Francisco, as general manager. Mr. Nelson, Robert Seal, program manager, and George Greaves, chief engineer. Kay Barr is publicity director and A. G. Dieudrich, chief auditor.

William B. Ryan, NBC San Francisco sales manager since 1937, has been appointed manager of KGO, the Blue Network station in that city. Robert Dwan, with NBC as public relations officer, has been made KGO program director, with Gilbert Paltridge in charge of sales promotion.

Orcan Stations Form News Board

BECAUSE the smaller Oregon stations do not maintain fulltime newsmen to edit and rewrite copy, the four large Portland stations, KGW-KEX and KOIN-KALE, have set up a plan in cooperation with Associated Press and United Press whereby the smaller stations will have the advice of Portland newsmen on what stories are to be withheld from the air. Arden X. Pangborn, managing director of KGW-KEX, has directed his news staff to notify AP when stories are to be withheld from the air. KOIN-KALE extends the same service to UP. The news services in turn advise their clients throughout the State via teletype.

Marine Comedy Stays

BECAUSE of its unusual popularity and high CAB rating, the Blue Network program, Captain Flagg & Sergeant Quirt, is continuing on the network as a regular sustaining feature, Sundays 7:30-8 p.m. The program was announced through Jan. 25 by Mennen Co., Newark, which was forced to cancel the show because of alcohol and glycerine, ingredients of its shaving cream and talcum products.

Food Firm Testing

TRINDAD BEAN & ELEVA-
TOR Co., Denver (Cookquil dried beans, peas), recently started a test campaign using transcribed dramatic spot announcements 10 times weekly on KYA, San Francisco. The campaign is to introduce the brand name Cookquil in the San Francisco area. If successful, it may be extended to other stations. Agency is MacGruder & Co., Denver, Colo.

NBC Latin Expansion

THREE STATIONS have been added to NBC's Pan American Network, bringing the total to 120 stations located in each of the 20 Latin American republics. New stations are Radio Trujillo at Trujillo, Dominican Republic; La Voz de los Andes at Merida, Venezuela, and Emisora Electra at Manizales, Colombia.

KEY MEN of BLUE NEWORK discuss plans for the future as the new company prepares for its first day of independent operations Feb. 1. Seated at the table (l to r) are: Murray B. Grabhorn, national spot sales manager; John H. Norton Jr., station relations manager; Fred M. Thrower, general sales manager; Keith Kiggins, vice-president in charge of stations; Edgar Kobak, executive vice-president; Mark Woods, president; Lunsford F. Yandell, vice-president and treasurer; Milton C. Bock, manager of Blue Network sales; George M. Benson, eastern sales manager; John H. McNeil, manager of WJZ; E. P. H. James, director of publicity & promotion. Personnel of the network in other cities has been almost completed.

Quaker Oats Plans

QUAKER OATS Co., Chicago (Aunt Jemima flour), is considering the placement of spot announcements in key markets to supplement the present schedule of 16 stations carrying the five-minute transcribed Aunt Jemima program. The program, which is said to be bringing excellent results, is heard six times a week on WABC WEEI KYW WJR WTAM WGN KNX WBAL WCPQ; thrice weekly on WEAF and WJZ, New York; and KFRC and KPO, San Francisco; once a week on WOR, New York. The latter six stations were added in January, the others renewed through the agency, Sherman K. Ellis & Co., Chicago.

Craven Represents FCC

COMMISSIONER T. A. CRAVEN, radio engineer, was named last week to represent the FCC on the Interdepartmental Radio Advisory Committee in lieu of Chief Engineer E. K. Jett. Lt. Jett is occupied with affairs of the National Defense Communications Board. Commissioner Craven was formerly on IRAF when he was FCC chief engineer.

Eastern Program Post Of NBC Given Miller

WILLIAM BURKE MILLER, NBC director of talks, has been appointed eastern program manager of the network by C. L. Menser, NBC program manager, succeeding Phillips Carlin, now Blue Network vice-president in charge of programs.

"Skeets" Miller joined NBC in 1927 as special writer for the press department, later becoming assistant manager of that division. NBC executives created a special events department in 1930 with Miller in charge. In 1936, he was made program manager, a position he held until January, 1941, when he was appointed director of talks to coordinate the problems of talks on controversial subjects, forums and debates.

Price Control Bill Passes Congress

PROVIDING essential protection against price-fixing for newspapers and radio advertising, the House and Senate last Monday and Tuesday accepted a conference version of the Emergency Price Control Act of 1940 that授权 except to prevent—Congressional controversy for six months, not only specifically exempts advertising, newspapers and motion pictures from price controls and authorized to a Price Administrator, but also exempts them from licensing provisions [BROADCASTING, Nov. 17, 1941]. The advertising safeguards provided in the House version, passed Nov. 22, were also finally provided in the Senate version, approved Jan. 10.

Specifically exempt from the definition of "commodity" subject to the price controls of the Act were "rates charged by any person engaged in the business of operating or publishing a newspaper, periodical, or magazine, or operating a radio-broadcasting station, a motion picture or other theater enterprise, or outdoor advertising facilities". The Act, as approved by the House and Senate, also provided that no sales license "may be required as a condition of selling or distributing (except as waste or scrap) newspapers, periodicals, books or other printed or written material, or motion pictures, or as a condition of selling radio time".

Another section of the Act, covering market practices, declared: "The prices in the interior of the Nation shall not be used or made to operate to compel changes in the business practices, cost practices or methods, or means or aids to distribution, established in any industry thoroughput circuitription or evasion of any regulation, order, price schedule, or requirement under this Act."
Continues With

MORE "FIRSTS"

In NATION-WIDE Popularity Polls

Motion Picture Daily
POLL SHOWS
KSD-NBC CARRIED
The FIRST 3
Champions of Champions
The FIRST 3
Outstanding New Stars

RADIO DAILY
POLL SHOWS
KSD-NBC CARRIED
6 of the FIRST 7
FAVORITE PROGRAMS
8 of the FIRST 10
Favorite Entertainers

It's KSD-NBC for the BEST in GREATER ST. LOUIS

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES
The best informed man in the world

Herb Chason hasn't been to town for weeks. Passed a couple of friends on the road, though, and got some of the news about what his neighbors did last week.

But Herb knows what happened today on the Malayan Coast, and he could give you a pretty fair picture of the shifting battle between Russia and Germany (even saying Kuibyshev so you could understand it). What's more, he's got a lot of personal admiration for Donald Nelson, and he and Mrs. Chason have $60 saved for a Defense Bond.

Not that men and women in his county look up to Herb especially. Most everything he knows, they know. So do the people in Barton, twenty miles away, and so do the people in Memphis, where the Chasons go once or twice a year.

Not everybody, of course, gets all his news from radio the way Herb Chason does. But millions like Herb on farms, and in small towns, do get all their news from radio most of the time. And millions more who are eager readers of the daily press are still more eager radio listeners.

The Columbia Network has 89 regularly scheduled news broadcasts each week—some from Batavia and Moscow and London, going straight to Herb Chason. And some from CBS news headquarters in New York—the famous Studio 9.

The CBS news staff is generally conceded to be outstanding in radio journalism. And throughout the war, it will devote itself to seeing to it that Herb Chason and his 130,000,000 fellow Americans remain the "best informed people in the world."

COLUMBIA BROADCASTING SYSTEM
ASCAP APPROVES DISC FEE BASIS

CLEARANCE at the source of electrical transmissions on the “8½ and 2½ basis” has been approved by ASCAP with frequency and agency commission discounts, John G. Paine, ASCAP general manager, advised NAB President Neville Miller last week.

Mr. Paine told the NAB-BMI President he had now been empowered “to clear electrical transmissions at the source on the 8½ and 2½ basis, in accordance with my letter to you of Sept. 3, 1941, and we will allow from the gross amount paid for the station time, a deduction of the frequency discount and a deduction of a 1½ agency commission, if and when paid.”

ASCAP will require clearance at the source only for such stations as may be requested by the advertising agency or transcription company, as the case may be, Mr. Paine said. He added that ASCAP “will not require clearance at the source for stations having written license agreements, either per program or blanket, to whom the transmissions may be sent by ASCAP or a transcription company for any reason wishes to include such stations.”

MHS Discussions

Conversations between executives of MBS and ASCAP continued last week, but again no progress was reported toward a settlement of the differences of the network and Society interest getting the “favored nation” clause in their contract or in working out such a provision as the following: “Whereby rate schedules of ASCAP and MBS...”

Contracts signed by CBS and NBC (the latter also covering the Blue Network, which has taken over intact all such contracts made by NBC and covering Blue Network operations) call for the networks to pay to ASCAP 2½% of net time sales revenue on commercial programs and sustaining fees of $200 a year for each regular affiliated station.

Under the contract between ASCAP and MBS this network pays a commercial percentage of 3% of net time sales for four years (or until May, 1945) and of 3½% from then until the end of the contract, 1949. MBS also pays an annual sustaining license fee of $1 for each of its affiliates which has an individual blanket license from ASCAP for sustaining programs.

Both ASCAP and Mutual agree that under this contract, ASCAP last year has generally eliminated the practices at which the various state anti-ASCAP laws were aimed. By permitting its members to license their music individually to the broadcasters, hotels, theatres and other users of music, ASCAP believes it has surmounted the major objections to its operations which brought about such state legislation, and that in such states as Florida and Kansas only minor modifications are necessary to permit ASCAP to operate legally in those states.

In other states, where the existing laws can not practically be complied with, the users of music, including some of those who most strongly supported the legislation when it was passed, are uniting with ASCAP to secure the amendment of revocation of these measures. In South Carolina, for example, the governor recently vetoed a bill anti-ASCAP law and the state Senate unanimously upheld the veto.

Papers were served last week against ASCAP and the individual directors of the Society in an action for money claimed to be due him instituted in the New York Supreme Court by Arthur Schwartz, one of the most prolific composers of popular music among ASCAP members. Mr. Schwartz alleges that in June, 1939, the board improperly rejected his request for reclassification from Class A to Class AA and that this reclassification was not made until October, 1941. He is asking for an accounting of funds and for damages in the amount of the difference between the payments he actually received from ASCAP during the two-year interval and those he would have received as a Class AA member.

In 1940, Class A writers received $13,857 and Class AA members $15,476. 1941 figures are not yet available. Counsel for Mr. Schwartz is the law firm of Winthrop, Stimson, Putnam and Roberts.

ALL OUT for the purchase of Defense Bonds and Stamps is the staff and management of WOPI, Bristol, Tenn. Staff members are, first row (l to r): Russell Robinson, operator; Mike Cady, continuity director; Ross Nelson, Bill Murphy, announcers. Second row, Eugene Dickerson, junior; Robert Daugherty, technician; Charles McEwen, announcer; Mary Perry, accountant; Mrs. Bill Murphy, stenographer. Last row, F. Rogers, program director; Roy Russell, commercial manager; W. A. Wilson, president and general manager; R. H. Smith, chief engineer, and Mrs. Guy Abell, traffic manager. James C. Wilson, technician and Mark Thompson, operator, are not in the picture.

Wisconsin Broadcasters Hold Sessions in Racine

BUSINESS SESSION of the Wisconsin Broadcasters Association was held Jan. 25 in Racine, preceding the general open meeting of the Wisconsin League of Radio Stations last Monday. Sessions were held in St. Joseph, Mich., by NBC and CBS radio were given by C. E. Arney Jr. of the NAB and Maj. Glenn R. Douglas, of the Air Corps in Chicago. Meeting was attended by representatives of WIBU WHBL WJRN, WITC, WFWR WCLO WTAQ, WHBY.

Election of League officers resulted in naming of James F. Kaylor, WIBU, as president; James A. Wagner, WTAQ, vice-president; Don Burt, WSAU, treasurer; Jack Bumard, WATW, Ashland, secretary; Ed Allen, WIBA, Madison, and Harry Lee McEwen, WJRN, Racine, directors.

BMM Conserves Paper

AS ITS PART in the campaign to conserve paper BMM is eliminating the customary "inserts" in sales copy distributed in its surveys and eliminating or reducing in the use of paper in professional copies and orchestrations, according to an announcement by M. E. Tompkins vice-president and general manager who estimated that the savings will amount to several thousand pounds of paper now used in sales copies, one-half that used in professional copies and one-quarter of that used in orchestrations.

Schools Testing

ASSN. OF TRAINING SCHOOLS, New York, is conducting a quarter-hour test program featuring in dramatic form technical courses offered and their place and need in industry during the present emergency, on WOV, New York. Seven schools are cooperating in the program dealing with radio, television and radio activity if test is successful. Show is produced by Loye Minor, head of WOR Staff, New York, the agency handling the account.
WPTF in Raleigh is North Carolina's No. 1 Salesman!

680 KC NBC Red
50,000 Watts

FREE & PETERS, INC. National Representatives
Ed Cooper Given Appointment As FCC Assistant Secretary

Wheeler Aide Takes Post Vacated by Reynolds; Handled Several Senate Committee Inquiries

APPOINTMENT of Edward Cooper, of Montana, aide to Senator Wheeler (D-Mont.), and a former newspaper and communications writer and assistant secretary of the FCC was unanimously approved last Tuesday by the Commission. He fills a post that has been vacant since the spring of 1933 when John B. Reynolds, now general manager of WKWK, Wheeling, W. Va., resigned after a tenure of a decade.

Well-known in Washington Congressional, newspaper and communications circles, Mr. Cooper since July, 1939, has been chief of staff of the Senate Interstate Commerce subcommittee investigating telephone. He also acted as committee clerk during the hearings last June on the White Resolution, and on other proceedings involving radio and communications legislation.

War Functions

While the functions of assistant secretary, under Secretary T. J. Slowie, relate primarily to matters of budget and personnel, Mr. Cooper’s familiarity with a wide range of Government-communications activity is expected to result in duties outside the purely administrative phases. With the FCC devoting more and more attention to war communications activities, under the policy direction of the Defense Communications Board, it is presumed the secretary’s office will figure prominently in organizational developments.

Mr. Cooper is not expected to assume his new post, a Civil Service assignment, until preliminary requirements as to classification are cleared. He will begin work the middle of the month, however. There were a dozen candidates for the post, it is understood.

In New York City on Oct. 21, 1938, Mr. Cooper was raised on a ranch in Montana and calls the state his home. He attended grammar and high school in Butte, Montana, and made a one-day, 90-mile train ride to a school in Butte, having to take a one-way, 90-mile train ride and boat trip to reach his school. After graduating from Butte High School, he worked in the newspaper business as a reporter and editor. He continued his education at the University of Montana, where he received a degree in journalism. In 1935, he was appointed as assistant secretary of the FCC, a position he held until 1939.

In February, 1934, to join Congressional Intelligence, a factual Washington news service. During five years there, he served as reporter, writer and finally managing editor. He edited and supervised publication of a number of daily and weekly reports, as well as the five-volume City “Factual History of the New Deal.” He procured a leave of absence in July, 1935, at the request of Senator Wheeler, to become chief of the Senate Interstate Commerce staff investigating telegraph.

Following the two-year investigation of telegraph companies, he prepared the official report and recommendations of the committee submitted to the Senate last October. He has been a contributor to a number of books, including a stint as Washington correspondent for Literary Digest.

Mr. Cooper is the former Mary O’Hagan, of Butte. Mr. Cooper is the son of Mr. and Mrs. John Cooper, of Butte. The couple has three children, two daughters and a son.

Mrs. Cooper is the former Mary O’Hagan, of Butte. Mr. Cooper is the son of Mr. and Mrs. John Cooper, of Butte. The couple has three children, two daughters and a son.

NET RADIO BOOTHS IN ARMY OFFICES

TO FACILITATE network pickups of war news, special broadcasting booths have been installed in the Radio Branch of the Bureau of Public Relations of the War Department. Since the beginning of the war NBC, CBS and MBS have maintained temporary lines into the War Department. Permanent lines now are being routed to the new booths, which are to be used on occasion by network newsmen and commentators in handling war communiques and other war news direct from the Munitions Bldg., in Washington.

The staff of the Radio Branch, under direction of E. M. Kirby, plans to gear operations to cooperate with the networks in handling such news breaks as may arise during particularly active war news periods. At present an 18-hour daily schedule is maintained seven days a week.

John Cullom, formerly of WLAG, Nashville, recently joined the Radio Branch as agency contact man. A full-time employee, he is to begin work with the World Broadcasting System and in the agency field.

Joseph R. Cramer, also of WLAG, Nashville, has been transferred to WJZ, New York, where he will continue as agency contact man.

Louis G. Cowan, head of Louis G. Cowan, Inc., Chicago program firm, and consultant to the Office of War Information, has also joined the Radio Branch on a part-time basis as a special consultant on programs and production.

NEW transmitter schedule sheets for WDMJ, Youngstown, Ohio, are to be issued. The station is the order of Chief Arthur C. C. with a minute upper page inscription reading, “Keep ‘Em Hauling!”

Named by FCC

Schenectady Grant Proposed by FCC
Decision Would Also Deny Van Curer Application

WINSLOW LEIGHTON and George R. Nelson, partners in the advertising agency of Leighton & Nelson, Inc., produced many large radio accounts, head Western Gateway Broadcasting Corp., proposed last Tuesday by the FCC to be awarded a construction permit for a new low-power station in Schenectady, N.Y.

The Commission proposed denial of a rival application by the Van Curer Broadcasting Corp. for the same facilities. Facilities would be 250 watts unlimited time on 1240 kc. Schenectady at present has one other station, General Electric’s 50,000-watt WGY on 810 kc.

Other Stockholders

In addition to Messrs. Leighton and Nelson, each with 26 of the 96 shares of stock so far issued and who will be president and vice-president, respectively, the successful applicant’s ownership includes David A. TerBush, local insurance agent and member of the city bowling team; with 10 shares; James T. Healey, newswriter and radio commentator, 4 shares; William G. Avery, president of the local Morris Plan Bank as well as secretary of Van Curer Gateway, 2 shares; eight other stockholders with minor interests not exceeding 5%.

The FCC on Aug. 14, 1940, had granted the charter of the Van Curer Broadcasting Corp., headed by Mayer L. Cramer, oil dealer, for a new station on 1210 kc. with 250 watts with call letters WGMA [BROADCASTING, Sept. 1, 1940]. Subsequently, however, upon consideration of petitions of Western Gateway Broadcasting Corp. and Mohawk Radio Inc., also applicants for the same station, the Commission rescinded the new station grant, designating it for further hearing.

The Commission in its proposed finding announced last week concluded that Western Gateway was qualified in every respect for the station sought. The same findings stated in regard to the Van Curer application: “As already shown, one of the three directors of Van Curer Broadcasting Corp., while testifying under oath, deliberately must have been aware of the payment for stock in the company and it was only after consistent cross-examination that he finally revealed the true facts in connection with the grant.”

The FCC therefore concluded that since they are, of necessity, required to rely largely upon statements of licensees in determining such matters and taking cognizance of the fact of the witness to mislead the Commission, and his connection with Van Curer, the FCC was of the opinion that the applicant was not qualified to become licensee of the station sought.
GLEN LAW heads the KRNT News Staff. Five years of able presentation of news have made him an outstanding favorite of Central Iowa listeners.

CARTER REYNOLDS is one of the outstanding WMT newscasters who hold the spotlight before news-conscious listeners in Eastern and Northeast Iowa.

MERRILL MULREADY heads the news staff at WNAX. He handles several newscasts himself, as well as directing the station's efficient news department.

ROD HOLMGREN came to KSO after years at WOI, the Iowa State College station at Ames. Listeners all over Iowa know him and like him well.

News is hot. And listeners demand it hot! Moneyball listeners depend on the Cowles Stations for news—news that's fresh—accurate—calmly and ably presented. The newscasters pictured are only four of a staff of 15 men trained for one thing—the able presentation of news when and how our listeners want it.

These listeners, too, have discovered that only the Cowles Stations, in this territory, give them world and national news as reported by both Associated Press and United Press, plus news of local interest gathered on the spot.

When you put these news facilities behind your product over the strategically located stations in The Cowles Group, you get results from a genuine news service that can't be duplicated by a "we-cover-everything" station.

Results count! And the Cowles Stations do get results.
SAVING POWER is saving dollars. It's always been important. It's especially important these days when power and national defense are partners.

Saving power is advantage No. 1 in the list of benefits you get from the Westinghouse 50,000-watt Broadcast Transmitter. Example: At average modulation the 50-HG uses only 115 kw input compared with 135 kw and 143 kw respectively, for two other 50 kw transmitters available at the time the 50-HG was introduced.

This emphasis on power saving is no accident. In designing this transmitter Westinghouse engineers set out to achieve low operating cost because Westinghouse, as an operator of commercial broadcasting stations since the industry's earphone days, knows the importance of low operating cost in commercial station management.

Out of this same operating knowledge have come other advantages which add up to new operating convenience, high fidelity transmission, and extra protection against program interruptions. That's why the Westinghouse 50-HG is a good set to become acquainted with.

**KEEP AN EYE ON THESE STATIONS...**

For new light on today's 50,000-watt broadcast transmitters look at WBAL, WPTF, WKBW, KDKA, and WBZ. In each of these stations you find the Westinghouse 50-HG Transmitter—a set that revolutionized transmitter design, a set that meets the commercial station's most important requirements, a set that embraces knowledge acquired through 20 years of actual station operating experience. Result: low operating cost, air-cooled tubes throughout, fuseless operation, surgeproof metal rectifiers, and other equally important advantages. That's why we say "Keep an eye on these stations."
FCC Court-Nipped
THE FCC GOT more than it bargained for when it went to the legal mat with Publisher (now Naval Commander) James G. Stahlman on its right to subpoena witnesses for its newspaper-divorce inquiry. Unwittingly, it collided with the audacious juridical fact that its inquiry, at least insofar as a majority of the U. S. Court of Appeals for the District of Columbia is concerned, is a forlorn hope. The court made it abundantly clear it will not condone discrimination against newspapers as broadcast licensees.

As reported in this issue, the preponderant legal view in Washington is that the FCC won the battle but lost the war. In measured phrases, Chief Justice D. Lawrence Groner, supported by Associate Justice Fred M. Vinson, told the FCC that while it legally can conduct the inquiry, it can't do anything about newspaper ownership of stations under the existing statute or under established court precedent.

In significant language, Chief Justice Groner served notice on the FCC that, all things being equal, the FCC can't deny a newspaper the privilege of operating a station. This issue was not squarely before the court; the only question involved in the appeal was the right of the FCC to subpoena witnesses for such an inquiry. Yet, in its dicta, the court put its finger on the heart of the controversy, and without equivocation told the FCC what it thought.

Even the FCC's right to conduct the inquiry was circumscribed in the momentous decision. The Commission can't indulge in a fishing expedition and require witnesses to bare their records “in the hope that something will turn up, or to invade the privacy protected by the Fourth Amendment“, it commented. That's precisely what the FCC's investigating staff undertook in the pre-hearing phases, according to industry spokesmen.

The sudden and totally unexpected comment of the court (lawyers call it dicta) is causing the FCC's majority no little consternation. Only a week before, the FCC's majority for the second time denied a request of the Newspaper Radio Committee that the proceedings, which have limped along since last July, be suspended for the duration. The majority said it would be in the public interest to rush the proceedings to a conclusion, holding it would be a benefit rather than a detriment in the war effort.

The Commission might have been spared the humiliation it now must shoulder had it heeded the deferent request. It has been told now that it is fighting a lost cause. The majority, however, obviously clings to its contention that it is conducting the inquiry with an open mind; that the court has upheld its right to make the investigation, and that the public interest is being served.

Nevertheless, the court's thumping opinion can only be interpreted as a repudiation of the FCC. One cannot banish the thought of the many thousands of dollars in public and industry funds that have been expended; of the valuable man-hours frittered away, and of the anguish caused an industry.

The light of the ruling, it would appear that the FCC now has a sound reason for holding newspaper applications in its "suspended" file, since the court directs that all applicants must be treated alike. A test case on this score would prove illuminating.

Comdr. Stahlman's defiance of the FCC's subpoena, ably advocated by Attorney Elisha Hanson, transcended the mere issue of appearance before the FCC. He challenged the Commission's right to conduct an inquiry calculated to discriminate against newspaper or other applicants for facilities. The principles for which the litigation was initiated now have been established.

And the FCC's majority, Commissioners Crane and Colvin who have consistently opposed the newspaper inquiry, can properly feel their judgment has been sustained.

Chips, War & Abuse
SINCE THE WAR began, expressions have come from the FCC, the Department of Justice and other Governmental regulatory agencies that the civil statutes haven't been suspended and that business in the investigatory, regulatory and litigation lines must go forward as usual. "Let the chips fall where they may" is the approach.

The same approach, it seems to us, should prevail in Congress. For years, broadcasters have been demanding a reappraisal of the 15-year-old law governing broadcasting. There have been several half-hearted preliminary investigations during the last few years. Then the House Interstate & Foreign Commerce Committee decided it should do something about modernizing the law and clarifying its intent. Hearings were authorized, but no date has yet been set.

Since the war developed, however, there have been indications of lack of interest in such hearings, both within the industry and without. The FCC majority is opposed to a new legislative study.

Last week there suddenly developed a new demand for an inquiry—-from Rep. E. E. Cox [D-Ga.], ranking majority member of the House Rules Committee. He charges the FCC and its chairman with "monstrous abuse of power" and lambasts the "active and ambitious Gestapo" allegedly maintained by Chairman Fly. He alleges an attempt to "federalize all means of communications."

Those charges are serious. They have been heard before. Rep. Cox is no junior member of Congress. He is one of the recognized leaders in that body. Chairman Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee, likewise is one of the key members of Congress and he has seen the necessity for a reappraisal of the Communications Act.

If the civil statutes are not to be suspended, then it is the duty of Congress to undertake an inquiry into regulatory aspects of communications. And it's up to the industry it seems to us to prepare a comprehensive and formidable case for a revised statute that will spell out the functions of the regulatory authority and the procedure for all doubtful Grave charges have been made against the FCC. It should be given an opportunity to answer them.

Shepard: No. 1 Man
RADIO MAN No. 1 in Washington is John Shepard 3d, president of Yankee Network and for 20 years a practical broadcaster and industry leader. His selection as chairman of the Broadcasters' Victory Council wins spontaneous industry support because no broadcaster is more thoroughly conversant with industry problems or has displayed greater energy toward their solution.

America is at war. So is radio. Stern measures must be taken in the national welfare. Strong-willed men, familiar with radio's minimum requirements and having the industry's confidence as well as that of key Government figures, must be on the Washington scene.

It is most unfortunate that the industry has not been able to present a united front the last few months. The fact that the NAB, by virtue of personality reasons, has not been able to function adequately, made swift action essential. George B. Storer, as interim NIB president, established a strong group by effecting a coalition of the existing trade association, which drafted Mr. Shepard for the all-important Washington liaison assignment.

Whether all agree with the manner in which the Council was created is not of paramount importance. These are not normal times, and ordinary procedures cannot be followed. The fact that feelings may be hurt, or that conventions have not been adhered to, should not be taken into account.

Rough days are ahead—rougther than most broadcasters anticipate. With a man like John Shepard on the scene—a broadcaster who knows what it takes to run a station (and a regional network) for 18 hours a day, 365 days a year—every broadcaster can rest assured his maximum interests will be served. It's a thankless job for Mr. Shepard and for those others who will volunteer their services. The industry should be grateful it has such men around.
VICTOR MICHAEL RATNER

WHEN he was 14 years old, Victor Michael Ratner threw away his school books, lied about his age, and went to sea. Before he was 21, he had attended two universities, dropped out of both, and defeated Ed Don George in a college wrestling match.

Today he is working in an executive capacity at Lord & Thomas.

Ratner admits that his career set out in a number of different directions—sailing and studying and wrestling—until he became an advertising man in 1927. But from that time on, there has been single-mindedness of purpose and progress. Any personal history of him is not a record of travel or medals or dinner-table speeches—but of jobs started and finished and of definitive pieces of promotion.

Born in New York City on June 10, 1904, and educated in its public schools, Ratner turned rebel midway through high school and signed up on a ship. His boat had docked at England, France and Honduras before he returned to New York at fifteen as a full-fledged man of the sea. Then he went back to his textbooks and finished high school.

Ratner likes to poke fun at his own college career. He entered Columbia University and stuck it out for a year-and-a-half, then entered the University of Michigan and again dropped out after a year-and-a-half. He worked at both colleges, won the freshman championships.

At a small, very small agency to start with, Ratner joined the J. L. Arnold Adv. Co. as an office boy, and, within two years, had charged up to the top as a $80-a-week vice-president—but the depression caught up with this small firm and Ratner left in 1930 to join the CBS promotion department.

Ratner's history, in the next decade, follows the same sharp curve Columbia's. He started as a talented but obscure copywriter for a network that was just beginning to get sure-footed and to climb into nationwide audiences and advertising. Ratner's chief at CBS was Paul W. Kesten, now vice-president of the network but at that time newly-appointed director of sales promotion.

Kesten's early CBS promotion is legendary among network copywriters and indeed in the whole industry. It came at a time when radio had to prove itself, to show in intelligible but scientific terms that it belonged with other tested nation-wide media. Kesten's answer to that challenge—his kind of promotion—has been one of the strongest influences on the work of Vic Ratner. "Paul Kesten," Ratner frequently says, "created the trade pattern for CBS promotion. All I had to do was to follow the pattern he had set."

But it was not as easy as that. It was a demanding pattern that required tough economical writing—and an even tougher ability to think hard.

In 1935, Kesten was graduated to the CBS executive floor and Ratner took over as promotional director. He set an amazing pace in his five years as head of the department. CBS promotion was always skillfully adjusted to fit into the changing radio picture, pulling its oar harder than any other, and this has carried CBS to its present position.

An unusual feature of Ratner's work was that it often passed beyond the simple, hit-them-again-harder promotional formula and stretched into wider fields. Already famous in a select circle is the section in the CBS presentation, Radio Today, which explored the psychological reasons why radio is such an effective medium—quite apart from the enormous circulation it delivers.

In another field, radio news coverage, he turned out a new style of history book—Vienna and Crisis, which told the story which radio reported as it happened. Both these footnotes for historians of the future (and particularly the handsome Crisis volume) are treasured parts of many advertising men's libraries.

Toward the end of Ratner’s half-decade as CBS promotion director, he turned his attention to heavier and more heavily documented presentations and research pieces—for the general radio job had been well taken care

GEORGE H. JASPERT, commercial manager of WBT, Charlotte, has received notice from H. Y. Katenborn, NBC news analyst, of his eligibility to qualify as a "charter member" in the Twenty-Year Club. He participated Nov. 21, 1923, in the first election broadcast on KDKA, Pittsburgh.

BILL PAFE, owner of WWLA, Mobile, Ala., was honored by the 30th anniversary edition of The Gulf Coast Farmer, a monthly farm magazine, dedicated to him.

GEORGE MELLINJEY, member of the sales staff of KXOK, St. Louis, has resigned to Mt. St. Rose Hospital.

AL XELSON, editor of KPO-KKO, San Francisco, has been elected to the board of directors of the San Francisco Chamber of Commerce.

BOYD LAWLOR, station and commercial manager of WMJA, Covington, Va., resigned Jan. 31. No future plans were announced.

JAMES M. (DAN) MINIFIE, White House correspondent for the New York Herald-Tribune, was appointed radio editor of the Associated Press in Washington. He gives fortnightly Saturday evening broadcasts on an improvisational program.

CARROLL B. LARRABEE, former managing editor, has been elected to the board of Printers Ink Publishers Co., succeeding C. Roy Dickinson who has resigned to enter active service as rear-adm. a.-c. The former editor, has become managing editor, succeeding Mr. Larrabee.

JACK FOSTER, announcer of WCKY, Cincinnati, has been named night manager.

RALPH HARDY, account executive of KRL Salt Lake City, has been named coordinator of the station's defense activities.

LESLIE H. PEARD, sales manager of WJWL, Altoona, has been appointed a radio member of the Maryland State College faculty. Jack Mayer, WRAL publicity chief, has resigned to handle the promotion and publicity for the Council.

MAURICE DOLBIE, program director of WABI, Bangor, Me., has joined the Shakespeare Theatre, author of "The Bus That Nobody Loved," a playlet produced on the Columbia Workshop Feb. 1. He has written more than 200 plays for local broadcasts but this was his first network production.

PHIL ARAHAIMS, previously in the sales department of WMCA, New York for five years as active in the agency field, has joined the sales department of WBIN, Brooklyn.

of, and promotion was beginning to boil down to head-hardened, figure-studied studies.

Another thing that happened to Ratner, as CBS advertising chief, was that he was the head of a quickly-growing department; and, in the last few years, rather quickly absorbed in the executive operations of a vastly enlarged department.

Married to the former Letitia Ide, Vic has two children—four-year-old Stephanie and baby Timothy—and is endeavoring to become remarkably incompetent around the house, reads enormously, and (used to) love fast driving.

MRS. ANNE KENNY ROYAL, wife of John F. Royal, NBC vice-president in charge of international relations, died Jan. 26 at her home in New York, following a long illness. A native of Mount Sterling, Ky., Mrs. Royal was a graduate of St. Ursula Academy, Newport, Ky. In addition to her husband she is survived by a daughter, Schatsie Royal; two sisters, Mrs. Larry Enneking, of Mount Vernon, Ohio; and Mrs. William Guilford, of Mount Sterling; a brother, Albert Kenny of Newport, Ky.

Killed in Action

TWO FORMER members of the NBC page staff, Don Crocker and Jim Janis, have lost their lives in action in the war. Crocker, a Navy flier, was killed at Manila, but no details of his death were obtained. Janis, who flew with the French Army, was killed leading his company in the assault on Dien Bien Phu, in Vietnam. Former page at NBC, joined the Spanish Loyalists in 1937 and died from wounds in action.

Sydney Flamm to WBYN

SYDNEY J. FLAMM, formerly treasurer of WMCA, New York, has joined WBYN, Brooklyn, as vice-president of sales, charged with sales promotions and public relations to handle sales policies and supervise program planning. His secretary at WMCA, Florence Schwartz, has also joined WBYN in a similar capacity. New musical director of WBYN is Lee Grant, who held a similar post at WMCA.
**BEHIND THE MIKE**

DAN RUSSELL, production supervisor of CBS’ international division, has been named roving field representative for the Latin American network by Edmund A. Chester, CBS director of shortwave broadcasting and Latin America relations. He will go in the field for CBS in early March when the Latin American chain of 20 affiliates in 20 neighbor republics starts full operations.

DEI, CAMP, announcer and supervisor of the transcription department of WTAG, Worcester, has been appointed Industrial Specialist in the Radio Division of the National Dairy Council by Bill Brenna, formerly of WORC, Worcester, takes his place.

RAYMOND C. SIMMS, announcer of WFSU, White Plains, N.Y., on Feb. 6 is to marry Catherine Webster.

VERNON MARVEL, formerly of John B. Rogers Production Co., has joined the announcing staff of WBTM, Danville, Va. J. A. Black, head of the WBTM transcription department, has been married to Elizabeth Pentricas. Arch Morgan Jr., of the WBTM staff, plans to join John B. Rogers in Chicago.

SELWIN JAMES, foreign correspondent, on Jan. 25 started a Sunday series of CBS Network news from New York, during which he comments on international news.

VINCENT ROSCI of the accounting staff of WBBM, Chicago, has enlisted in the Marines.

ROBERT HAPPER, until recently Chicago manager of Columbia Management and prior to that production manager of the Radio Times, has joined the CBS Hollywood production staff, assigned to "1 Was There," screened Monday by Granpa Roberts. The series will be broadcast from CBSTV Studios.

DONALD LEW, former CBS Hollywood producer, has been assigned to the network as San Francisco production head.

TED HEDGER, NBC Hollywood producer, is on leave of absence to take over a writing assignment on the "Rusty Valley," a half-hour radio series for the National Dairy Products Corp., on Blue Network.

CLETE ROBERTS, program director of WCMI, Ashland, Ohio, has resigned. Bill Conrad, producer, is also leaving.

GAYE WHITMAN, Hollywood correspondent, has been signed in that capacity on 17 defense training shorts to be filmed under Navy supervision.

TOM FRANSEN, KP-JNECA, Los Angeles, announcer, has joined the Naval Reserve.

CLIFF DANIEL, program director of WQL, Pittsburgh, was hospitalized by a "street explosion" in the city.

EVELYN TOLIN, since 1937 a staff member of WEIR, Boston, has been named associate publicity director. Carol Savage has been named staff secretary to Walter Murphy, WEIR publicity director.

WILLIAM JOLESCHE, director of publicity and continuity at KROD, El Paso, has resigned to accept a position in the public relations department of the Blue Network in Chicago.

GUY RUNDJON, news commentator of KMUX, St. Louis, is the father of a son, John, to be named after the station's technical director.

GEORGIA LANE, Twin City stylist and home economist, has joined WDGY, Minneapolis, to handle new daily women's program.

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**AUTO IROY**

CATHERINE MORGAN, KFAC, Los Angeles, commentator who gives advice to politicians during his radio show, "The Country," during her four-weekly quarter-hour program, "The Backseat Driver," was seriously injured in an auto accident Jan. 23.

DOROTHY EDWARDSON, formerly of the St. Louis Post-Dispatch, has been appointed traffic manager of the Blue Network.

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**MEET THE LADIES**

W. A. O'CARROLL, Chicago Tribune correspondent in Sidney, Australia, has been appointed MBS news commentator from that country.

DAVID HALL, formerly of Columbia Recording Corp., New York, author of "The Record Book," a guide for record dealers, has written a program note for serious music broadcasts on NBC, under the direction of Brubaker, NBC manager of transcription. Hall replaces Richard Porter Lewis, who has joined the staff of National Concerts & Artists Corp.

KEN GIVES, sports announcer of WCIC, Charleston, W. Va., recently returned from a trip to Europe, will continue his duties for the CBS network.

ALVIN G. FLAVERIAN, former announcer for WRUF, Gainesville, Fla., has joined the announcing and production staff of WSB, Atlanta. The new announcer has assumed duties of the program director of WRUF, with Ernest Stanley succeeding Posts as continuity writer and publicity director.

LEW SARGENT, announcer of WEIR, Boston, is the father of a boy, Donald Lewis.

JOE DANA, KOY, Phoenix, chief announcer, is the father of a boy born Jan. 20.

JOCK FERNHEAD, NBC Hollywood scenarist, has resigned to freelance in short stories and radio scripts. Norton, formerly a writing staff member of the network's series department, will write the Blue network's West Coast "Children's Hour.

ELEANOR (Pat) HURLEY, secretary to Jerry Daunig, director of publicity for WOR, New York, has been named associate publicity manager of the department. Hurley succeeds Daunig who will succeed Miss Har- ley.

THOMAS K. KERRIGAN of the continuity and news staff of WTAQ, Mason City, Iowa, has been appointed publicity director of WTAQ.

LEO G. (Uncle Louie) REESE, announcer of WTAQ, Green Bay, Wis., recently became the father of a boy, his third.

DON C. HARVIES, formerly farm service director of KSOO and KELO, Sioux Falls, S. D., has joined KQAM, Pittsburg, Kan.

SAM ETTINGER, formerly of the defunct Philadelphia Evening Public Ledger, has left that newspaper to join the announcing staff of WIP, Philadelphia, replacing Carl Will, who left to become editor of the Daily News.

RAYMOND ROGERS, formerly with Eastern Air Lines, has joined the announcing staff of WSPH, WFIL’s FM station in Philadelphia.

GORDON SHAW, of the production department of CGKC, Kirkland Lake, Ont., has been named associate announcer of the Blue Network.

BILLIE RANDALL, of CBS Hollywood production department, is recovering from a recent appendectomy operation.

WILLIAM J. BALEY, formerly of the NBC announcing staff in New York, recently freelancing, has joined KYW, Philadelphia.

JACK DOWLER, freelance writer, has joined the script staff of WTAG, Worcester, Mass.

JOHN BRADFORD, formerly of WHIO, Dayton, has joined the announcing staff of WLCI, Cleveland.

ALVIN WILLIAMS, senior announcer of WMCA, New York, has been appointed chief announcer.

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**R. S. HERCOVICI, news analyst of WSAZ, Roister, has joined WTVN, Akron, where he will originate his MBS network programs.**

WILLIAM W. KENNedy, announcer of WMFF, Plattsburg, N. Y., is now in training at the Officers' Training School, U. S. Air Force, Quantico, Va. He is succeeded at WMFF by Earl Schlaafman, formerly program director of WNZH, Saranac Lake, N. Y.

PRIVATE CHUCK WALDMANN, chief announcer of public relations office, Turner Field, Ga., is announcing three-weekly field news on WPGC, Washington, D.C., as a part of the program of the Turner Field Orchestra on WTAL, Atlanta.

HARRY SPOONWOOD, program director of KONI-KALE, Portland, Ore., resigned as father of a baby girl, his second child.

POLLY GCHOWINDT has joined WPOK, Rockford, Ill. as assistant to William J. Hilliard, continuity editor, who resigned to accept a similar position at WOSH, Oakhodd, Wis.

RALPH WILLIAMS, publicity director of KKEY, San Jose, has entered the Marine Corps Candidates Class at Quantico, Va., and Elmo Ellis, studio engineer, is inducted into the Army at Ft. McPherson, Ga., Feb. 14.

LOUIS VINCENT, co-author of the Broadway show "Howdy Stranger," has been appointed a writer in the Chicago bureau of CBS. The writer is currently working on "Kay Thompson Under the Glass Slippers."

RICHARD COOPERMAN, former CBS page boy, has been appointed desk assistant in the CBS news room.

TOM DECKER, newscaster and continuity writer at KOKI, Portland, Ore., has been hospitalized with pneumonia.

BILL HINN, special events director of WMRC, Greenville, S. C., has joined the announcing staff of the Royal Air Force Broadcasting Service at London, England, as a newscaster, and is currently working on "Ray Thompson's Across the Pond."

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**WCMl NAMES TYLER**

As Head of Sales Staff

AL TYLER, formerly of WLNH, Laconia, N. H., has been named commercial manager of WCMl, Ashland. In the sales staff are Lorraine Ford, succeeding Woody First in Ashland. In Huntington, Manager Lee Newman has been in charge of sales.

John Wymer, formerly of WHIO, Dayton, has been promoted to chief of sales. Residents of the announcing staff are Gene Waters and Paul Clark. In the traffic department, Lota Segraves reports to George F. Harling, who is in charge of advertising.

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**BROADCASTING**  •  Broadcast Advertising

Page 34  •  February 2, 1942

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Is Your time BIG-TIME?

IT CAN BE . . . WITH THE RIGHT PROGRAM MATERIAL

No block of time on any station is productive in itself. It's what goes into that time that sells goods . . . it's the program that counts. And the feature you can recommend with confidence to advertisers—present with pride to listeners—is THE TEXAS RANGERS LIBRARY! More than 300 different selections—western, Latin, hill-billy, novelty, vocal and instrumental numbers, brilliantly produced and recorded in Hollywood by America's most versatile eight-man musical organization! At a new low cost, The Texas Rangers Library can make your time BIG-TIME any time!

The TEXAS RANGERS of CBS and Hollywood

Nationally famous Men of Music, who have built a loyal following of millions, coast to coast. Veterans of network commercials and sustainers—stars of outstanding transcribed spot successes for Old Gold, Socony-Vacuum, Mid-Continent Petroleum and others—featured in a whole string of big westerns . . . The Texas Rangers are ready now to appear on your station exclusively in your market!

TODAY, WRITE FOR YOUR STATION'S COPY OF THE TEXAS RANGERS' NEW BOOK . . . "ROPE 'EM IN"

SORRY BUT...

Kellogg's have sewed up the entire Texas market and Carey Salt has done likewise in the Kansas City area. All other markets are wide open . . . First come, first served!

The TEXAS RANGERS LIBRARY

AN ARTHUR B. CHURCH PRODUCTION

HOTEL PICKWICK 10th & McGee Kansas City, Mo.
1941 Business
(Continued from page 8)

A slight increase in confectionery advertising was noted, though the problem was complicated by reclassification of products. Network drug and toiletry goods advertising experienced growth, with dollar volume as compared with 1940, rising more than $5,000,000.

The personal increase has come since 1938, when its volume amounted to $2,000,000. The percentage increase for this class of business over the previous year was 20% in 1941.

Financial and insurance advertising experienced a marked drop since 1940, remaining comparatively unchanged in 1941, though advertising by this product class has nearly tripled since 1938. A slight increase in food advertising was noted, but the changes were obscured by reclassification of business types.

Jewelry and silverware advertising increased about 16% and was more than $5,000,000. Petroleum products and fuel, almost entirely comprising gasoline and motor oil advertising, rose about 40% in 1941 as compared to the previous year.

Net Product Data

Network advertising of soaps and household supplies increased 24% in 1941 as compared to the previous year, and experienced the second greatest gain in dollar volume—approximately $50,000,000.

Advertising by publications is estimated to have experienced the greatest relative growth of any product class, rising in the neighborhood of 50%. Travel advertising dropped sharply, as was expected. The necessary reshifting of minor classifications from recent years renders any analysis of the miscellaneous group impracticable.

Shifts in the relative use of national network advertising by different classes of products in recent years have resulted in significant changes in the percentage of gross billings represented by various product groups. These are depicted for 1935, 1939 and 1941 in the following table:

<table>
<thead>
<tr>
<th>Product Group</th>
<th>1935</th>
<th>1939</th>
<th>1941</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive</td>
<td>11%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Tobacco</td>
<td>14%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Confections &amp; soft drinks</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Gross billings</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Grocery</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Jewelry &amp; silverware</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Perfume products &amp; fuel</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Soaps &amp; kitchen products</td>
<td>6%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Publications</td>
<td>5%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Travel &amp; hotels</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>8%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Probably the most important tendency to be noted from the table above, Dr. Hettiger said, is the increasing concentration of network

Canadian Broadcasters Plan Discussion Of War Problems at Feb. 9-11 Meeting

THE THIRD wartime convention of the Canadian Assn. of Broadcasters to be held in Montreal Feb. 9-11 will deal mainly with the part Canadian broadcasting stations are taking in the Dominion’s war effort. Government officials and American broadcasters are on the agenda.

The convention will be conducted on a more formal basis than usual. Two luncheons and a formal dinner are scheduled.

Miller, Shirer Slated

Speakers include Herbert Lash, director of public information, Ottawa; J. W. G. Clark, director of Royal Canadian Air Force and Canadian Army public relations, Ottawa; Frank Ryan, formerly manager CKLW, Windsor, now of the public relations staff at the Workers Front, Ottawa; John Atkins, administrator of the Publishing, Printing & Allied Industries for the Wartime Prices Commission; Neville Miller, NAB president, Washington; Lynne C. Smey, NAB director of engineering, Washington; William L. Shirer, CBS commentator, New York.

First Permits for FM Awarded to Jersey Area

IN LINE with its establishment of a North Jersey service last year to alleviate the congestion of new commercial FM station applications as well as those already granted in the New York City service area, the FCC last Tuesday issued its first FM construction permits for use of this separate Jersey area.

Action represented a dual grant to Jersey City with New Jersey Broadcasting Co., licensee of WHOM, and Bremer Broadcasting Corp., operator of WAAT, receiving authorization for the commercial FM facilities. Stipulations were that use of the 49.1 channel to serve an area of 6,200 square miles for New Jersey broadcasters, while the Bremer CP is for 49.5 mc. with an identical service area.

The two are the first commercial high-frequency assignments in New Jersey.

Program Censorship Notes

WHIC, Hartford, Conn., and its FM station, WOHJ, Trade Board, has submitted the payroll deduction plan whereby employees are authorized to purchase U.S. Defense Savings Bonds, "rig" of the little Texas Daisy, the "Yodeling Cowgirl."".

WTOL, Toledo, has suspended its program, Union Station, which featured a weekly program of news and entertainment for that city. Sponsor of the show, Schiff Shoe Stores, agreed to the suspension for July.

In investigating the move the station said "it prided itself on honoring every suggestion which the various offices of the Government recommended." COMPREHENSIVE change in schedule, followed by subscription to certain stations of various national networks on a 'roll call' basis, and the potential broadcast of policy changes in the War Censorship Code, was instituted by WLAC, Nashville, after ROSA shows and an airport feature were eliminated. WLAC reports complete cooperation of sponsors with the station's studios with picked participants contract- ing and the station broadcasts being eliminated. WLAC also stated that it is in the process of making available to WLAC's studios with picked contestants participating and the station broadcasts being eliminated. WLAC also stated that it is planning to offer some broadcast content for WLAC's播送 with picked participants participating and the station broadcasts being eliminated.

Complete on air advice. Following suggestions of the War Censorship Code on "open-mike" shows to the effect that a sponsor is to be asked to sponsor the show, have been revised by Howard's and other sponsors of such shows. The programs have been revised to eliminate requests and is now of a variety nature. THE Wartime Censorship Code has been revised in either cancellation or revision of 12 weekly programs of WDHC, Hartford, Main Street, Hartford, nation-on-the-street show has been replaced by "the Main Street Show," sponsored by the Howard's Cleaners and A. C. Peterson Farms. Harry's Clothing Store is sponsoring a musical show to replace the Saturday morning show program. Six-weekly, 6-7 a.m. "Sleepy Jim's Bistro" currently sponsored by Howard's, has been re-arranged by Howard's and other sponsors of such shows. The programs have been revised to eliminate requests and is now of a variety nature. COMPLETE change in schedule, followed by subscription to certain stations of various national networks on a "roll call" basis, and the potential broadcast of policy changes in the War Censorship Code, was instituted by WLAC, Nashville, after ROSA shows and an airport feature were eliminated. WLAC reports complete cooperation of sponsors with the station's studios with picked participants participating and the station broadcasts being eliminated. WLAC also stated that it is planning to offer some broadcast content for WLAC's studios with picked participants participating and the station broadcasts being eliminated.

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WHEN CENSORSHIP resulted in excessiveness of daily newscasts on network-originated news and comment, WDBS, Phila- delphia, found it on its hands scores of defense stamps in specially designed booklets which it gave to each participant on the broadcast. Listen- ers are now being asked to write to the station criticizing any phase of the station's activities and suggest changes. The best suggestions earn defense stamps. COMPLETE change in schedule, followed by subscription to certain stations of various national networks on a "roll call" basis, and the potential broadcast of policy changes in the War Censorship Code, was instituted by WLAC, Nashville, after ROSA shows and an airport feature were eliminated. WLAC reports complete cooperation of sponsors with the station's studios with picked participants participating and the station broadcasts being eliminated. WLAC also stated that it is planning to offer some broadcast content for WLAC's studios with picked participants participating and the station broadcasts being eliminated.

SPIRIT OF FUN dominated recent welcome ceremonies bringing KQW, San Jose-San Francisco into the CBS family. Planters Peanut brought its show to San Francisco for the occasion. After the show, these four had fun (1 t r), C. L. McCarthy, KQW manager; E. H. Jenanyan, Planters manager in San Francisco; E. Edmund N. Morgan, president of the Hollywood agency bearing his name; Arthur J. Kem, CBS Pacific Coast sales manager (on bicycle).

Audience Gains Shown Since Attack on Hawaii

LISTENING audiences to evening network commercial programs have gained at least 15% as a result of the Pearl Harbor attack, according to a special analysis released by the NBC Research Division from tabu- lations of C. E. Hooper Nighttime network sponsored ratings. Analysis shows a 21% rise in aggregate ratings between the November and January surveys, while a study of the previous two winters shows a normal 8% seasonal gain was expected. According to the January study of listening by the Pulse of New York, there was a decrease in listening by New York- ers this month compared to the peak reached in December immediately following the Japanese at-
WHN's line-up of distinguished news commentators

FULTON LEWIS Jr.
by direct WHN wire from Washington

WYTHE WILLIAMS
"radio's ace shot caller"

FULTON OURSLER
dynamic editor of Liberty Magazine

GEORGE HAMILTON COMBS Jr.
former Congressman and five years on WHN

1540 Broadway • New York • BRyant 9-7800
Chicago Office • 360 N. Michigan • Randolph 5254

WHN
AMERICA'S MOST POWERFUL INDEPENDENT STATION

THE NEW YORK audience instinctively dials ten-fifty for news, because WHN offers the most complete news service, in number of features and commentators.

Look at 'em. Four of the biggest names in radio, and all of them heard regularly on America's most powerful independent station.

Then there's WHN's famed "NEWSREEL THEATRE OF THE AIR" (the feature that helped increase an advertiser's distribution six-fold), and thirteen newscasts a day of complete UNITED PRESS and ASSOCIATED PRESS news.

Still room for another advertiser or two in the WHN News schedule—but better get the dope from us right away!

50,000 WATTS
1050 KILOCYCLES
Wage-Hour Move
THE Wage & Hour Division of the Department of Labor, headquartered in Washington since it started operation in October, 1938, is scheduled to be moved to New York about Feb. 15 or March 1. New headquarters of the agency, charged with administration of the Fair Labor Standards Act, will be at 1560 Broadway, New York. About 500 employees are involved in the transfer, including a number of attorneys detailed from the Labor Department legal staff to handle wage-hour litigation. The Wage & Hour Division is one of about a dozen Federal agencies being moved from Washington under a decentralization plan to make room for mushrooming defense agencies.

"THAT REMINDS ME—THERE'S A BARREL OF BUSINESS IN THE RED RIVER VALLEY! AND WDAY'S SMART ADVERTISERS ARE SURE CASHIN' IN!"

WFNC Joins MBS
WFNC, Fayetteville, N. C., on Feb. 8 will join Mutual, bringing the total number of MBS affiliates to 197. Owned by the Cumberland Broadcasting Co., WFNC operates on 1450 kc. with 250 watts power unlimited.

Balter for Ziv
SAM BALTER, whose Inside of Sports was heard over the Mutual Network sponsored by Boyik Phillies cigars, has arranged with Frederic W. Ziv Inc. for a series of transcribed shows to be titled It May Never Happen Again. Transcriptions are being cut in the World Broadcasting System studios under the direction of John L. Simu, vice-president in charge of the Ziv New York office.

C. M. PASMORE
FOR SIX MONTHS of the year Saturday night is Hockey Night to Canadian radio listeners, and the man responsible for forming this habit with radio audiences is C. M. Pasmore, dean of Canadian timebuyers. "Pas" as he is known in the broadcasting and advertising industry, has been with MacLaren Adv. Co., Toronto, since 1929, when he started the radio department for this agency.

His experience with radio as a medium was nil; he didn't even own a radio receiver when Jack MacLaren, agency president, dumped the radio end of the Canadian General Electric account in his lap and told him to go ahead with it, expand it from one station to a network show.

From that first venture Pas (no one knows and he won't tell what the C. M. stands for) began hockey broadcasts for General Motors of Canada, first on Ontario stations, gradually increasing to coast-to-coast coverage till 25 stations were on the roster. The depression cut this to 18, and after 5 years General Motors was succeeded as sponsor of the Saturday night hockey broadcasts by Imperial Oil Ltd., subsidiary of Standard Oil. Under Imperial Oil's sponsorship the broadcast are now in their sixth year, are carried every week from Toronto on 25 stations, from Montreal in French on 8 stations, the largest sponsored weekly network show in the Dominion.

"Pas" has also handled other network shows for advertisers as Dominion Rubber, subsidiary of United States Rubber, Ontario Hydro, Tucett Ltd. (tobacco) and other nationally known Canadian firms.

He was born 53 years ago in Western Ontario, educated at Toronto, and entered newspaper work, holding executive posts with the former Toronto News and the Toronto Leader. He began to sell space in newspapers and magazines in 1923, then edited the advertising trade weekly Marketing at Toronto for a year, following which he was asked to form the radio department for MacLaren's.

Set Survey Shows New York in Lead
Has 11.9% of the 57,400,000 Receivers in the Nation

WITH AN estimated 6,750,000 sets in use, New York State had 11.9% of the aggregate of 57,400,000 receivers in the United States when the new year began, leading all other States, according to the pre-consumption estimate of O. H. Caldwell, editor of Radio Retailing Today and former member of the Federal Radio Commission. Pennsylvania ranked second with an estimated 4,740,000 sets or 8.3% of the nation's aggregate; Illinois third, with 4,000,000 sets or 7% and California fourth with 3,700,000 or 6.5%.

By States
Following are the State estimates:

<table>
<thead>
<tr>
<th>State</th>
<th>Sets</th>
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<tbody>
<tr>
<td>Alabama</td>
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Total, U. S.          57,400,000

IN PHILADELPHIA
WE INFLUENCE LISTENERS
SELL THROUGH WFIL

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HOMECOMMIT and director of women's activities for WRC, Washington, Mary Mason, also has the big job of providing emergency feeding for residents of the National's Emergency. "Cousin" Mary (far right) supervises an "emergency feeding" drill of feminine members of the station staff (1 to r), Hilda Kirby, Betty Ballou, Mrs. Fritz Baizer, Mrs. Elsie Ramby, wearing women canten workers uniform; Mrs. Lillian O. Banks, Audrey Howell and "Cousin" Mary in an official Civilian Defense outfit.

BAUkH OFFERED LOCALLY BY BLUE

BLUE NETWORK has entered the field of locally sponsored network programs carried on a cooperative basis. First program of this type will be carried on a sustaining basis Feb. 2 to 16 and will feature BaukH, Blue Washington commentator.

Meantime the program is being offered to local sponsors starting Feb. 16. Titled BaukH Talking, they will be heard 1:15 p.m. with BaukH serving as special Washington commentator. Blue Network in his mid-day summary of Washington and world news. To insure comprehensive coverage of the news from the capital. Senators, Representatives, Cabinet officers, members of the Diplomatic Corps, Army, Navy and other Government officials will be invited to appear. BaukH will be paid on a sliding-scale basis.

DeAngelo to Agency

CARLO DeANGELO, freelance director currently associated with shows produced by Henry Souvaine Inc., will form an advertising agency's offices in New York on Feb. 2, to join Sherman & Marquette, Chicago, as director of promotion of agency's programs originating in New York. These include the three Colgate-Palmolive-Peet shows, Margo & Marge, on CBS; Hess Johnson, and Bill Stern's Sports Newreel of the Air. Agency is currently considering opening a New York branch office in the near future.

OFF and Agencies Plan Cooperation

Federal Office About Ready
To Book U. S. Programs

A TENTATIVE PLAN for central planning of Government radio programs is being prepared by the radio division of the Offices of Facts and Figures, and may be put into effect the week of Feb. 2, according to William B. Lewis, assistant director of OFF and coordinator of radio for the Federal Government.

At present, Government agencies handle the scheduling and to some extent the production of their own programs. Under instructions conveyed to OFF from President Harry S. Truman's White House, T. Early, that agency will be charged with clearing these programs as to priority and prevention of overlapping and duplication [BROADCASTING, Jan. 19, 26].

This means, for example, that suggestions were still coming into his office from Government radio directors, network officials, trade associations and advertising agencies, executives with whom he has met during the last two weeks. It will be said, unless officials are all in to whip any plan into shape. He emphasized that once the plan is put in operation, off-the-books will be subject to a working test and possible revision as "bugs" are revealed.

A very few, he said, to eliminate any so-called "secondary" programs, pointing out that such is not the function of his office and is left to the networks or individual stations.

Agencies Prepare

To cooperate with OFF in developing coordination between the programs of commercial radio programs and the various Government agencies, a committee of agency radio executives is being organized with Frederic W. Wile Jr., assistant to the director of radio of Young & Rubicam, New York, as chairman. The agency committee acts as a coordinator for the offers of time on commercial networks made by the sponsors to the Government.

First fruit of the conference held in November between the officials of the OFF radio division and leading advertisers and advertising agency executives, this radio committee is said to be one of a first of a number of such groups to arrange cooperation of all advertising media with the Government war program. It is believed the agency plan will eventuate in the formation of an advertising council whose membership will include the country's foremost advertisers, radio representatives of both advertisers and agencies.

First plans for such a council were made at the joint convention of the American Assn. of Advertising Agencies and the Assn. of National Broadcasters, He last November [BROADCASTING, Nov. 17].

Concert Name Change

THE NBC Symphony concerts, represented by the Blue Network, will continue to be designated "NBC", it was reported last week, as the December concert is announced to drop the "NBC" from the NBC Music Appreciation Hour.

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formidable" trade association is on the scene, persona grata with the regulatory authorities.

The Council organization augurs for a reorganization of the NAB, or in lieu of that, possible creation of a new trade association. This is expected to crystallize at the NAB Convention in Cleveland May 11-14, when moves will be made to disenchase the major networks in industry affairs, affording them only associate memberships, similar to those held by other industry groups not actually licensed stations.

The future status of NAB President Miller, who has been under fire because of the NAB position on regulatory matters, unquestionably will depend upon a general reorganization of the Council plan, was the moving spirit in the creation of the liaison post. Originally, Walter J. Damm, managing director of WTMJ, Milwaukee, tentatively headed the post, which was created for the purpose of unifying local and national activities and in organizing Council affairs at home to allow sufficient time for the Washington assignment.

Mr. Shepard arrived on the scene last February and established temporary offices in the Munsey Bldg. An executive secretary, on a full-time basis, will shortly be appointed with salary, Mr. Shepard will remain in Washington for the next month or six weeks, organizing Council affairs and establishing liaison with the multitude of Government agencies identified with the war effort. Afterward, with the office established and the executive secretary on the job, he will return to Milwaukee every week to the Washington activity.

To finance the project, all stations are being asked to contribute their highest quarter-hour rate. With the director's salary overhead for six months or for a year depends upon the magnitude of the Washington task. Between $20,000 and $30,000 may be entailed for this work.

Miss Ruppe Named

Mr. Shepard has named Miss Elisabeth Ruppe, secretary to Henry J. Christal, partner of Edward Petry & Co., station representatives, as his Washington secretary. Henry J. Christal was being considered, as will be those of the executive secretary.

Several prominent broadcasters have been suggested for the post of executive secretary, but Council met in Washington last Friday on the selection and word probably will be forthcoming shortly on the appointment.

Mr. Shepard asserted it was his view that the NAB might be reorganized at the next convention to provide a more harmonious and representative organization, particularly on the Washington scene. He said he would propose amendment of the by-laws regarding segregation of networks in the associate group.

NAB President Niles Trammell, he declared, already has indicated he would favor such a provision, which would deprive networks of voting rights and of membership on the NAB Board or Executive Committee. CBS has opposed such a move but no expression has been received from either the networks or Congress regarding the provisions of the overrated over Chairman Flyn's appearance.

Washington Contacts

Mr. Shepard's liaison function will involve regular contacts with the FCC, the Washington Board on Priorities, military services, Office of Censorship, Defense Communications Board, and Office of Facts & Figures, which has under its jurisdiction the function of funneling Government programs for radio. In addition, there will be contacts with other Governmental agencies and Congress relating to radio activities during war time.

One of radio's best-known figures, Mr. Shepard has been active in industry affairs practically since he began in radio in 1922. In addition to the Yankee Network and the parallel Colonial Network, which he directs, Mr. Shepard operates four stations—WNAC and WAAB, Boston; WEAN, Providence, and WICC, Bridgeport.

He has been a director of the NAB several times and is one of its pioneer members. Among other posts, he is chairman of the NAB Defense Committee, formed last year, and is president of FM Broadcasters Inc. It was largely due to Mr. Shepard that the NAB, he said, has been a leader in the move in the last several years.

FRIENDSHIPS were renewed at court martial of Charlie McCarthy by Lieut. Frank F. Healy, formerly radio director of Frank Stempel Agency, Beverly Hills, Cal., talent service, and Lieut. James Stewart, former film star, all now stationed at Moffett Field, Cal. Stewart produced the program, with Lieut. Stewart defending Charlie against charges that he accepted an honorarium from the Marines after being commissioned by the Air Corps.

Mr. Lee and other officers elected at the Jan. 22 meeting were Tams Beauty Jr., KBIX, Muskogee, vice-president; Milton B. Garber, KCRC, Emit, secretary-treasurer, and Robert D. Enoch, KTOK, Oklahoma City, managing director. Mr. Enoch is in charge of network operations from KTOK.

The network, which observed its fifth anniversary Jan. 24, comprises KTOK, KDL, in TACON, KOME, Tulsa; KVSO, Armore and KADA, Ada. All are affiliated with the Blue Network. Mr. Lee will administer his duties as network president from Shawnee along with active management of KGFF.

LEE WILL MANAGE NET IN OKLAHOMA

ELECTION of Joseph W. Lee, general manager of KGFF, Shawnee, Okla., as president of the Oklahoma Network was announced last week following the annual meeting of the organization. Ross Porter, also of Shawnee, was named manager.

Mr. Lee will have six other officers elected at the Jan. 22 meeting were Tams Beauty Jr., KBIX, Muskogee, vice-president; Milton B. Garber, KCRC, Emit, secretary-treasurer, and Robert D. Enoch, KTOK, Oklahoma City, managing director. Mr. Enoch is in charge of network operations from KTOK.

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ASCAP Appeal Dismissed

THE United States Supreme Court on Jan. 19 dismissed the appeal of ASCAP for relief from the provisions of the anti-ASCAP law of the State of Washington, which had been upheld by a Federal Court in that State. Appeal was dismissed by stipulation of counsel for both parties, as since the appeal was filed ASCAP has entered into a stipulation with the attorney general of the State, which has ruled that ASCAP is complying with the law and therefore there is no need for an appeal.

LIEUT. KEITH McCONNELL, formerly a proponent of CIBC, Vancouver, B.C., and now with the Royal Canadian Air Force at Lethbridge, Alberta, has been replaced by Ole Orson, formerly of KSGU, Madison, N. D., and KWLJ, Willmar, Minn.

MICHAEL CHUCKRAY, staff engineer of KNOK, St. Louis, has enrolled in the Navy and is awaiting orders to report to the Naval Radio Training School.

JOHN M. BALDWIN, formerly of the engineering staff of KDKD, Lake City, has been appointed an engineer in charge of the technical set-up of Utah's State Communications Division. Edwin Done, formerly KMCC, Provo, Utah, has been assigned to Hill Field, Utah, where he is employed in a civilian capacity with E. J. Holley, engineer and regular studio operator, is now assigned to the KDLY engineering staff in charge of the new transmitter.

MARJORIE ALLEN, formerly an instructor in radio communications for Navy Volunteer Volunteer services, has joined the new Musk FM station in New York, as transmitter engineer and announcer.

ALEX MESTER, formerly of WKVA, New Kensington, Pa., has joined WCAE, Pittsburgh, replacing Cliff Bix- bee, now in the Army.

DAVID BAIN, chief engineer of WDML, Meadov, Ga., has resigned to accept an appointment as assistant radio engineer in the Bureau of Ships, Navy Department, in Washington.

GENE TWOMBLEY, CBS Hollywood sound effects engineer, was inducted into the Army Jan. 14. As a sixth member of the network's staff in that city to join the armed forces since start of year.

HENRY BRODERICK Jr., engineer of WDRC, Hartford, is the father of a baby boy.

FRANK HIGGINS, transmitter operator of WPTF, Raleigh, N. C., has volunteered for duty with the Naval Reserve.

CHARLES HARTMAN, engineer of WCAM, Philadelphia, has joined the Army.

EUGENE G. PACK, technical director of KSL, Salt Lake City, has also been named director of the new traffic department of the station.

GLENN (Arkle) HAGLUND, operator of WTAQ, Green Bay, Wis., has resigned to accept a position in the Army.

VERNE HARVEY, technician, formerly of KODI and KVNO, has been added to the staff of KYA, San Francisco.

PAUL WARE, mechanical engineer, has joined the broadcast engineering staff currently with Allen B. Du Mont Labs, Passaic, N. J., has been named head of the radio effects department.

RAY ERLENBORN, Hollywood sound effects engineer on the weekly "Jumbo" (KFWB) and "Hilo Gang," has been signed by Republic Studios for a similar role in film.
How many planes do we need, 100, 500, 5000, 50,000...? The answer is... We need enough to do the job completely. Any less than that just isn't enough. The same applies to radio. To do a complete job of selling on the Pacific Coast, use a network that covers the coast completely. Due to the fact that many of the important markets on the Pacific Coast are surrounded by high mountains, reliable long range reception is impossible. Buy the only network that has a local station in every one of the 32 important Pacific Coast markets. Remember, more than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station. This is Controlled Power... power where it counts. And plenty of advertisers know it counts... nearly twice as many Pacific Coast network accounts use Don Lee than use the other 3 networks combined.

THOMAS S. LEE, PRESIDENT
LEWIS ALLEN WEISS, VICE PRESIDENT,
GENERAL MANAGER

MUTUAL DON LEE BROADCASTING SYSTEM • 5515 MELROSE AVENUE, HOLLYWOOD, CALIFORNIA
Four Video Firms Plan Joint Hookup

NBC, Du Mont, GE and Philco To Submit Project to FCC

PLANS for erection of a television station in Washington and for extension of the radio-relay system of inter-city connection already in use between New York and Philadelphia to link the latter city with Washington have been studied by officials of four television companies and are just about ready for submission to the FCC, it was learned last week.

In place of the original plan of RCA-NBC to establish its own television network along the Eastern Seaboard, the scheme calls for a cooperative set-up, with NBC, Allen B. Du Mont Labs., General Electric Co. and Philco Corp. participating.

Direct Pickup

At present certain programs of WNBT, NBC sight-and-sound station in New York, are picked up directly and rebroadcast by the GE video transmitter in Schenectady and are also being transmitted via the ultra-high-frequency radio relay system to WPTZ, Philco station in Philadelphia, for rebroadcast.

If Commission approval is forthcoming, Du Mont would erect a station in Washington and the relay system would be extended to that city. Du Mont already has a permit to construct a television station in Washington and moreover has equipment on hand which, it was learned, could be installed in that city within two weeks after the FCC’s OK has been received for the project and the erection of a tower approved by the city’s building authority.

Towers are also available for the three relay stations necessary to relaying programs from Washington and Philadelphia, it is understood, so that the priority status would not cause delay.

Great Value

While executives declined to talk for quotation at this stage of affairs, Broadcasting was informed that the plan offers an opportunity for immediate public service in the transmission of Army, Navy and Civilian Defense information which could be of inestimable value at this time.

The projected network offers opportunity for television to continue its development, especially with program techniques, during the war period. The four companies are all manufacturers of radio and telecasters, so that from its inception it excludes any possibility of its use to foster a television monopoly, it is stated. By sharing costs the plan would reduce the heavy expenditure of these telecasts for each participant.

LONG-TERM CONTRACT for hour-and-half-hour Saturday Night Dancing Party on WSAV, Savannah, Ga., is signed by J. F. Gasan, Savannah Esslinger’s Beer distributor. Smiles beam from, seated (1 to r): Robert M. Brown, advertising manager for Esslinger’s; J. P. Dyer, WSAV account executive; N. W. Brandes; James Rogers Brown, Esslinger’s sales manager; Clark Earl, Esslinger’s New England representative.

Federal Agency Planning Joint Survey To Develop Industry Roster Personnel

TO ESTABLISH a comprehensive roster of the program and production personnel of broadcasting and related fields, the National Roster of Scientific & Specialized Personnel, an agency jointly administered by the National Resources Planning Board and the U. S. Civil Service Commission, is completing plans for a questionnaire survey of all the nation’s broadcast stations, as well as the radio departments of upwards of 1,000 advertising agencies, and transcription companies.

With cooperation of NAB, the Civil Service Commission plans to immediately contact every U. S. broadcast station, requesting that all employees in the program and production end of radio file in one of the questionnaires to be sent them by NRSSP.

First questionnaires will go out to station management, with instructions to furnish a complete list of program-production personnel. Questionnaires also will be sent to the radio departments of advertising agencies and to transcription companies.

In announcing the registration drive, designed to provide a reservoir of potential personnel for Government or defense needs, the Civil Service Commission emphasized that it would extend only to the program-production side of the broadcast, agency and transcription operation. It was pointed out that data on technical employees already is on file. Data supplied through the forthcoming questionnaires is to be card-indexed mechanically and kept on file by NRSSP.

Announcing the radio survey, the Civil Service Commission declared:

“Within the next few weeks the National Roster, with the cooperation of NAB, will begin its survey of the field of radio broadcasting. The importance of this field to the victory effort of the nation need not be restated here, other than to again call it to the attention of the members of the field and impress upon them the importance of returning their completed questionnaires to NRSSP as soon as possible after their receipt.”

Questionnaires already have been distributed in 52 separate fields, it was explained, and when completed the Roster will cover more than 150 sciences and professions. The questionnaire is accompanied by a form known as a “technical check list”, designed to furnish specific information relating to particular fields under survey. A check list is developed for each science or profession, providing a comprehensive classification of the activities in the field. Additional questionnaires and check lists may be obtained by writing to the National Roster of Scientific & Specialized Personnel, Washington, D. C.

Burroughs Joins Navy

HOWARD BURROUGHS, since March, 1941, administrative assistant to FCC Commissioner Ray C. Wakefield, on Jan. 26 left for active duty with the Navy. A lieutenant, junior grade, in the Naval Reserve, he has been assigned to duty with the Ship Section of the Radio Branch of the Bureau of Ships in Washington. Samuel Miller, of the FCC law department, has been designated to assist Commissioner Wakefield until a successor to Lieut. Burroughs is named.

KSFO SUED BY CBS FOR USING STUDIOS

CBS, through Attorney W. P. Caubu, has filed action in San Francisco Superior Court to eject KSFO from CBS studios in the Palace Hotel. The complaint, in unlawful detainer, states that Associated Broadcasters has possession “without any right and without any permission or consent” of the plaintiff, after its eviction period.

The complaint asks restitution of the Palace Hotel premises, plus $1,000 per month damages. KSFO’s agreement with CBS expired at 13:01 a.m. Jan. 1, 1942, but KSFO continued to retain the studios and offices, it is alleged. A contract attached to the complaint reveals that KSFO has been paying $650 a month rental.

KSFO had not answered the complaint Jan. 28. It had until Jan. 29 to file, but there was a possibility it would get a delay in filing an answer. KQW replaced KSFO as CBS affiliate in San Francisco on Jan. 1.

KSFO is reported to be negotiating with the Hotel Mark Hopkins for studio and office space both for KSFO and shortwave station KWD, in construction. On Jan. 28 no lease had yet been signed, according to General Manager Lincoln Delar.

Colgate Names Healy

ROBERT E. HEALY, advertising manager of the account of Colgate-Palmolive-Peet Co., Jersey City, has been named advertising manager of the company, it was announced last week by E. H. Little, Colgate president. Mr. Healy has handled all advertising for Palmolive soap and shaving cream, Octagon products, Crystal White soaps and Colgate liquid dentifrice, Savinon, Crampton and George MacGregor, also of the company’s advertising department, are also present as advertising managers to Mr. Healy, who was formerly of Johns-Manville Corp., as well as handled production advertising.

AGENCY Appointments

TRUVAL, MPFF, New York, to Weis & Goldner Co., for Overals, shirts, pajamas and sport apparel. Some spot radio contemplated, but no plans made as yet.


CANADIAN Government Travel Bureau, Ottawa, to McCann-Erickson, New York, acting U. S. representative of Cockfield, Brown, Sasser & Co.

DENTU-GRIP, New York (provincial). Radio in New York City. Announcements will be used probably the end of February.

WNYC, New York, to E. A. Oppenhe- im Co., Detroit.

DICTOGRAPH SALES Corp., New York (importers). broadcast advertising. Announcements will be used probably the end of February.

L. C. SHORE, Detroit, to E. A. Oppen- heim Co., Detroit.

R. S. ROBERTSON, New York, to Dime Magazine Co., to McCann-Erickson, New York.

ROFIEFF PACKING Co., Alameda, Calif., to Garfinkel Agency, San Francisco, to complete distribution and is set to use radio.


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BROADCASTING • Broadcast Advertising
**A Market within a Market**

*Over One-fourth of Canada's Population Must Be Spoken to in the French Language and Appealed to in a Special Way*

THE PROVINCE OF QUEBEC, where 85% of the population is French-speaking, is a market of exceptional importance. It must have special recognition from advertisers who seek to cover Canada. French-Canadians listen to their radios more consistently than other citizens of the Dominion... but because 95% listen to broadcasts in the French language, they require special consideration.

Through its French network of seven stations, the CBC is fully equipped to meet these special conditions and to reach Quebec listeners over their own French stations, on their own French network and by means of their own French programmes.

The CBC has complete information about the listening habits of French-speaking Canadians and the Quebec market.

*French-speaking population of Quebec alone—2,746,350 (Estimated as of January 1st, 1940).*
**The Business of Broadcasting**

**STATION ACCOUNTS**
- Transcriptions
- Spot announcements

**KFWL, Philadelphia**
- Fashion Frocks, Cincinnati (dresses)
- 3 a.m., weekly, thru Franklin Adv. Ag., N. Y.
- 7-Up Co. of Philadelphia, Philadelphia (soft drink), 2 a.m., weekly, thru J. M. Kohn, Philadelphia.
- Of course, thru Lincoln, N. Y. (BC-headache pills), 4 a.m., thru Newell, Chicago.
- KFRC, San Francisco
- WINS, New York
- Hebrew Evangelization Society, Los Angeles.

**KSFQ, San Francisco**
- General Brewing Corp., San Francisco (Lucky Lager Beer), 7 a.m., thru Smith, N. Y.
- Colonial Dames Co., Los Angeles (cosmetics), 7 a.m., thru Glass-Galley & Co., Los Angeles.
- South Coast Fisheries Inc., Los Angeles (Top Form Cat Food), as series, thru John F. Arndt, Philadelphia.
- CHML, Hamilton, Ont.
- Swift Canadian Co., Toronto (bog and chic foods), 3 a.m., thru J. Walter Thompson Co., Detroit.
- P.W. Fish Co., Toronto (Fitch shampoos), 3 a.m., thru L. W. Ramsey Co., Denver, 1a.
- Thomas J. Lipton Ltd., Toronto (soup), 5 a.m., thru Vickers & Benson, Toronto.

**KHH, Hollywood**
- W. A. Sheaffer Pen Co., Fort Madison, 5a (fountain pens), 2 a.m., thru Russell M. Seeds Co., Chicago.
- White Labs., New York (Ches), 5 a.m., thru H. W. Kister & Sons, Chicago.

**KFI, Los Angeles**

**CBB Commercials**
- COMMERCIAL broadcasting is still the smallest part of the fare given Canadian listeners through Canadian Broadcasting Corp. stations or network which includes a number of privately-owned stations. Stated Major Gladstone Murray, CBC general manager in Ottawa, recently: "A certain proportion of commercial programs is necessary in order to pay for the sustaining service; many are also valuable in the entertainment sense, and some culturally. In the month of November 1941, the CBC broadcast an average of 6 1/2 hours of commercial programs daily as compared with 35% hours of sustaining programs. Some stations carry more and some less but the overall average of commercials was 16%, the maximum on any one station being 27.1%.

**Extensive Radio Drive For Columbia Baking Co.**

**BROADCASTS** issued by Feiring Adv. Agency, Atlanta, describes the radio activities prepared by the agency for the 14 plants of Columbia Baking Co. for the first 26 weeks of 1942. Broadcasts reveal that the Columbia Baking Co. will institute a schedule of 500 programs over 31 stations in the 26 weeks over the following outlets:

- Florida - WMFJ, Daytona Beach; WPTM, Ft. Myers; WXJ, Jacksonville; WLAK, Lakeland; WIOD, Miami; WLOF, Orlando; WSB, Atlanta; WSB, Columbus; WMAG, Macon; WRGB, Binghamton; WAXY, Waycross; WDAK, West Point. North Carolina - WWNC, Ashville; WBT, Charlotte; WBIG, Greensboro; WMFR, High Point; WPTF, Raleigh. South Carolina - WAIM, Anderson; WCSC, Charleston; WWG, Columbia; WCCL, Columbia; WFBC, Greenville; WSPA, Spartanburg. Virginia - WCHV, Charlottesville; WMAR, Richmond; WVEC, Virginia Beach; WCIV, Roanoke; WRGB, Binghamton; WINC, Winchester.

**EMPLOYEES of WJDD, Chicago, and WINC, Landscaping**

**Associated Books**

**Coast Cage Series**

**Record Coverage Provided in Winter Court Schedule**

**TIDE WATER** Associated Oil Co., San Francisco, is broadcasting its most comprehensive schedule of intercollegiate basketball. Harold R. Deal, manager of advertising and sales promotion, stated that Associated has planned a wide-spread coverage of basketball in Idaho, Washington, Oregon and California.

A total of 104 games are on the company's sponsored broadcast schedule, representing games from the Southern California, UCLA, California, Stanford, St. Mary's, Santa Clara, San Francisco, Oregon, Washington, Washington State, Gonzaga, Montana, Oregon State and Idaho.

The regular playing season extends through March 7, following which the playoff series between the winner of the Northern and Southern Divisions will be broadcast.

**Local Arrangements**

Early season games in the Los Angeles area were covered by KRKD, Los Angeles, and KMTR, Los Angeles. Newly constructed KFAS, Pasadena, will broadcast the majority of games from this section with Frank Bell doing the play-by-play.

In the San Francisco area RLX, Oakland, originates all broadcasts from the KFAS handle. On San Francisco broadcasts and KSFQ, San Francisco, carries all broadcasts from Palo Alto and San Jose.

A special Associated network has been created for the basketball season, involving KWWJ, Portland, Ore.; KRSC, Seattle; KRCL, Lewiston; and KFIO, Spokane. Home games of Oregon at Eugene and Oregon State at Corvallis are broadcast by Hal Byers, with KWWJ. Home games of Washington at Seattle are described by Ted Bell, with KRSC as the originating station.

Home games of Washington State at Pullman originate at KFIO, Spokane, with Rod Klise at the mike. KFIO will also handle home games of Gonzaga in Spokane with the description by Roy Civlile. From the home court of Idaho, at Moscow, Rod Klise describes on KRLC, Lewiston.

**Armour Drops Two**

ARMOUR & Co., Chicago, is dropping its two CBS network programs with the expiration of their present 13-week cycles. Treet Time, broadcast Monday and Tuesday, is canceled, Monday and Tuesday, beginning Wednesday, Friday, 7-6:15 a.m. for Treet, starts Feb. 20. Wayne King and His Orchestra, on 35 Saturdays, Saturday, 7:30-8 p.m., for Luxor products, goes off after the broadcast of Feb. 14. Lord & Thomas, Chicago, handles the advertising.
Text of Press Suit
(Continued from page 12)
of the Southern Newspaper Publishers Ass'n, vice-chairman of the Publishers National Radio Committee, and a member of the Radio Committee of the American Newspaper Publishers Ass'n. The Commission advised appellant by letter of July 10 that the news of its plan to begin July 23 the Commission planned to receive testimony concerning the past and present relations between the radio industry and radio networks on the one hand, and the newspaper industry and press services on the other, with respect to the joint association of newspapers and radio stations.

And it was stated further that the Commission would inquire into the arrangements made in the past for broadcasting of news, the part played by radio stations associated with newspapers in that respect, the availability of newspaper reports for broadcasts, the collection of news for radio broadcasting, and other related matters coming within the scope of the topics set forth in the order.

Appellant referred the papers served on him, including the letter, to his counsel, who advised him that the subpoena was a nullity, inasmuch as it purported to command him to appear and testify in a proceeding not authorized by the Act. Subsequently in the hearing, the American Newspaper Publishers Ass'n. appeared specially and on the grounds just mentioned moved the Commission to terminate the proceeding. The motion was denied. Appellant did not appear as commanded, and on Aug. 2 the Commission filed in the District Court an application to require his appearance. An order to show cause issued, to which appellant filed his return and answer. A hearing was had, and the District Judge entered an order requiring appellant to appear before the Commission to testify concerning the matters to be investigated under Commission order No. 79.

On this appeal, appellant insists very earnestly that the sole question is whether the Commission has the power to consider or to adopt and apply a general policy or rule by which persons engaged in the newspaper publishing business or associated therewith may, by reason of that fact alone be differentiated as a class apart from all other persons for the purpose either of preference in the assignment of radio facilities or to disqualification from engaging in the radio broadcasting business.

The Commission, on the other hand, contends that its inquiry under order 79 is proper in connection with its licensing functions under Section 308(a) of the Act; and would also be proper under Section 4(k), which directs the Commission to make annual reports to Congress as to additional legislation deemed by it to be necessary. But in its order Section 4(k) is not mentioned. Nor is the language or form of the order responsive to that section. We have, therefore, considered the question solely under the Commission's general powers and duties and to the exclusion of that section.

Both sides apparently are in agreement that the validity of the subpoena may be tested in the manner in which the question is presented here.

The rule most frequently invoked in challenging the powers of an administrative body to constitute itself an inquisitorial or quasi-judicial body, or to call matter direct and collateral within its general jurisdiction was stated by Mr. Justice Holmes in Harriman v. Interstate Commerce Commission, 211 U. S. 407. In that case the ICC had of its own motion undertaken an investigation in relation to carrier community of interests as tending to violate or to defeat the purposes of the Act. Mr. Har- riman, an official of the Union Pacific, was called as a witness, and the case went to the Supreme Court as the result of his refusal to answer a question in relation to certain investments in the securities of competing carriers.

The Supreme Court sustained his position, holding in effect that, as the Act was drawn, an investigation by the ICC of its own motion must be ancillary to a lawful purpose embraced within the powers granted in the Act.

3 Sec. 309(a).

Bond Clothing Co. is now well in its third year as sponsor of our daily 7:45 a.m. United Press newscast. Their retail unit in St. Louis is the largest and most successful in its classification in the city: KWK news has proved an appropriate medium toward that end.
It does not enshrine and should not be extended by implication to em*
brasse a ban on newspapers as such, for in that case it would follow that
the power to exclude newspapers from schools and churches: and if to these,
the intellect might be applied wherever the Commission chose to apply it.
This, we think, would be in total contravention of the principles of right and
opportunity which Congress has notionally written into the Act, and
likewise in contravention of that vital principle that whatever fetters a free
press fetters the public interest.

In this view, we need not consider whether the power exists even in Con-
gress, for Congress has not undertaken, and probably never will under-
take, to delegate such power to the Commission. Hence it is that in the
present state of the law a newspaper owner who is also the owner of a
broadcast station may very well say to whoever challenges this dual right:
"Who art thou that judgest another man's servant. To his own master he
standeth or falleth?"

But in the view we take of this controversy, the Commission's independ-
ent right to carry on its proposed in-
vestigation is not foreclosed by any-
thing we have said as to its lack of
power to prescribe newspapers or,
conversely, its power to place them in
a position of restraint and subject it
prejudiced by the Act---if it is a fact
that the Commission is inaugurating the investigation has not run
beyond the limits of its powers. The Commis-

sion's right to grant licenses or to re-
voke licenses is a part of the Constitu-
tional grants. They are prescribed for
and likewise to make rules and regu-
lations necessary to the carrying out of
the provisions of the Act, implies the
grant of all means necessary or appro-
priate to the discharge of the powers
expressly granted.

In the case we have, the Commission in the supplementary order has specif-
ied the subjects about which it wishes to obtain information. Are these
subjects to be controlled by the Commission? Whether the joint association of
newspapers and broadcast stations tends to prejudge or control, and by limita-
tion of public issues and information
something which the Commission
tends to restrict or distort the broad-
casting of news or to limit the sources of
news to the public, whether such
association affects freedom of access to
the radio forum for the discussion of
public issues, or unduly limits access of
newsgathering stations, to the

Fourth Amendment, its principal

The order of the court below is
accordingly affirmed.

EDGERTON, J.: Since the Commiss-
ion does not appear to have included
common control of newspapers and
broadcast stations it is to have power
and such control is contrary to the
public interest, or to have initiated an
investigation to which the Act is not
applicable, we need not determine
whether such association is contra-

our opinion on that question. I
think we should wait until it arises,
and theCommission, having the
Congress. In other respects, I concur in
the opinion of the court.

NAVY SERIES

Radio writers and actors are volun-
teering their services for a series of
appy programs on WANG, New
York, in cooperation with the Third Naval
District. Titled "The Navy," the
series is heard Fridays, 8:30-8:50 p.m.

WRNY NEW YORK

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

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

BROADCASTING • Broadcast Advertising

Page 46 • February 2, 1942

COLUMBIA NET WORK

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

PIRUS, VIRGINIA

CORNELL NET WORK

LARGEST 50,000 WATT

Both Day and High

NORFOLK AND VIRGINIA

CURRY NET WORK

RICHMOND, VIRGINIA

CURRY NET WORK

500 WATTS OVER LAND

Coast and Net Work

LARGEST 50,000 WATT

Both Day and High

500 WATTS OVER LAND

Coast and Net Work

LARGEST 50,000 WATT

Both Day and High

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Coast and Net Work

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Both Day and High

500 WATTS OVER LAND

Coast and Net Work

LARGEST 50,000 WATT

Both Day and High
STERLING INSURANCE Co., Chicago (sickness and accident insurance), has purchased on WJJD, Chicago, one weekly half-hour program Church on the Hillside, also 39 quarter-hour periods and six five-minute periods a week of live hillbilly music, transcribed popular music and news. Account was placed by Neal Adv. Agency, Chicago.

KELLOGG Co. of Canada, London, Ont. (cornflakes), starts on Feb. 10 a weekly half-hour transcription The Green Hornet on VONF, St. John's, Newfoundland. Account was placed by J. Walter Thompson Co., Toronto.

CATELLI FOOD PRODUCTS, Montreal, (Crescent) -- started Feb. 10 a Crescent Dollar-a-Minute quarterly-hour, studio program twice-weekly on CKY, Winnipeg; CFRN, Edmonton; weekly on CKCK, Regina; CFCN, Calgary; CIOR, Vancouver; CFUC, Saskatoon; CKPR, Fort William. Oct. Account was placed by E. W. Reynolds & Co., Toronto.

CANADIAN COOPERATIVE Wool Growers, Toronto, have started a spot announcement campaign on a number of Canadian stations. Account was placed by E. W. Reynolds & Co., Toronto.


CUSHMAN MOTORS Co., Los Angeles (motor scooters), new to radio, in a test campaign ending in mid-March, currently using daily participation in Rise & Shine on KHL, Hollywood. If test is successful, firm will extend campaign to other Southern California stations. Advertising Arts Agency, Los Angeles, has the account.

WILMINGTON TRANSPORTATION Co., Santa Catalina Island, Calif., continuing its fall and winter advertising campaign to promote tourist trade, is using from 10 to 15 announcements weekly on KNX, KFOX, KGK, KFMY, KVOE, KFAC, KMPG, KAKE, TXJ, Tia Juana, Mex. Agency is Arthur Meyerhoff & Co., Los Angeles.

GENERAL FOODS Corp., New York, on Jan. 24 started a special Jewish program on WEVD, New York, on behalf of its Diamond Crystal Kosher Salt, Tzhitshu Kugel of the Synagogue. The weekly quarter-hour series will feature liturgical music sung by noted Jewish cantors and a male chorus, conducted and arranged by Oscar Julius. Agency is Benton & Bowles, New York.

O'KEEFFE'S BEVERAGES Ltd., Toronto (ginger ale), on Feb. 1 started an evening half-hour studio show OK Democracy, dedicated to Canada's war effort, on CFRB, Toronto. It is expected the program may be expanded into a network show. Account is placed by A. McKim Ltd., Toronto.

NUTRALITE SALES Corp., Los Angeles (vitamin compound), having completed a test campaign on local stations is planning extensive use of Southern California radio. Allied Adv. Agencies, Los Angeles handles the account. Howard Eary is the account executive.


Oglivie Leaves BBC

RESIGNATION of Frederick Wolf Oglivie, director general of the British Broadcasting Corp. since 1938, was announced Jan. 25. BBC stated that the resignation was accepted in the move to facilitate the reorganization of the corporation in the face of existing conditions. Duties of Mr. Oglivie will be undertaken by Sir Cecil George Craves, former deputy director general, and Robert Foot for the duration of the war.

Ohio Oil Series

OHIO OIL Co., Cincinnati (petroleum products) on Mar. 15 will start a weekly half-hour news roundup and symposium titled Views on the News, on a split network of seven NBC-Red stations, Sundays at 3:30-4 p.m. Program will originate from WLW, Cincinnati, and will be handled by four of that station's news analysts, Peter Grant, Gregor Ziegler, Carroll Alcott, William H. Heeley. The 39-week contract was placed by Stockton, West, Burkhart, Cincinnati.

VARIABLE CUTTING PITCH: The buttress thread feed screw is driven by a belt and two step pulleys beneath the table giving accurate cutting pitch adjustments of 96,112, 120, 128 or 136 lines an inch. Changing the cutting pitch is a matter of seconds. A hand crank and ratchet on the feed screw spirals starting and runout grooves up to 3/4 inch.

Noble Efforts of Male Staff Members of KILO, Grand Forks, N. D., at beard raising for Junior Chamber of Commerce annual Winter Carnival promotion ended with a shaving session conducted by Bill Walker (left) promotion director, and George Chance, salesman, on chief engineer Harvey Kees (under the laiter).

Here is a more versatile recording turntable, a recorder with variable cutting pitch, one that can be quickly adjusted for discs of varying thickness, a machine that will operate "faster" in busy control rooms. It's the new Presto 8-C recorder with . . .

INDEPENDENT OVERHEAD CUTTING MECHANISM: The cutting mechanism of the 8-C is rigidly supported at one end by a heavy mounting post 2 1/4" in diameter. The other end is free of the table so that the alignment is independent of the disc thickness. A thumb screw above the cutting head carriage adjusts the angle of the cutting needle while cutting for any direct playback or master disc from .050" to .080" in thickness. The cutting mechanism swings clear of the table for quick change of disks.

"John keeps WFDF Flint Michigan turned up so loud, I can't hear a word the neighbors are saying."
**Merchandising & Promotion**

**Teaser Buttons—Boston Buttons—Money for Songs—New Maps—Funds for Uncle Sam**

$1,000 for Songs

WGN, Chicago, is offering $1,000 in prizes to find out which song, from which operetta, its listeners would like best to hear Marion Claire sing. Winning letters, needing no boxtops or labels but only the names of song and operetta and explanations of 50 words or less, will be awarded $500 for first prize, $150 for second, $100 for third, $75 for fourth and $5 each for the 75 next-best. Letters will be used in planning future Saturday night broadcasts of Chicago Theatre of the Air on MBS, on which Miss Claire has already been heard in many popular operettas.

**Preferred Time**

WDR, Hartford, has just started a special, four-page circular calling attention to a new product. The schedule, now highly-productive in a national defense territory. The circular says more than 200,000 industrial workers in the WDRG area get up between 6 and 7 a.m., making that hour "preferred radio time".

**Defense Manual**

WBIG, Greenboro, N. C., has issued a 13-page pocket-size booklet, Manual For Citizen Defense, which gives blackout instructions, first aid treatment and other data.

**Flashes on Board**

AIR CORPS men form a large part of news listeners of WCBI, Columbus, Miss., which has installed billboards in the Gilmer Hotel, Columbus, for the benefit of guests, visitors and men in service. Associated Press news flashes are taken from the teletype and pasted to the board several times during the day. WCBI offers 15 news programs each day, including three shortwave rebroadcasts from London, featuring BBC news.

**Drug Store Project**

JOINING the National Assn. of Retail Druggists in cooperation with wholesale and retail drug dealers of the Chicago area, WMAQ, Chicago, on Feb. 1, starts a series of twice-daily announcements urging increased promotion of drug stores. First two weeks promotion stresses Valentine Day items, to be followed by several weeks of stuff dealing with smokers' articles.

**Portland Pledges**

AIDING in the kickoff for the new defense savings pledge campaign started by the Treasury, Oregon stations on Jan. 19 cooperated in a special statewide hookup to carry a 15-minute program promoting bond sales. Featuring local and State personages, the program also included an original radio drama, The Knock on Your Door, by talent from KGW-KEX and KOIN-KALE, Portland.

**Soft Drink Plugging**

PROMOTION of Dr. Pepper's new program, 10-2-4 Ranch, was undertaken by WBOK, Rockford, Ill., with the distribution of 900 placeards to dealers, signs for all Dr. Pepper promotional activities. The campaign consisted of nuncements, extensive newspaper publicity and a meeting of Dr. Pepper salesmen.

**Boston Buttons**

WMEX, Boston, has started distributing Buy Defense Bonds buttons with the inside of the button inscribed "This button distributed by WMEX".

**THREE STATIONS OF Rochester, N. Y., recently pooled their talent and facilities to aid the Red Cross War Finance War Managers' WIGW, WHEC, Bill Fay, WHAM, and Mort Nusbaum, WSAY, are shown as they took time out for a Dagwood sandwich between acts.**

**New Educational Station In Buffalo Is Authorized**

NEW NON-COMMERCIAL educational broadcast station in Buffalo was authorized last Tuesday by the FCC which issued a construction permit to the Board of Education, City of Buffalo, Operation with 1,000 watts and special emission for frequency modulation is specified on 42,900 kc.

The permittee has stipulated to the FCC that an array of educational programs will be broadcast for the Buffalo school system of 15 high schools and 80 grammar schools with an attendance exceeding 75,000 pupils. In addition general educational and patriotic programs will be prepared for the general public. Station will be located in the Seneca Vocation High School, where at present the non-commercial standard broadcast station of the school, WSVS, is operating.

**Nescafe on Coast**

A TEST CAMPAIGN on the Breakfast Club of KFRC, San Francisco, has proved so successful that Nestle's Milk Products Co., New York, on behalf of its instant coffee, Nescafe, on Feb. 3 will extend its participation on the Breakfast Club to six Don Lee stations, KFRC KJH KGA KALE KMO KOL. Agency is Leon Livingston Adv., San Francisco.

KFRO, Riverside, Cal., has installed complete studio portable Presto recording equipment. Station is also using two Presto 6SA1-type transcriptions tables equipped with Western Electric B-A pickups.

**WISN**

**5,000 WATTS DAY & NIGHT**

**COLUMBIA**

**BROADCASTING • Broadcast Advertising**

**NEW PRINTS ON SITE**

**International Radio Sales • Representatives**

**Page 48 • February 2, 1942**
WDCR
CONNECTICUT'S PIONEER BROADCASTER

WDBJ VIRGINIA
CBS Affiliate . 960 K.C.
5000 Watts Full Time

ROANOKE, VIRGINIA

FREE & PETERS, INC.
Associated National Representatives

OWNED AND OPERATED BY THE TIMES-WORLD CORPORATION

BROADCASTING • Broadcast Advertising
February 2, 1942 • Page 49
NEws devoted entirely to unrestricted information from letters or similar sources about boys in the armed service comprises Victory News, heard every Sunday over KFBI, Wichita, Kan. The 15-minute feature has a tieup with local newspapers which feature the program and urge readers to send in information. In turn the station urges listeners to send new to the papers. * * *

Whence Names?

GENEOLGY of family names is given by Frank Nicholson during the new KFRC, San Francisco.

What's Your Name? released thrice-weekly. Each program presents interesting highlights in the history and derivation of surnames. Listeners may write in for more complete history, family coat of arms, etc.

NOVA SCOTIA

Nearest To World Markets

NOVA SCOTIA, through its capital and main port Halifax, is actual NEAREST of all Atlantic areas to the leading markets of the world. This strategic position cuts handling costs on imported raw materials—as likewise on fabricated exports through Nova Scotia’s many sheltered, ice-free harbors.

Richly endowed with natural resources, Nova Scotia can also claim a greater diversity of raw materials than any other district of similar size on the continent. These include the products of fine fruit and farm lands, soft and hardwood forests, extensive deep-sea fisheries, huge coal deposits, and a wide variety of other minerals.

It is our hope that industry will further explore these advantages and these resources, and investigate the opportunities in Nova Scotia.

CHNS

HALIFAX, NOVA SCOTIA, CANADA


THE best that Corwin has written—enjoy, to study, to produce. CARL VAN DON building voice: “The richest contribution yet to the newest form of literature. Corwin is to American radio what Marlowe was to the Elizabethan stage.”

$2.75, wherever books are sold.

Henry Holt & Company, New York

SERVICES MEN will hear their favorite songs and what’s more, will receive a recording of them just as broadcast—on the series of Tuesday evening programs on CBS starting Jan. 27. Titled Wherever You Are, the programs will feature the present day hits of the week, sung by some of the armed forces for selecting the best of the most interesting reasons for wanting to hear certain selections. Transcriptions are made of the program and sent to the man whose requests are filled.

* * *

Rumor Problems

THE CONFUSING questions of propaganda, censorship, rumor and other devices launched through enemy sources, and the problems of erecting psychological ramparts at home to combat them will be discussed on a weekly series of five forums on WQXR, New York, with Edward Bernays, director of the New York Office of Public Affairs, as chairman.

* * *

Volunteers to Appear

FROM ARMY recruiting headquarters in Chicago, announcers of WLS, Chicago, will interview volunteers as they are accepted, in a weekly quarter-hour program produced in cooperation with Army recruiting officers, starting Feb. 6.

Soldiers’ Silver

ANY MAN in uniform may compete in Silver for Soldiers, an amateur talent show originated by Fort Bliss by KROD, El Paso. The best soldier talent wins $20 in silver each week. Some local firms sponsor the show and awards.

* * *

Kidcasts

NEWSCASTS designed for youthful listeners, Youth View The News on KOAC, Corvallis, Ore. Programs bring current news to school children in terms that they readily comprehend.

* * *

Fight for Freedom

DRAMA of the war, Joe Freedom, based on an American’s fight to keep his freedom, is released weekly on KPO, San Francisco, written by Forrest Barnes.

Florida Stations Granted Transfers in Ownership Control of the new WWPG, Lake Worth, Florida, which just recently went on the air, was acquired by Charles E. Davis, telefono company and 46% stockholder, when the FCC granted consent to a deal whereby R. S. Erskin, local realtor and banker, disposed of 40 shares of his stock in WWPG to Mr. Davis. Consideration involved was reported by the FCC to be $4,000 and gives Mr. Davis a 64% controlling interest. Mr. Davis was elected last year as city commissioner of Lake Worth.

The Commission at the same meeting also approved the application of Laura O’Brien, widow and executrix of the estate of the late S. J. O’Brien, New York sportsman and broker, to transfer 66 2/3% of the station stock. Receipts under the terms of Mr. O’Brien’s will are divided between his sons of his widow—Louis Marshall Hemingway, of Standard Brands Corporation and Jesse B. Hemingway, of Rite & Co., Wall street firm. Deal involves no money. The other 33 1/3% in WJNO is held by John R. Beacham, West Palm Beach attorney.

HERSHOLT AWARD

RADIO WRITING AWARD, to be known as the Dr. Christian Award, was announced last week by Jean Hersholt, movie and radio star of Denmark, who stated that the presentation may become an annual event. Under its terms, the author of the outstanding radio script submitted between Feb. 1 and May 1, 1942, will be awarded $2,000, and the script will be played early in June on the Dr. Christian program broadcast on CBS under sponsorship of Chesebrough Mfg. Co., New York, with Mr. Hersholt in the title role.

FOLLOWING the example of the United States, the Government of Canada has closed all amateur radio transmitting stations, It has also ordered private experimental stations to quit the air.
PLENTY OF COACHING was available for the first call on Telephone Tune Time when it was inaugurated on KDAL, Duluth, last week for the Manchester Broadcasting Co.'s WMCX, the organization's first station and the first one to be completed. The committee cited his distinguished service to the Red Cross, his leadership in the Army, and his service to the nation through turbulent times. In the past confusion has resulted because numerous officers, many with Hollywood connections, made individual requests of talent and studios, both film and radio, with competition between various camps on names and type of entertainment."

AFRA Negotiations

VIC CONNORS, field representative for the American Federation of Radio Artists, has about completed negotiations with WLW, Cincinnati, for a renewal of its AFRA contract and has also held conversations with WCKY, that city, which does not at this time have an AFRA contract. Another field man, H. B. Faine, is in Charlotte, N. C., conducting negotiations.

Award Nominees Named

AWARD Committee of the Radio Executives Club of New York has mailed ballots to members listing the committee's nominations for the Club award, to be made to the person, persons or organization who, by their contribution, have distinguished the American system of broadcasting during the past year. Nominees include Maj. E. H. Armstrong, for his invention of frequency modulation; Paul White, CBS; A. A. Schechter, NBC, and Adolph Opfinger, MBM, jointly, for the foreign news coverage of all networks last year; and the producers of the following programs: America's Town Meeting of the Air, U of Chicago Round Table, Information Please, Ford Sunday Evening Hour, American Forum of the Air, Vox Pop, People's Platform and Cavalcade of America. Voting closes March 5.

Easter Campaign

ANNUAL Easter campaign for Chick-Chick and Presto Easter Egg eyes will run from March 30 to April 4 this year, it was announced last week by Fred Fear & Co., Brooklyn, using 54 stations, call letters of which were announced in the Oct. 27 issue of Broadcasting. The campaign includes 100-word announcements and participation in women's programs. Agency is Menken Ad., New York.

Chicago School Group

Picks Contest Committee

SCHOOL Broadcast Conference of Chicago has named Maj. Harold W. Kent of the War Department to head the nine-member committee of judges for the recently-announced KIRO Educational Radio Awards, sponsored by the Seattle station and the American system of broadcasting during the past year. Nominees include Maj. E. H. Armstrong, for his invention of frequency modulation; Paul White, CBS; A. A. Schechter, NBC, and Adolph Opfinger, MBM, jointly, for the foreign news coverage of all networks last year; and the producers of the following programs: America's Town Meeting of the Air, U of Chicago Round Table, Information Please, Ford Sunday Evening Hour, American Forum of the Air, Vox Pop, People's Platform and Cavalcade of America. Voting closes March 5.

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In CANADA — It's the 'All-Canada' Stations

In the Canadian West, every one of the 'All-Canada' stations has a tight hold on listener preference in the locality it serves—the best of all reasons why you should make sure you choose the 'All-Canada' stations to carry your advertising to the rich markets of Western Canada this year. Ask your advertising agency or All-Canada representative.
Press Ban Called Dangerous
(Continued from page 9)

post that would seek to keep the
Government, then the principal
enemy of the press, from using its
authority to pass discriminatory
regulations or restrictions on the
media of communication.

Pointing out that economic sta-
tility is a principal factor in main-
taining freedom of the press, he
said he believed that one good, eco-

donomically and morally independent
newspaper in a community is bet-
ter than a half-dozen precariously
supported papers.

Dr. Siebert also held that news-
papers are more essential to “our
society” than radios. He added that
although radio cannot be expected to
supplant newspapers, it is an
important new medium of ex-
pression, and conceivably could be-
come such a competitor for revenue
that it might imperil the economic
function of newspapers. He pointed
to the development of fac-
simile and television particularly
as extensions of the broadcasting
field possibly affecting the present
status of the newspaper and its
functions.

Hedge on the Future

As to newspaper-ownership of
broadcasting facilities, he observed
that such operation provides news-
papers with “a hedge on the fu-
ture”. He declared that newspapers
did not have to be considered along
with any other applicant for any new
medium of communications, not
with any special privilege in mind,
but likewise not faced with an ar-
bitrary denial of their right to
apply for and operate such a
medium.

Dr. Siebert emphasized also that
any newspaper-ownership monopoly
that might be created was not as
important as “the entering wedge
of discrimination against news-
papers as newspapers”.

Mr. Cluett explained a series of
detailed statistical exhibits breaking
down the varying degrees of outside
interests involved in the ownership
of 537 non-newspaper stations.
The breakdown showed 270 stations, or
50.3% of the 537, in which 80%
or more interest was held by an
individual or corporation with out-
side interest; 33 stations, 6.2%,
in which 50% or more interest was
held by two or more individuals or
corporations with the same inter-
est; 19 stations, 3.5%, in which
50% or more was held by two or
more individuals or cor-
porations with any outside inter-
est; 67 stations, 12.5%, in which
from 10% to 49.9% interest was
held by an individual or corpora-
tion, or a combination of both, each
holding at least 10% interest in
the radio station and having an
outside interest; 148 stations,
27.5%, in which no owner holding
10% or more has an outside in-
terest.

Minimum Service

Mr. Ring, under examination by
Mr. Kaye, analyzed a group of
eight engineering exhibits offered
by the Committee in regard to the
1-1 situations cited by the FCC.
A couple of maps showing daytime and
nighttime service areas of U. S. broad-
casting stations showed that 799
stations in the country during daytime
do not enjoy the minimum 2 millivolt
interference-free signal set by the
FCC for reliable service, with 951
similar communities at night.

Continuing along this line, Mr.
Ring explained tabular exhibits
listing 35 1-1 cities “in which the
only broadcast station is a major-
ity associated newspaper station
and no signal of 2 millivolts or
greater daytime or nighttime is
received from any other station”.
The 35 cities listed in the exhibit
were:

Aniston, Ala.; Pensacola, Fla.; Cordele;
Waycross, Ga.; Dodge City, Kan.; Owens-
boro, Ky.; Maquette, Mich.; Columbia,
Miss.; Jefferson City, Mo.; Elmira, Pough-
keepsie, N. Y.; Aberdeen, Ind.; Anderson,
Ind.; Grants Pass, Marshall, Rosenberg,
San Antonio, Tex.; Tabule, Wash.; Williams-
burg, Va.; Williamsport, Pa.; Anderson,
S. C.; Hagerstown, Md.; Bozeman; Leno-
na, Mont.; Spring, Ind.; Lubbock, Texas;
Snoo, Wash.; Des Moines, Iowa; Mar-
tinsville, Va.; Bluefield, W. Va.

The exhibits showed also that a
total of 970 cities with a popula-
tion of 2,500 or more received no
signals of 2 millivolts or more, in-
cluding 882 with populations of
2,500 to 10,000 and 88 with more
than 10,000. Mr. Ring called at-
tention to the 1940 Census figures
showing a total of 3,464 cities over
2,500 in the United States.

Lazarsfeld’s Data

Based on figures and data com-
plied by the FCC, Dr. Lazarsfeld
analyzed 20 exhibits covering the
comparative radio-newspaper serv-
ices and various phases of newspaper-radio
association, including an analysis
of complaints entered on the Com-
mision’s newspaper-ownership
questionnaires.

In the 74 communities covered,
Dr. Lazarsfeld explained, it was
true that the average broadcast-
1-1 situations cited by the FCC,
these communities received 35
copies of out-of-town newspapers
for every 100 copies of the in-town
in-paper. Working with Mr.
Ring’s observations on incidental
radio service available to 1-1 com-
munities, Dr. Lazarsfeld com-
menced this indicated that 1-1 situ-
ations did not mean complete domi-
nation of local expression by joint
operation of the local newspaper
and radio station.

The exhibits also showed that 37
newspaper-associated stations in
1-1 cities outside the 2 millivolt
contour of any out-of-town station
accounted for a total wattage of
only 17,300 watts, or only .4% of
the total daytime power of 801 sta-
tions operating at the time of the
survey.

The 37 newspapers in the identi-
cal situations had a total circula-
tion of only 486,990, amounting to
only 1.2% of the 40,957,270 circu-
lation of the 1,072 operating news-
papers in the country, Dr. Lazars-
feld pointed out. He estimated that
only about 2,000,000 persons
would be affected in the 1-1 situation
where no 2 millivolt outside radio
signal was regularly available.

Going into operation aspects of
the newspaper-radio relationship,
Dr. Lazarsfeld declared that news-
paper-operated stations were not
appreciably different in their treat-
ment of news and other types of
broadcast programs than non-new-
paper stations.

Refusal of Space

Dr. Lazarsfeld also described a
series of statistical analyses based
on answers to the FCC question-
naire sent to 801 standard broad-
cast stations operating June 30,
1942. Of the 801 answering the spe-
cific query in the questionnaire,
the exhibits indicated that 355 com-
plaints were received from stations,
including refusal of newspaper-
associated and 309 from non-new-
paper outlets, against newspapers
refusing to carry program listings
except on a paid basis.

FCC complaints also were regis-
tered, three newspaper-associated
and 48 non-newspaper, against newspapers
refusing to carry program
listings on any basis.

The exhibits indicated that of
248 non-newspaper-associated stations, 124
had had arrangements, agree-
ments or understandings with local
or out-of-town papers since July 1, 1936,
and 124 had not. Of 549 non-
associated stations, 184 said they

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had had such arrangements, 361 that they had not.

A total of 36 stations, three newspaper-associated and 33 non-associated, also reported that the local newspaper refused to carry the station's display advertising, according to one exhibit, while 288 stations, 38 newspaper-associated and 250 non-newspaper, indicated the paper had refused, as a matter of general policy, to give space to station news or press releases.

As if they had "ever experienced difficulty in obtaining news from a press service which was already serving newspapers or other radio stations in the community," another exhibit showed four newspaper-associated stations and 50 non-newspaper stations answering in the affirmative, and 243 newspaper-associated and 481 non-newspaper stations answering in the negative.

Diversity of Expression

Voicing opposition to any move to discriminate against newspapers as a class in considering applications for broadcast facilities, Mr. Hays declared that newspapers cannot properly be differentiated from any other type of radio station licensee — preachers, motion picture companies or any other interest having a means of expression or "a pipeline to the market place of thought".

He maintained that if there was to be any discrimination, it would follow logically that the Government, i.e., the FCC, must accept the responsibility of hand-picking applicants as best of securing the proper diversity of expression.

"If you're going to discriminate on the point of who is to own the stations, I don't know where it's going to end," Mr. Hays declared.

On the point of the FCC's interest in preventing a monopoly of information sources in the hands of newspapers in some communities, he observed that monopoly aspects of such situations might be of interest to the Justice Department, although such considerations should not concern the FCC beyond at most a determination of facts to pass on to either the Justice Department or Congress.

"You're not dealing with monopolies here," he emphasized. "You're dealing with one class on the chance that it might result in monopoly. We're far better off when there can be a conflict of ideas, but we'll never get it from the Government stepping into the picture."

Public Interest

Mr. Hays pointed out that some proponents of such moves as the ban on newspaper-ownership evidence the belief that "we should change all society to make economic opportunities more equal".

Terming this a "dangerous" procedure, he held that diversity of thought or expression cannot be validly promoted by denying the rights of some people, that civil liberties cannot be promoted by discrimination. He declared flatly it would be "preemption" for the FCC to let economic considerations involved in an application govern its action on the application.

Mr. Hays stressed also that public interest, convenience and necessity has to be determined from the viewpoint of the listening public, not from the viewpoint of a second newspaper that conceivably might be forced out of business by a station-owning competing newspaper, or by another station. He declared that if the FCC denied one newspaper application simply because it was a newspaper, it thereupon assumed the responsibility of determining who may use the air.

Putnam Joins Army

HARRY C. PUTNAM, national advertising manager of KGMB, Honolulu, on Feb. 1 took indefinite leave to join the Army Intelligence Dept. in a civilian status. He will be identified with press-radio information. "Broadcasting is being recognized on an equal footing with the press in this new setup," Mr. Putnam advised BROADCASTING Jan. 28.

"Much of my work will be in connection with radio, so I will feel pretty much at home in spite of the change."
A Department Store's Brief Dramas

Five-Minute Stories Prove Effective Sales Getter

By GEORGE GLEVIS
Publicity Director,
The New Boston Store, Utica

USE of radio to intrigue the customers' interest will bring worthwhile returns if you don't try to blast with ram-rod spots the information you want to convey into the ears of your listeners.

Mr. Glevis, the publicist in charge of the department store, has eliminated them from their radio program because we are sure there isn't a story that doesn't secretly, if not openly, resent them. Even the radio stations themselves do not favor spots, but they have closed their eyes to their use because they represent a neat source of income, especially from the small advertiser.

Listener Resistance

Anyone who has studied psychological reaction will agree that the prospective customer shudders at the machine-gun blamnity of a commercial which utterly disregards the factor of emotional adjustment. The mind attuned to the beauties of a waltz or reacting to the denouement of a dramatic sequence promptly builds up a defense to any noise, no matter how suave, which breaks in with blunt, factual assertions, running from pill peddling panaceas to the "world's best bargain at the crossroads department store".

Before we reached our decision regarding this new approach to radio advertising, we studied several reasons, which include:

1—Any normal individual is blessed with more than a good measure of healthy curiosity.

2—People generally are interested in dramatic situations, whether in actuality or on the screen in movies, in books or on the radio.

3—The greatest dramatic situations sometimes transpire in a span of seconds and we recall one of the most dramatic incidents of all time, which was reproduced and recorded more than any other,—King Edward's abdication speech,—only a matter of a few minutes on the air. Another example of what can be done with a short period on the air, is a certain cigarette company's very brief commercial "on the land, in the air, on the sea", with appropriate sound effects. This particular dramatized short

THE department store trend toward radio brings to light interesting tips on how to use the medium as well as how not to use it. The New Boston Store, in the heart of the populous central section of New York State, has its own particular tale to tell. It's a five-minute drama that regularly greets Utica listeners on WIBX. Mr. Glevis, of the department store, is convinced the five-minute stories are just what the retailer needs. He is also convinced that hot-shot spots aren't always the best means of inducing customers into stores. WIBX or the store can supply sample continuities to those interested in the Utica programs.

—The choice is yours—how you spend your money is up to you, but you'll get more out of it if you consider the ears of the listener and help rid the air of "spot spots". Your listeners will get your message and you'll get more out of your radio advertising.

Let's take an old exhortation like "you can catch more flies with sugar than you can with vinegar" and bring it up to date as "You can catch more listeners with sugar coated dramas than you can with ear-burbling blurs."

The local station, WIBX, worked with us perfectly in getting this new type of program on the air, particularly Elliott Stewart, vice-president, and Betty Cushing Griffin, of the staff. Part of the success of the program is due to their assistance and cooperation.

Pebeco Test

LEHN & FINK PRODUCTS Corp., New York, is starting its first radio advertising for Pebeco tooth powder this month, using announcements in New York and Dallas, placed by Lennen & Mitchell, New York. On Feb. 9 the company will begin daily announcements on WJZ and WEAF, New York, to be broadcast during the early morning participation periods. Also the first time four announcements weekly will be started on the Early Birds participation broadcasts on WFAA, Dallas.

Lucy Monroe's Sing Fests

FHIST noted radio performer to ask leave of absence in favor of governmental duties is Lucy Monroe, soprano on the NBC Manhattan Merry-Go-Round program, sponsored by R. L. Watkins Co., New York, who will start Feb. 14 on a 23,000-mile tour of the country to conduct community "sing-fests" under the auspices of the Treasury Dept.

Sub for Orson

LADY ESTHER Co., Chicago (cosmetics), has definitely released Orson Welles from his contract as star of the company's CBS program, heard Mondays, 10:10-11:30 p.m., in view of his pending good-will tour of South America at the request of the Office of Coordinator of Information [Broadcasting, Jan. 26]. It is understood Freddie Martin's Orchestra will be substituted for Welles, starting with the Feb. 9 broadcast. Agency is Pedlar & Ryan, New York.

NET TIME SYMBOLS

AFTER FEB. 9 VARY

QUESTION of how to designate network programs on news time-leases issued by the nationwide networks has characteristically produced three separate and distinct answers. At first, network times for network programs were nationally released in accordance with their broadcast schedules on the East Coast and are labeled EST. In previous years, during the months that daylight saving time was in effect in certain parts of the country, including New York, the designation was changed to EDST for that market.

Queried by Broadcasting as to the designations to be used after Feb. 9 when the wartime daylight saving law goes into effect, on the East Coast and is labeled EST. This reasoning was curtailed by the Blue Network, which will also show its programs as EST.

In variance with both of these procedures, CBS has announced that "concurrent with national daylight-saving time beginning Feb. 9, Columbia network's time designation on news releases is Eastern Time. This phrase was chosen because the time is no longer standard and because, with national daylight saving, EST seems unessential."

Treasury Disc Series

To Be Released Feb. 23

SAID to be a condensed version of the Treasury Hour, three transcribed variety shows weekly, featuring top stars, music and drama, are to be released, beginning Feb. 23, to stations throughout the country by the Treasury, was announced by Vincent F. Callihan, chief, Radio and Press Sections of the Defense Savings staff.

LIEUT. ROBERT T. McLEOD, USN, Hollywood star, through the cooperation of the Navy, will be mc. for the first week which will present Maurice Evans and Judith Anderson in a scene from "Marxland" by Talcott and "The Statue of Liberty" by the same author. Other Hollywood and Broadway stars will take part, including Al Goodman, music director, William Bach will produce and direct the series with Alfred Eisenstein, others as writers. William B. Murray, of the William Morris agency will supervise.

Comic Strip Show

CHILDREN'S dramatic program of KSO, Des Moines, has been augmented by Jane Arden based on the characters of "The Register & Tribune." Title role is portrayed by May Floyd Sinex, Chicago advertising editor of Gene Shuman's KSO-KRTN announcer. Program is carried on other stations by transcription.

RADIO FOR NIGHT SHIFTS

Midnight-To-Dawn Broadcasts on KNX for Employees in Defense Industries

RECOGNIZING importance of the "swinging and graveyard" shifts of aircraft, shipyard and kindred workers, Donald W. Thournburn, CBS Pacific Coast vice-president, on Jan. 21 started a seven-day weekly, midnight-to-dawn broadcasting schedule on KNX, Hollywood.

In a survey of the swinging and graveyard situation by Russ Johnson, CBS Pacific Coast program director, it was found that "swinging shift" workers who emerged from dozens of huge aircraft and shipbuilding plants are frequently toiled with their families at 1 a.m., then attended dances, motion picture shows, and sporting events, or spread the evening until 5 o'clock, with friends before retiring from 5 to 9 a.m. For them, as result of nation's "all-out" war industrial plant, day and night have been interchanged.

Program Fare

Included in the program are new musical, musical comedy, quiz shows and strip serials, both live and transcribed, with rebroadcasts of many outstanding CBS features and shows. Mr. Thournburn pointed out that with approximately 35% of Southern California's estimated 150,000 aircraft workers employed on the 4 p.m. to midnight shift, and about 30% of shippers employed on that swing shift, the large defense plants alone present a sizable unit of listeners. In all, 300,000 persons are said to comprise the audience available to radio in Los Angeles between midnight and 6 a.m.

Several unsolicited inquiries from national advertisers about blocks of time and day during the period are said to indicate serious commercial interest in this segment of the schedule, formerly considered a dead period.

Besides Federal, State and city officials giving approval to the midnight-to-dawn programming, enthusiastic and unusual endorsement have come from all defense plant executives and managers, as well as from defense companies and shipbuilding concerns which have posted bulletin boards notices. They are particularly licitizing the KNX schedule through their house organs and PA systems.

The Aeronautical Chamber of Commerce has given its endorsement.

MGM Recording Firm

Projected in Hollywood

A New recording company national in scope to be headquartered in Hollywood as a subsidiary of Metro-Goldwyn-Mayer has been projected, with an investment of $500,000, by Loew's Inc., MGM parent organization. Final "go ahead" signal is awaited from Nicholas M. Schenck, Loew's president.

Louis B. Mayer, MGM vice-president in charge of production, following a talk with Tommy Dorsey, music executive, was reported to be in New York to confer with Eli Olsenter, president of American Record Co., and invite him to join the proposed firm. It is understood Dorsey may be given an interest.

Laughton Leaves Show

P. BAllantyne & Sons, New-ark (beer, ale), through J. Walter Thompson Co., New York, by mutual agreement have released Charles Laughton, film actor, from his contract on the weekly half-hour Blue Network program Time for Tom. A following broadcast of Jan. 23. He has been replaced by a weekly guest star policy, with Edna May Oliver taking that spot on the Jan. 30 program. Although Laughton's contract had six weeks to go, terminations were agreed by Laughton, agency vice-president in charge of radio, Dick Sorensen and George Goodwin, announcer, of the Dorsey orchestra, and Bill Goodwin, announcer, Maurice Hol-land is agency producer.

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Decisions...

Tentative Calendar...

RCA Starts New Plant

Cosmetic Test

FM Station Monitoring Is Easy

GENERAL & ELECTRIC

Dames Campaign

New Business

Network Accounts

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BROADCASTING • Broadcast Advertising
Help Wanted

TWO ENGINEERS—Immediately. WCBT, Roanoke, Va. Salary and experience. Box 83, BROADCASTING.

TWO GIRLS—With operator’s tickets. Wire KID, Idaho Falls, Idaho.

ENGINEER—License, draft exempt, 255-watt Missouri AM. State salary and experience. Box 83, BROADCASTING.

SALESMAN—Must be experienced, local station midwest. Drawing account with commission and bonuses. Permanent. Box 84, BROADCASTING.

New Station—Network, regional, selecting staff. Prefer reliability to exceptional brilliance. Good hours and pay. Box 89, BROADCASTING.

Salesman—Copy writer who canannonce. Available position in remote studio in 500-watt station. Reply. Box 80, BROADCASTING.

SALESMAN—Top 250 watt station in East offers real opportunity. Market 490,000. Straight 15% against small draw to start. Want competitive salaries and good sales record. Must appear New York for personal interview. Please forward complete information including types of accounts handled and record of monthly billings. Box 100, BROADCASTING.

Situations Wanted

VERSATILE ANNOUNCER—PROGRAM DIRECTOR—Seven years excellent experience. Can write and produce sales show. Has drafted own program schedule. Prefer connection in East. Available immediately. Reply. Box 80, BROADCASTING.

EXPERIENCED ANNOUNCER—Desires change to progressive station. Experience—commercial, news, sportscasting, turntables, general studio routine including controls. Box 81, BROADCASTING.

Announcer—Young married man, college education, draft exempt, with three years experience on local and network stations. He is an experienced announcer and can write script. Prefer South. Best references. Can produce box 82, BROADCASTING.

Program Director, Announcer—Four years experience, absorbed programming a large announcer. Box 85, BROADCASTING.

If your station—is NOT operating smoothly and reruminatly—then let my long years of successful radio experience (all phases) be the answer to your managerial needs. However, desire connection who has unusual ability has compensation. What is your proposition? Box 86, BROADCASTING.

Third year writing—And conducting our thirty minute program plan—are seen education—sales experience—fair for contacts-public relations—good judgment—versatility—mature; married; no children; hard worker. Box 87, BROADCASTING.

CANADIAN production director—Free in February, looking for position in the U.S. Experience in commercial, promotion, programming, announcing, newscasting. Fresh ideas. Prefer good station in progressive community. Baldy no object. Used to work. Details, first letter. Box 88, BROADCASTING.

Continuity Writer—Young woman recently with local New York agency. Also experienced as advertising manager, with outstanding New York agency. West only. Box 90, BROADCASTING.

CHIEF AND FIRST ASSISTANT ENGNEER—Accumulative experience of over twenty years at stations to 50,000 watts—seeking connection with progressive station or network. Draft deferred (RA). Present employ Michigan Federal Communications Commission. Box 91, BROADCASTING.

Situations Wanted (cont’d)

Commercial—Or station manager, 12 years radio experience. Seeks local or regional station producer desires connections with progressive station. Married, exempt. Box 92, BROADCASTING.

Experienced program director—Eight years broadcast and includes regional station production, announcements, control. Draft exempt. Box 93, BROADCASTING.

Broadcast Engineer—Five years chief engineer of local—five years in charge of audio facilities of large studio installation. Now employed by one of the major networks. Desires to enter communication work. Desire chief engineer’s or technical supervisor’s position. Includes references. Draft exempt. Box 94, BROADCASTING.

Transmitter Engineer—First Class Phone, draft exempt. Whole months experience. Box 95, BROADCASTING.

First rate writer—Wants position live station or agency, offering suitable opportunity for ability, versatility. Can produce continuity, script, news any quantity. Desires sale of voice. Also programming production, announcing. Now employed major network. College background. Draft deferred. Box 96, BROADCASTING.

PUBLICITY-PROMOTION-PUBLIC RELATIONS—Well known radio editor planning immediate change desires opportunity with progressive station or agency. Good connections. Original ideas. Uniformly fine experience. Prefer station. Draft exempt. Box 98, BROADCASTING.


Publicity-Promotion Executive—Outstanding Radio Record, 31 Draft Exempt. Top-notch newspaper, civic, radio station and business contacts in 185 cities. Excellent Referencess Available. Box 104, BROADCASTING.


MARY GARDEN SAYS:—“Once in a lifetime you discover such a voice!” But the really amazing thing is—this singer can sell! He does originate and sells advertising for eight years, has song in copyright and radio here and abroad. Can handle popular ballads, operetta, vaudeville, etc., will do “emcee.” Age 35. His wife is a splendid pianist, organist and manager; transposes at sight. What is your proposition for all or part of this combination? Box 107, BROADCASTING.

News Editor—Writer—Producer—Publicity Man—Expert on military, naval, political and economic affairs, both foreign and domestic. Also complete knowledge of sports, 12 years radio and newspaper experience. Best of references. Just quit 54. Box 108, BROADCASTING.

For Sale

RCA portable recorder—Model 840, Separately cased two channel mixer, push button drives utterly. West coast. Box 109, BROADCASTING.

Clifford Yewdall, Empire State Bldg., NEW YORK CITY.

An Accounting Service Particularly Adapted to Radio

Radio Engineering Consultants


Raymond M. Witmore, Consulting Engineer

Designer of First Direct Control Antenna Interference

Stovell Bldg., WASH., D. C.

The Advertiser

In BROADCASTING for Results

February 2, 1942 • Page 57
Nazis Fear Radio, Restrict Newscasts

Newspapers' Privileges Not Given Radiumen, Dreier Says

NAZI officials so feared the effect of radio on American listeners that newspaper correspondents in Berlin were not allowed to report statements of members of the German High Command at authorized press conferences despite the fact that American radio correspondents were allowed to transmit them to the United States, according to Alex Dreier, NBC reporter in Berlin who arrived in New York last week.

Mr. Dreier, last American correspondent to leave Berlin before the outbreak of war, leaving the Nazi Capital Dec. 6, landed on four continents on his aerial voyage home from Lisbon. He was accompanied by Fred Bate, NBC London manager, home for a vacation.

Power From Radio

In the German manual for radio, Mr. Dreier says, Hitler has written a forward which states that the National German power through the airplane, the automobile, the tank, but more than anything else —through the radio. Because of this, the press of the NBC newsman said, high German officials, during his last days in Berlin, rigorously blue-pencilled radio scripts which finally led to his deportation by the Gestapo.

In one instance, he related, a German high command officer authorized publication of a statement which read, "The Russians have only one retreat left open from the Crimea, and that is Sevastopol." Although newspapermen were allowed to send this to the United States, radio censors told Mr. Dreier, "He might have said that but he's wrong and you can't say that on the air".

He said he repeatedly tried to convince Nazi officials—before the entrance of the United States in the war, of course—that it would make a far greater impression on Americans if he were allowed to speak with some degree of freedom. His pleas went unheeded.

Describing the operations of the so-called German Freedom station, the Voice of the Chief, Mr. Dreier said it was generally believed in Germany that it was operated by the Reichswacht, which would explain its continued existence. This was based on several factors, principally that the station continually attacked Foreign Minister Von Ribbentrop, the Nazi party organization, the Storm Troopers and so forth but scurvily refrained from any attack on Hitler or the Army. This station, he said, is located in the Hartz Mountains and was still heard when he left Berlin every evening.

One of the most interesting facts of the material is of such a pornographic nature, he added, that the average German householder sends his wife from the house before he tunes in.

Frequently he was able to slip into his broadcasts to bring out the facts that there was a shortage of aviation fuel and leather, but, he said, the Nazis, were quick to catch on and warn him that one more infraction would result in suspension of his privileges. At present Mr. Dreier is in New York awaiting a new assignment and is preparing an article on his experiences for an early issue of American magazine.

TEXACO PROGRAM TAKES FORD HOUR

CANCELLATION of the Ford Sunday Evening Hour on CBS, due to the war situation and its effects on the war industry [Broadcasting, Dec. 19], has started a number of program shifts by CBS sponsors.

Texas Co., New York, on March 8, week after the Ford Hour signs off, moves its Fred Allen show into the Sunday evening 8-10 p.m. spot, from the program's present location at 9-10 Wednesdays. This move will bring an end to the opposition of Fred Allen and Eddie Cantor on NBC-Red. Texas Co. agency is Buchanan & Co., New York.

In the spot, Procter & Gamble Co., Cincinnati, plans to put two half-hour programs, the first from 9-9:30 p.m., probably to be the Random Sherman show, now heard on CBS Fridays at 10 p.m. for Ivory soap, through Compton Adv., New York.

The second program had not yet been decided upon by P&G last week following meetings with Compton, Pedlar & Ryan and Benton & Bowles, which have portions of the P&G account.

Eno Toothpaste Spots

J. C. ENO Ltd., Toronto (American Division), on Feb. 9 will start a 17-week test campaign to introduce Maclean's toothpaste in this country, using 50-word announcements seven times weekly on KGO, San Francisco, and six times weekly participations on two women's programs on KGO, that city. Programs are Housewives Protective League, andService, Educational Agency in Atherton and Currier, New York.

Ethyl Names Champion

RALPH C. CHAMPLIN, director of public relations of Ethyl Gasoline Corp., New York, has been appointed director of advertising and public relations for the company, succeeding Paul E. McElroy, who has resigned to enter Government service. Mr. Champlin was formerly with BBDO, New York, before joining Ethyl in 1937.

Bryson Appointed To Succeed Fisher

CBS Educational Director Assumes NBC Position

WITH resignation of Sterling Fisher as director of education for CBS, Lyman Bryson, chairman of the NBC Educational Board, was named to assume the post.

A graduate of the U of Michigan, Mr. Bryson spent several years in Oregon before going to NBC as a newspaper reporter and following this was a teacher for four years at Michigan. Later he became executive secretary of the International Red Cross and spent a number of years in Europe in educational organization. He is the author of "Old Educational Days," "Which Way America, The New Prometheus and Working for Democracy."

Fisher's Career

Mr. Fisher has joined NBC as assistant to Dr. James Rowland Angell, public service counselor. Mr. Fisher, who last month received a citation from the National School Broadcast Conference for his contributions to the inter-American educational by his work in extending the CBS School of the Air from a national to a hemispheric scope which is now broadcast in Canada and throughout Latin America, will now be in establishing an NBC Inter-American University of the Air, to begin operation about April 1.

Pointing out the increased need for mutual understanding of each other by all American nations, Dr. Angell said this need had led NBC to undertake the foundation of a "permanent broadcasting institution to serve the entire Western hemisphere."

A native of San Antonio, Mr. Fisher got his B.A. degree from the U of Texas and his M.A. from the U of California, the two being separated by a period of teaching at the U of Western Japan and at Georgia Tech and studying law at Columbia. After another period of teaching in Japan, he joined the editorial staff of the News Field (Mass.) Repub- lican, moving from there to the AP and thence to the New York Times after seven years with the Times, in 1937, Mr. Fisher joined the CBS special events department, subsequently becoming director of education and talks.

Coast Blackout

FOR THE FIRST time since the United States was forced into war, Southern California on Jan. 26 experienced a daytime radio "blackout," while military authorities sought to track an undisclosed number of unidentified planes detected in flight over an unspecified area. Acting on orders from the Fourth Army Command at San Diego, the FCC instructed its defense coordinator for 29 Southern California stations to halt broadcasts of programming, which returned to the air at 10:32 a.m. when "all clear" signal was given. Sliented stations reached from Los Angeles to the Mexican border.

Los Angeles police short-wave broadcasting station was also off the air. Air raid precautions other than the radio silence was taken.

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BROADCASTING • Broadcast Advertising

Drawn for Broadcasting by Sid Hix

"Hey! Any of You Men Got a Knife!"
At first glance, it may seem inconsistent that the cost of reaching Greater Cincinnati over WLW is so small a fraction of the station's rate. But it is a fact, because so great a part of our daily listening audience lies outside our home city.

The existence of this condition emphasizes a problem that long has confronted management men—the proper allocation of radio costs to specific markets. And it has been particularly true in the case of WLW advertisers, because of the wide coverage of the station, and the number and diversity of the markets we serve.

Realizing the need for an accurate cost control technique for our advertisers, WLW engaged Dr. Richard R. Mead of the Wharton School of Finance and Commerce, University of Pennsylvania. Dr. Mead studied 208,411 coincidental telephone survey calls made in 28 markets, and 396,545 pieces of mail received from four offers broadcast at four different periods of the day over WLW. The result is "The Allocation of the WLW Radio Dollar in 345 Midwestern Counties," which gives an accurate charge-off system for allocating WLW time and talent costs to 38 Merchandise-Able Areas in eight states.

Since its publication, a number of WLW advertisers have found this study so helpful in controlling sales and distribution costs that we are convinced it is a worthwhile contribution to many of the problems faced by management in modern merchandising. Consult your advertising agency, or write WLW, Cincinnati, Ohio. We'll be glad to send a representative to explain the Cost Allocation plan, and how it applies to your problem.
It was Hans Lippershey, of Holland, who invented the optical telescope in the year 1608.

Galileo, famous Italian astronomer, perfected and improved the telescope, discovered the satellites of Jupiter with it in 1610.

The optical telescope, which was invented centuries ago, picks up certain objects—at a distance—and magnifies them to the vision. By its construction, it eliminates all other objects except those at which it is aimed.

Not long ago, a need was felt for a microphone which would perform the same purpose for the ear . . . which would pick up sounds at a distance, and eliminate all surrounding noises.

In RCA Laboratories, research was begun. Here—where more, perhaps, is known about sound and its behavior than anywhere else—various experiments were undertaken. And before long there took shape an amazing instrument—a microphone that can be aimed at distant sounds, to pick them up without at the same time picking up surrounding noises!

With the new RCA Directional Microphone, engineers recently were able to eavesdrop on a conversation carried on on a street corner several blocks away—without interference from nearby traffic!

Already, through this invention, new techniques for broadcasting and motion picture sound recording have been developed. The RCA Directional Microphone also has possible military application in the defense of America.

The same research, the same experience, that made possible the Directional Microphone are reflected in all instruments bearing the magic letters, "RCA."

RCA LABORATORIES
A Service of Radio Corporation of America • RCA Building, New York, N. Y.
Other RCA services: RCA Manufacturing Co., Inc. • Radiomatic Corporation of America
National Broadcasting Co., Inc. • R. C. A. Communications, Inc. • RCA Institutes, Inc.