"LORD, PLEASE SEND ME AN IOWA FARMER!"

- If you're either a manufacturer or a maiden!—if you're interested in either marriage or in merchandising! — an Iowa farmer is just about the most promising prospect you've got, these days! This year Iowa farmers are producing one-twelfth of all the Nation's food supply, at really profitable

prices. This year the Iowa farmer's income is receiving a larger boost than that of probably any other classification in America.

With larger spendable income than in 1929, and with far less out-go for cars, tires, and farm machinery, Iowa farm people in 1942 will give entirely new sales potentials to every non-critical product on the market.

And remember: This year, Iowa buying will be done closer to home. The small towns—even the cross-roads stores—will get most of the consumers' dollars. Hence your selling efforts must be more wide-spread than ever, to reach all city, town, and farm markets. Distribution in a few metropolitan stores will not be sufficient. To cover Iowa, this year, you more than ever need the 50,000-watt voice of WHO — the voice that is "listened-to-most" by most of the radio homes and most of the merchants in Iowa... Let us send you the proof!

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
Let the P. O. O. E. (Pay Out Or Else) Brigade come on with its torturous threats of cancellation! Let it attack with all its fury and cunning. We'll turn the demons back with results that will make their eyes pop! We're fortified with a 45% Commercial Mail Increase so far this year and our line of communications is getting stronger.

WWVA has the Eastern Ohio, Western Pennsylvania and Northern West Virginia Radio Front well in hand!

50,000 WATTS SOON! WWVA WHEELING, WEST VA.

BLUE NETWORK

JOHN BLAIR
REPRESENTS US NATIONALLY
CENSORSHIP?

Today it's an ugly word. Usage has changed it to mean an odious mixture of propagandistic half-truths and infamous lies. It reeks of Fascism and smells of Nazism.

Yet there are some who say American radio has been censored.

Heaven forbid it!

Better that every single American station be burned and every receiving set smashed than to have the filthy hand of Nazi censorship at the controls of American radio.

No, censorship, as applied to dictators' radios, has not tainted the American networks.

Instead, the great Fifth Estate has imposed upon itself the "Blue Pencil of Expediency" which in no way infringes upon our freedom of speech or the reporting of news, but which prevents military secrets and information dangerous to our national welfare, from falling upon enemy ears.

Nothing more.

Any representative group can be for anything or against anything and its voice will be carried into 55,000,000 American radio homes.

Is this censorship?

Hardly!

Rather, the slight changes made so that military secrets and pertinent information, helpful to the enemy, will not be revealed, is the war time "Blue Pencil of Expediency."

And the Fifth Estate will use it only for the benefit of the Allies and the destruction of the enemy.

WSM is proud that, as a part of the great Fifth Estate, it is serving America by judiciously and wisely using the "Blue Pencil of Expediency" when—and only when—it is necessary to our national security.
Mail from Montreal

Sales for you right here...

You get both with:

WWL
NEW ORLEANS

50,000 watts - clear channel

Every mailbag at WWL is sprinkled with letters from distant fans scattered throughout the world. We don't merchandise our steady listeners in Canada, the West Indies or Alaska.

But we do know that here in the Deep South, the dominant medium is the powerful, prestige-carrying 50,000 watt clear-channel voice of WWL, New Orleans.

The greatest selling POWER in the South's greatest city

Every day in the week, charming Laura May Stuart is an "invited" guest in countless of Philadelphia homes. ... Her entree is a radio program the housewives of Philadelphia rave about — one the advertisers of the nation swear by ... "For Women Only", a participating feature broadcast daily at 9:15 A.M. ... Laura May Stuart's popularity with buyer and seller alike is attested in a wealth of success stories. On a single 25 cent premium offer, 2,250 returns; on two sample offers 4400 returns for the second lowest cost per inquiry of big stations used. ... These illustrations are typical. There are many more. Ask about them and about the daily caller in the city of homes, Laura May Stuart!
ON MARCH 18, 1922—

While the House of Representatives argued whether our Army should contain 100,000 or 150,000 men—

While rum-runners and bootleggers led the crime news—

While the Brooklyn Robins were training and Uncle Robbie promised that they "would give the Yankees more strenuous opposition than they did last year"—

While radio itself was young and only a few homes were equipped with weird-looking crystal sets—

On March 18, 1922—a new radio station came into existence—WHN went on the air!

ON MARCH 18, 1942—

When a national draft law provides for an Army of 8,000,000 men or more—

When sabotage and espionage are the great concern of the FBI—

When the National League Champion Brooklyn Dodgers are training to meet the Yankees again in the World Series—

When radio has become man's most useful instrument of communication and ninety-five percent of our homes are radio-equipped—

On March 18, 1942—WHN begins its twenty-first year! Now full 50,000 Watts, America's most powerful independent station, its promise for the future far surpasses its achievements of the past.
THE NATIONAL SPOT STATION

WFBR

BALTIMORE

APPOINTS

JOHN BLAIR
& COMPANY

EFFECTIVE

MAR. 1, 1942

- Your John Blair man is ready right now with the facts you need on Baltimore and Baltimore's Pioneer Broadcast Station. He knows... in dollars and cents... how substantially Baltimore business is booming. He knows how effectively WFBR will help you sell Baltimore listeners and tap Baltimore dollars... through its unequalled production facilities, its tested live-talent shows and its real merchandising support. And your John Blair man will give you these important facts the way you want them... quickly, completely, intelligently.

FOR COMPLETE AND DETAILED INFORMATION
ASK A JOHN BLAIR MAN!
L. B. Wilson

President and General Manager, WCKY, Cincinnati

From 1923, L. B. Wilson entered the radio business by founding Station WCKY in 1929. He has become increasingly as one of the industry's most outstanding showmen. His success extends far beyond mere showmanship alone. First and foremost he is a successful business man.

Come to think of it, business sense is the really essential ingredient in every successful career. In our work as radio station representatives we have always selected our own personnel for their proven records of success either in advertising or merchandising, or in general business. Hence every one of our fifteen good men is fully qualified to advise with you both as a business man and as a highly specialized expert on radio advertising itself.

True, every one of us is primarily engaged in "selling". But having business sense, we know that the best way to sell is to offer the right merchandise, at the right time, at the right price. If that's the way you like to be "sold", you'll find we're your sort of people, here in this pioneer group of radio-station representatives.

E. W. W. E. R. V. E. R. since he entered the radio business by founding Station WCKY in 1929, L. B. Wilson has become increasingly famous as one of the industry's most outstanding showmen. But take a look at his thumb-nail biography above, and you'll see that L. B.'s achievement extends far beyond mere showmanship alone. First and foremost he is a successful business man.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan
Franklin 6175

NEW YORK: 247 Park Ave.
Plaza 5-4131

SAN FRANCISCO: 111 Sutter
Sutter 4353

HOLLYWOOD: 1525 N. Gardner
Gladstone 3949

ATLANTA: 122 Palmer Bldg.
Main 5667

Page 8 • March 2, 1942

BROADCASTING • Broadcast Advertising
**Freeze Order Leaves Room for Flexibility**

Individual Facts to Guide FCC in Grants

THE PHYSICAL structure of the American broadcasting system is frozen — but not frozen stiff — under orders and interpretations approved last week by the War Production Board and the FCC, acting in unison.

While Donald Nelson, WPB chairman, announced approval Feb. 24 of the freeze order recommendations made to the WPB and FCC Feb. 12 by the Defense Communications Board, the FCC issued a "memorandum opinion" which also had the effect of approving the freeze order but which was designed primarily to set forth the policy and procedure to be followed by the FCC in its wartime handling of standard broadcast applications.

Just As Announced

The freeze order was approved exactly as first announced [BROADCASTING, Feb. 16], though this was anticipated in view of the fact that James Lawrence Fly is chairman both of DCB and FCC with which the WPB is working in close harmony.

Mr. Nelson simply announced that "a plan for drastic limitations on all new construction of standard broadcast facilities in the United States" had been adopted, adding only that "the program also limits any changes in broadcast facilities". This was amplified by J. S. Knowlson, WPB Director of Industry Operations, with merely the statement that "future priorities assistance to enable builders to obtain critical materials would be in accord with the plan."

The WPB officials left to the FCC the details of working out methods of executing the freeze order, and presumably will grant priorities hereafter only on recommendation of the FCC.

The FCC's opinion was designed to clarify the procedure to be followed in carrying out the policy laid down, which in its simplest terms is that future construction will be considered and authorized only in the light of availability of equipment under WPB restrictions on critical materials and of the need for primary service to be provided either by new stations or by improvement of the facilities of existing outlets.

Significant in the FCC statement of policy, however, was the assertion [see page 10] that "it is not clear at this time that the expansion of broadcasting should be entirely eliminated for the duration of the war" since "for the best war effort it is important that there be adequate broadcast facilities throughout the nation."

While the new policy and procedure leave considerable discretion and leeway to the FCC, which is still the judge and jury over individual applications, the net effect of the order will be to slow down new construction and, as materials become harder if not impossible to get, virtually to halt any radical changes in the existing plant set-up except under military exigencies. Whether exceptions will be more prevalent than the rule, remains to be seen. The key to the future is equipment. Unless released by the military or by WPB it may soon be unavailable in view of the current conversion of practically all radio factories to 100% war production.

Three Main Points

As set forth in its "memorandum opinion", the FCC "will grant no standard broadcast station application unless a showing is made that:

(1) Construction (if any) pursuant to the grant will not involve the use of materials of a type determined by the WPB to be critical; or

(2) Where the application is for a new standard broadcast station, the station will provide primary coverage of an area with substantial part of which already receives primary service from one or more standard broadcast stations; or

"(3) Where the application is for a change in the facilities of an existing standard broadcast station, the change will result in a substantial new primary service area no substantial part of which is already provided with primary service from one or more standard broadcast stations."

Footnoted to these three basic provisions, the Commission, in referring to "primary service", states: "As here used, 'primary service' includes service to be rendered pursuant to an outstanding broadcast construction authorization." It also states that the FCC Standards of Good Engineering Practice will be used as a guide in the determination of primary service.

Under existing standards primary service is regarded as a signal of from 10 to 50 mv. per meter in city or downtown areas; 2 to 10 mv. per meter in city residential areas, and 25 to 50 mv. per meter in rural areas, depending upon the

**New Stay of Network Rules Is Sought**

Supreme Court Appeal From 2-1 Decision Is Next Phase

PREPARING to appeal to the Supreme Court of the United States from the 2-to-1 decision of the statutory three-judge Federal District Court in New York, which on Feb. 21 held that it had no jurisdiction to adjudicate the validity of the FCC's network monopoly rules, counsel for CBS and NBC went before the same court last Friday afternoon to ask for an order staying the effective date of the rules pending appeals to the highest tribunal.

To Rule This Week

Reasonably good prospects of another stay of the network-monopoly regulations pending appeal to the U. S. Supreme Court were seen following last Friday's arguments of the network and Government counsel. However, the court reserved judgment, but indicated its ruling would be forthcoming soon — possibly Monday.

Full texts of majority and minority decisions of the New York District Court in the network monopoly case will be found on pages 24-25.

The court stated flatly it would sign pleadings authorizing appeal of the issue to the highest tribunal, but hedged suggestions of NBC and CBS counsel that this be done after action on the renewed motion for a stay.

After Charles Evans Hughes Jr., chief counsel for CBS, had told the court that efforts to short-cut the Supreme Court proceedings, by procuring suspension of the rules during a test case on an affiliate's license renewal, had been rejected by FCC General Counsel Telford Taylor, Judge Learned Hand, who wrote the Feb. 21 decision, pointedly observed that the court would have favored such a course. This procedure, he stated, had been recommended by the majority in its opinion.

John T. Cahill, NBC chief counsel, likewise advised the court that an independent proposal he had made to this end had been rejected by the FCC. Previously both NBC and CBS counsel had argued that irreparable injury would result to them and their affiliates if a stay were not procured. Affiliates, they argued, would not be disposed to challenge the rules and there would be no assurance of proceedings in which the networks could intervene to test jurisdiction.

Judge Hand observed that without relief networks like the networks might be "wrecked."

MBS Asks Status Quo

Mr. Taylor opposed the argument down the line, holding that the effort of the networks was to hinder and delay. He contended the industry was not united, pointing out that MBS throughout the proceedings had suffered by the delay. The public also might be injured, he observed.

Donald C. Beeler, Washington associate of Louis G. Caldwell, appearing as counsel for MBS, briefly supported the FCC argument. He said the "status quo is causing Mutual irreparable injury," and de-
season of the year, noise level and kindred technical factors.

Determination of whether new and modified transmitters will or must receive primary service from one or more stations, obviously gives the Commission considerable discretion in that area. Whether the equipment is of new or improved design, and whether it meets the standards of performance, quality and reliability inherent in the proposed service, is asserted in the preamble to the outline of policy and procedure [covered in story on page 9].

We have not yet reached that goal, the preamble states in referring to a lack of service in some parts of the country.

The Commission must apply the test of whether the station has available or is able to secure the license needed to meet the basic needs of the public interest, as is expressed in the memorandum opinion of the Commission. The opinion states that under this opinion, the Commission is called upon to formulate a policy and procedures for the handling of radio broadcast applications under the new, promulgated freeze order.

The adequate broadcast facilities are important for the best war effort, that expansion of broadcasting should not be permitted, the opinion stated. It also stated that the Commission, in the opinion, looks forward to the stabilization of the broadcast field and equipment. Newcomers into the field already hold construction permits for new or improved factories [BROADCASTING, Feb. 23] will probably be permitted to continue as the war progresses, but if they seek extensions of completion dates they must prove to the Commission they have the needed materials and have already started to build.

Maintenance Problem

Requests involving essential requirements for repair or maintenance, the Commission declares, "will be treated as heretofore," which is taken to mean that the Commission will not be required to continue to meet high standards of performance. However, they may later relax arbitrarily rigid requirements if materials become available.

At the Commission it was stated that nearly every station grant already made, but pending license to cover construction permit, involving many materials already announced, specific issues appropriate to the new policy will be added. Cases which have already been heard will, when necessary to apply the new policy, be redesignated for hearing upon issues under this policy. Cases in which proposed findings have already been taken will be determined as heretofore.

"Applicants who consider that their applications satisfy the new requirements may wish to support their applications by filing a proper petition in support of the applications, following forth detailed data on this point.

Extension Requests

"In cases where an application has heretofore been granted subject to any condition which further application will not be granted unless the proposal meets the requirements set forth above, or the applicant has, pursuant to the grant, actually commenced construction or made substantial expenditures for materials or equipment prior to the date hereof."

"The Communications Act contemplates that construction permits should not be issued or allowed to remain outstanding where there is no reasonable prospect of completion of the proposed construction within a reasonable period of time. Hence, requests for extension of time for the completion of permits under standard broadcast authorizations will not be granted by the Commission unless the applicant can by proper petition show that the proposed construction meetings the requirements set forth above, or that the applicant has actually commenced construction prior to the date hereof and has put all the critical materials and equipment necessary to the completion thereof.

However, requests for extension of certain construction deadlines in cases where proposed findings are now outstanding will be granted if the requirements set forth above are met, or if the applicant has actually commenced construction prior to the date hereof and has put all the critical materials and equipment necessary for completion.

The foregoing requirements may be waived where changes in equipment are required because of changed standards by any agency of the Federal Government."

The last proviso was explained as referring to a case, for example, where the military authorities should decide that a particular station must be moved for purposes of strategy. It is also conceivable that the FCC, in similar cases, may decide to shuffle stations about for reasons of better distribution of war information if desired by authorities in charge.

In other considerations, it was said, may of necessity have to give way to the larger public welfare if demanded by the higher authorities.

Special Policies Later

Special policies may be being formulated with respect to FM, television and facsimile stations, auxiliary broadcast services in experimental operation. These will take into account the "technical experimental benefits to be gained especially insofar as they assist that effort.""

Applications involving international broadcast stations will be considered and action upon in accordance with policies worked out by the Office of Inter-American Affairs (Rockefeller Committee). Their plans for more extensive and better integrated shortwave broadcasting to all war areas are now being debated [BROADCASTING, Feb. 16] and the FCC is expected to play a considerable part in effectuating them when finally determined.

JANSKY IS NAMED WB P RADIO HEAD

C. M. JANSKY Jr., senior partner in the Washington consulting engineering firm of Jansky & Bailey, has been appointed by the Federal Communications Commission to the war production board, and has taken an indefinite leave of absence from his firm, which will continue under the direction of Stuart L. Bailey. Mr. Jansky will not be called to the post and probably will not take his leave of absence until after February 23.

In his new position, Mr. Jansky will have charge of surveying factory production facilities and determine appropriate requirements for all phases of radio communications, including broadcasting, under the plan calling for complete conversion of radio factories to war production [BROADCASTING, Feb. 23]. His immediate superior is T. J. Bullion, chief of the Communications Branch, under whom also fall the telephone and telegraph services. Mr. Jansky, heretofore has been handling radio matters, including contacts with the WPB and other agencies concerned with the new, promulgated freeze order.

Organization of the staff to be under Mr. Jansky and the surveys to be conducted by his department may slow up further development of the war effort, according to some, and of the industry for the present. It was said at WPB headquarters, however, that restrictions aimed toward a war effort should now be going increasingly tighter. It was emphasized that the selection of Mr. Jansky was the result of a carefully and methodically to insure its smooth functioning in the final set up.

Mr. Jansky is a former electrical engineer professor at the University of Minnesota, his father being professor of electrical engineering at the University of Cambridge, England. He is a past president of the Institute of Radio Engineers.

Chesterfield Spots

ABSENT from the spot radio field for several years, Liggett & Myers Tobacco Co., New York, in January, started a test campaign of 250 transcribed jingle announcements on three Chicago stations for Chesterfield cigarettes. Of two-minute duration, the jingles feature popular radio personalities Gilbert H. Elman on WAAF, WJJD and WCFL. Also being used for 70 spots weekly is WIND, Gary, Ind., and other stations, probably all in the same name. This test schedule may result in a nationwide campaign, no confirmation, however, has been obtained from Newell-Emnett Co., New York, agency in charge.

More Get Vinnos

LEVER BROS. Co., Cambridge, Mass., this week and next adds five New York stations to the 34 already advertising on continuous transcribed daytime announcements and evening chain breaks for its new Vinnos substrate products. Announcements are WOR, WNEW, WHN WMCA, WQXR. Agency is BDDO, New York.
Candy Firms Stay on the Air Despite Problem of Priorities

Mars Main Exception
Radio Campaigns and

ADJUSTING distribution and production problems to cope successfully with the WBP allotments of sugar, leading candy bar manufacturers have indicated to BROADCASTING their intention of maintaining current radio schedules. Since manufacturers are conducting limited tests in certain markets, it was learned. One exception, however, is Mars Inc., which on March 30 is discontinuing Dr. J. Q. on 90 NBC-Red stations, Mondays at 9-9:30. It has been reported that other sponsors have been interested in the program placed through Grant Adv., Chicago [see story on this page].

Expansion Plans
Testing and expansion are taking place in the schedules of E. J. Brach & Sons, Chicago (Brach almond nougat bar), and Schutter Candy Co., Chicago (Bit-O-Honey). The former account, concentrating in the Chicago area, is using five-minute early morning newscasts six times a week on WBBM through United Adv. Corp., Chicago. Schutter is conducting one-minute spot announcements tests through Rogers & Smith, Chicago, on WGN, Chicago, and WEED, Boston, with a Defense Bond given for half a dozen wrappers. If the test is successful, plans call for expansion into about 30 markets.

D. L. Clark Co., Pittsburgh (Clark bar), on Feb. 26 will shift Service With a Smile from its present time on 58 Blue stations at 8:30-9 p.m. to a half-hour earlier at 8-8:30 p.m., and has indicated that it will remain an A. A. Hill Co., Pittsburgh, is agency.

Williamson Candy Co., Chicago (Oh Henry!) will continue its present Famous Jury Trials, half-hour dramas on 63 sponsor stations, it was said. Aubrey, Moore & Wallace, Chicago, has the account.

Planters Expanding
Planters Nut & Chocolate Co., Wilkes-Barre, Pa., has been steadily increasing its schedule of news programs in the interest of its 5-cent peanut package. Goodkind, Joice & Morgan places a portion of this business. Planters also sponsors What’s On Your Mind on CBS Pacific News and through Raymond R. Morgan Co., Hollywood.

Other candy bar manufacturers reporting maintenance of present spot schedules are Paul F. Reichen, Bloomington, Ill., put on by Arthur Meyerhoff & Co., Chicago; Bunte Brothers, Chicago, placed by Presba, Fellers & Presba, Chicago, and Curtiss Co., Chicago (Bateson), placed by Arthur Meyerhoff & Co., Chicago; and Hershey, Chicago, placed by Arthur Meyerhoff & Co., Chicago.
Over-All Increase Is Seen but Danger Of Unpredictables Is Recognized

Mr. Pellegrin was asked by Broadcasting to prepare this article on the basis of his most recent surveys of the immediate and prospective outlook for radio advertising in relation to war and in comparison with peacetime. The writer also presents a reasonably heartening view of the world situation, though individual opinion may differ with his prediction that network advertising for the immediate future will remain about the same, that national networks will decline slightly and that local will increase. For the NAB membership, Mr. Pellegrin recently completed a study of "Wartime Radio Advertising" which is a revision of his analysis of "The Effect of Priorities of Radio Advertising" issued last September.

By FRANK E. PELLEGRIN
Director, Department of Broadcast Advertising
National Association of Broadcasters

AS COMMERCIAL radio finds itself in the first wartime period of its history, American broadcasters have no reliable past-performance charts to guide them.

Rapid and drastic changes in business and advertising have already occurred, and more are expected. Advertising losses have been noted in some fields, with increases in other fields. This uncertainty has been added to the broadcaster's already heavy burden.

The problems facing commercial wartime radio are numerous and serious. Charges against wartime advertising as an economic waste, the possibility of unwarranted regulation or censorship, rising prices of production, increased tax load and the certainty of further increases, the demand on radio's manpower to fill essential posts and in some cases to face the enemy. These are only a few of the complicated problems brought about by the new order.

And Then Pearl Harbor

Whether the industry can survive these and other unprecedented trials will depend largely on its ability to maintain revenue, and thus show that it is capable of sustaining the traditional American system of free, competitive broadcasting.

To help the industry plot its course through the uncharted seas of wartime commercial broadcasting, the NAB has gathered the un-emotional, factual opinions of many advertising leaders here and abroad, as well as the facts on what has happened to radio in Canada and Australia, where the war effort preceded ours by two years.

This NAB survey, nearly a year in the making, resulted in a study on The Effect of Priorities on Radio Advertising, released to the industry last September. Offered only as a tentative guide, the opinions given then by various contributors were vindicated almost to the letter in the following three months.

Then came Pearl Harbor. The pre-war "exploratory" radio chart was rapidly outdated in a rush of new priorities, restrictions, rationing, the "all-out" conversion of some industries, and all the other factors you know so well. Therefore new surveys were made, new opinions sought, new trends noted.

The result is a revised outlook for radio advertising, but one that is—and must be—heavily qualified.

The heartening conclusion, however, is of this moment, is that radio is due for an over-all increase in business during the predictable future. What will happen after that—perhaps in six months, more or less—is anybody's guess.

At the outset, it is obvious that radio sales staffs face a greater challenge today than ever before, and must be constantly on the alert to adapt their pattern to changing conditions.

Sales efforts should be at least temporarily diverted from those fields which have been affected by mandated priorities and directed to other fields with greater potentialities. All station records of last year's volume and sources of revenue should be interpolated in this new light, and sales quotas altered accordingly.

Spending Income

At the base of the problem is the extent of spendable national income. In 1941, national income was $85 billion dollars, or $25 billion. The income for 1942 is estimated variously at from $2 to $110 billion, and taxes may be $27 billion. The increase in taxes, however, will largely be taken "off the top," and will not materially affect the consuming power of those best able to pay.

On the other hand, the great increase in national income will largely filter through "at the bottom," and will raise the purchasing power of millions of war-age-wage-earners and their families. These form the vast army of consumers for radio-advertised products.

The National Resources Committee declares that 60% of the U. S. dollar market is made up of families with annual incomes of less than $2,000. Because of pre-war defense spending, 600,000 American families in 1940 moved up from the $1,000-a-year class into a higher bracket, and the estimate for 1941 is that 2,250,000 additional families did likewise.

Benefits of Advertising Drives By British Government Shown

Writer in Commerce Department Periodical Says Similar Paid Campaign Would Be Helpful Here

SOMETHING of a stir was created in advertising circles last week when a governmental use of advertising space by the organ of Mr. Jones' department, is in contrast to the proposal by some of the Treasury tax experts, who have been drafting a $7 billion dollar program, that concerns excluded exclusively in war production should not be allowed to charge up advertising as a business expense—and therefore for a legitimate deduction from income for income tax purposes.

"Of interest in connection with the deductions from these $7 billion tax bills, the Times continued, "is the fact that private enterprise is now paying and so contributing for Government purposes an amount of advertising space which has been estimated at between $20,000,000 and $30,000,000 and that the Treasury Department is said to have almost 90% of this space."

"As a part of this trend, the U. S. Government, as in the case of the (Continued on page 50)
SORRY, CLEVEDON
...I thought your name was Smith!

Profitable advertising, we've been told, sells the greatest number at the lowest cost.
That's axiomatic.
WOR believes in it.
For, of all media, radio gives today's advertiser the greatest opportunity to reach the greatest number. But in that opportunity lies a danger for the agency or advertiser who now relies on size of audience alone.
This is a period of shifting incomes, interests, and listening habits. Limited audience measurements no longer apply.
WOR knows this.
And this knowledge is based on facts uncovered by the "WOR Continuing Study of Radio Listening in Greater-New York." This personal interview sampling goes on continuously, month after month. It finds out, from actual talks with all kinds of listeners in all kinds of homes, what programs get their greatest attention, what holds their interest longer, wins their confidence and makes them buy.

This is a pioneer venture for WOR, but it is not experimental. It brings to local radio — for the first time, we believe — a continuing means of evaluating the listener as a human being, not a mathematical digit. It offers the sponsor a method of pre-determining his audience, of speaking to the Clevedons or the Smiths. Or both. Thus a program on WOR begins working from its first moment on the air. This cuts a low station cost lower and boosts the profit on each product unit sold.
Such knowledge is a very good reason why it pays to discuss your time buying problems with WOR.

WOR at 1440 Broadway, in New York

★ “Here's Morgan”, that unique WOR show starring the unpredictable Henry Morgan, was shown to have 21 listeners in every ten homes checked — a hitherto rarely-checked audience-plus. Contrary to belief, Morgan is NOT a sophisticate's darling. He appeals to ALL income groups in ALL kinds of homes.
Radio Employes Draft Status Left to Local Boards, Stations

Selective Service Says On Replaceability and these age groups, but it is believed that a great many key employees will be affected by the drawing.

At NAB headquarters it was stated that no classifications have been made to Selective Service headquarters asking for deferment of key station employees, especially technicians, to prepare a "retrenchment" program for replacement of drafted men. This program would involve building up employe reserves for replacement purposes.

It was pointed out that the Radio Technicians Training Program, launched by the NAB, cooperating through the Division of Engineering Science, Management Defense Training of the U. S. Office of Education, may provide the needed reservoir of technician replace-ment. It is hoped by the NAB that enough men can be trained through the program to take care of the needs of the armed forces and stations seriously affected by the draft. With temporary deferment granted to essential employes, it was pointed out, more time would be given to train-to-trainee placement and stations would then not be seriously affected by the changeover.

Retrenchment Hoped

Hope was also expressed at the NAB that among the trainees in the technician program there would be found enough men, either over draft age or physically unsuited for combat service, who could be used to offset draft inroads on station personnel.

To offset criticism regarding requests for draft deferment, it was suggested in some circles that the industry make no strong efforts to have employes classified in a "favored" class. Commenting on the duty falling on Selective Service quarters in determining "essential" and "non-essential" men in the war effort, retired Brig. Gen. Hugh S. Johnson, in his syndicated column of Feb. 24, stated, "It is only in the Government's interest that the man is taken—not his interest."

George Norton in Army

GEORGE W. NORTON JR., owner of WAVE, Louisville, last week was commissioned a captain in the Army Air Corps and has been assigned to the Procurement and Assignment Division with the duty of guiding qualified men in the east into suitable non-combative posts. His quarters will be established at the Army Air Corps radio station Bldg. in Knoxville, and he will have as his territory Kentucky, Tennessee, Mississippi, Alabama, Georgia, and the Carolinas. He has taken leave from the law firm of Crawford, Middleton, Milner and Seelbach, of which he is a partner.

FCC Recognizes Operator Scarcity

Eases Requirements as Draft Officials Urge Leniency

RECOGNIZING the growing shortage of first-class radiotelephone operators, caused by military demands for experienced operators, the FCC on Feb. 21, upon recommendation of the DCM, relaxed its operator requirements to permit operation of stations of any class by those holding second-class operator licenses or radiotelephone second-class operator licenses.

Shortage of operators has also been given sympathetic attention by Selective Service officials in Washington, who have sent a general recommendation to local draft boards requesting utmost consideration of radio technical employes in all cases deemed essential to the maintenance or operation of stations [BROADCASTING, Feb. 23].

New Qualifications

The new FCC regulation provides that at least one first-class radiotelephone operator must be employed by each station to provide technical operation of the station and to provide any necessary major adjustments of transmitter equipment. It is-intimated in the regulation that holders of other licenses may make minor adjustments in transmitting equipment.

It is further provided that in the event of unavailability of a first-class radiotelephone operator for a major transmitter adjustment, the station affected must cease operation until an operator is available. Previous FCC regulations held that only first-class radiotelephone

(Continued on page 60)

Radio in Milk Drive

MILK FOUNDATION, Chicago, an association of dairymen and dairymen, has announced tentative plans for a $200,000 advertising campaign for increased milk consumption. All media, including radio will be used, according to Carl Daysnehmen, executive secretary. An agency has not yet been appointed.

FCC Resumes Issuance Of New Ham Licenses

FOLLOWING the request of the War and Navy Departments, the FCC has resumed issuance of new amateur radio operator licenses, it was announced last Thursday. The Office of Civilian Defense and the FCC, it is understood, also have submitted requests for reissuance of amateurs' licenses. The FCC was advised by the War and Navy Departments that classification of men for the services is facilitated greatly if qualified radio operator applicants are in a position to verify their claims by exhibiting a license.

Following cessation of amateur sales by the War Department last week, the FCC pursued a policy of not issuing new amateur operator licenses since March, when the war effort, the FCC pursued a policy of not issuing new amateur operator licenses since March, when the war effort, the FCC pursued a policy of not issuing new amateur operator licenses. Examinations for the former were continued, however [BROADCASTING, Dec. 15]. As a result there are now approximately 1,500 applicants who have passed the examination for operators' licenses and are now qualified to come under the new ruling.

National Biscuit Plans

NATIONAL BISCUIT Co., New York, which has used spot commercials for its Biscuit Bread, is planning a similar series in mid-March using one-minute announcements on WTC and WQR, Hartford. It is understood that if the test proves successful, the campaign may be enlarged. Agency is Pedlar & Ryan, New York.

Lady Esther Test

LADY ESTHER Co., Chicago, on March 9 will start a test campaign for its cosmetic products, using evening chain-breaks on about 18 stations, and one-minute daytime announcements on WAC and WDRC, Hartford. It is understood that if the test proves successful, the campaign may be enlarged. Agency is Pedlar & Ryan, New York.

CORNELL'S CO-ED ENGINEER, 22-year-old Beatrice Mead, daughter of a Long Island tomatoe, operates the controls of Cornell's commercial broadcasting station, WHCU, Ithaca, N. Y. The slim, vivacious brunet is an electrical engineering student who ranks in the top third of her class at the Engineering School, of which she is a co-ed. The engineering school, which is also the chief engineer of WHCU, cites Miss Mead as an example for thousands of other women who are eligible for training courses as radio technicians to take the place of men called up for service.

Page 14 • March 2, 1942
NOW

represented nationally by

EDWARD PETRY & CO., INC.

New York       Chicago       Los Angeles
Detroit        St. Louis     San Francisco
**Shortwaves Put Plan of Operation Up to Government**

Paley Advances an Alternative to Meeting in New York

BELIEF that the near future will bring about a settlement of the present disagreement between the Government agencies and the country's shortwave broadcasters over the policy of limited broadcast operations to be followed for the duration of the war was expressed late last week by William S. Paley, president of CBS.

Queried by Broadcasting concerning details of the so-called "Paley Plan" which he is reported to have proposed as an alternative to the Paley Plan of Mr. Lewis and Mr. Morgenstern to the Coordinator of Inter-American Affairs (Rockefeller Office) for broadcasting to Latin America as proposed by the Paley proposal which he was understood to support, Mr. Paley said "I do not represent the thinking of the industry" it should not be publicized.

Stating the shortwave broadcasters are taking "no selfish position" in the matter, Mr. Paley said that commercial interests as such are completely secondary. Mr. Paley said broadcasters have repeatedly expressed their willingness to do all in their power to aid in the nation's war efforts. "All our differences," he said, "are over the degree of Government control that must be exercised." His plan, he explained, was "just one attempt to achieve a meeting of minds" and was in no sense final.

**Operators Discuss Plan**

The Paley Plan was presented, it was learned, at a meeting of shortwave broadcasters held in New York last Tuesday, attended by representatives of CBS, NBC, Westinghouse Electric, General Electric, the major American operators of international stations. Copies of the plan have been submitted to the Office of the Coordinator of Information (Donovan Committee) and the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee).

In essence, the Paley proposal is said to call for grouping of the country's shortwave broadcasters into two organizations, one maintaining the competitive situation which has played an essential part in the development of the domestic American system of broadcasting, while the other, to the listening public is unparalleled anywhere else in the world.

This dual arrangement, it is understood, would extend through Latin America as well as in this country. It is also understood that under this plan operation of the shortwave stations would be handled by impartial, experienced broadcasters, working in close cooperation with Governmental officials and agencies.

Under the Donovan and Rockefeller plans, on the other hand, are said to call for almost complete Governmental control. The former, (Continued on page 54)

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**Tax on Advertising Revenues And Franchise Levy Forecast**

**Proposals for New Legislation Are Believed to Include Double Imposts on Broadcasting**

HEARINGS on the nation's biggest tax bill to raise 7 billion dollars in new levies, which are to start March 3 before the House Ways & Means Committee, may bring about some important tax proposals for a special impost on broadcast revenues or franchise tax on radio facilities.

A franchise levy and the controverted 15% to 20% at time sales thrown out by Congress last year are hinted by tax experts in Washington to be definitely within the proposals to be offered by the Treasury when the hearings open this week. The new Treasury proposals will be divulged with the appearance of Secretary of the Treasury Henry Morgenthau Jr. as the first committee witness.

**General Advertising Tax**

Proposals from usually reliable sources indicate that newspapers and magazines also face a tax on advertising revenues. This, according to the reports, would amount to $7,000,000,000 on broadcast advertising time sales. However, because of deductions from corporation income and excess profits tax return, the actual levy might probably reduce between $4,000,000 and $5,000,000.

Also expected as a certainty are increases in the income tax on all corporations. It is felt the surtax rate may be raised so that with the normal income levy of 24%, the combined tax will amount to a rate of 44% or 45%. It is expected to be increased, although some form of average earnings plan is expected to be retained. In the past the Treasury has vigorously opposed a tax on the average earnings basis but Senator George (D-Ga.), chairman of the Senate Finance Committee, has expressed willingness not to go along with the Treasury to revive the fight with Congress on this form of revenue raising.

It is understood the Administration is opposed to enactment of a general sales tax and it is not expected the Treasury will sanction such a move. However, there is growing sentiment in Congress for this form of tax since it represents an easy method of raising part of the new revenues.

It was indicated this sentiment on the part of Congress was brought out in meetings held last week by Treasury and Congressional tax experts who discussed the basic outline for the program. A surtax is levied if income produced by profits in Congress, it is understood, is a withholding tax on salaries. This is especially favored by Senator George who stated that a withholding tax would prevent any sharp boost in existing rates on corporate and individual income taxes.

A report that a 15% horizontal tax would be levied on all advertising media and would bring an estimated $100,000,000, was discounted by Special Tax experts recently [BROADCASTING, Feb. 16]. It is not known how this figure was reached at a view of estimated 1½ billion dollars annual revenue of all advertising media, which would bring such a tax far above $100,000,000. If this tax plan reappears, it is presumed that substantial exemptions would be provided due to the greater corporation income and excess profits taxes in the new program, and it is believed the estimate will be brought down at least within the $100,000,000 figure because of these deductions.

**Thrown Out Last Year**

Last year, following action by Congress which knocked out a proposed radio franchise tax, an alternative proposal was made to tax gross billings of stations with a view to raising $10,000,000 to $15,000,000 in revenues. This was recognized as discriminatory and Congress dropped the proposal.

In view of the revival of interest in the idea, it is expected that revenue for the Government from any radio tax would be far in excess of last year's estimates because of the greatly increased gross billings of stations in 1941 and the estimates made for the early part of 1942.

Further speculation on the tax picture brings out the fact that in view of the recent conversion orders affecting receiver manufacturers, a new tax on sets and parts does not appear likely. However, it is understood expressed by Secretary Morgenstau, the loss of tax sources will only make the burden increasingly larger on available sources. It is thought that the basic policy of excess profits taxation will be retained. This is reported to be favored by Congressional leaders. Under the proposals, would be allowed to use as a base either the average earnings for the years 1936-39 or the rate of return on invested capital during those years. Whatever is the more advantageous.

Present schedule of the House Ways & Means Committee for the future is said to provide for the appearance of Treasury and Congressional spokesmen for March 3-9, followed by representatives of industry and the general public.

**WPB to Restrict Cans For Beer, Coffee, Hams**

TIN CAN manufacturers were given permission by the War Production Board to pack beer, coffee, and hams in cans for delivery until May 31 cans for packing beer, coffee, and hams which were in use last year or prior to Thursday, Feb. 11. At the same time, however, the WPB froze stocks of those containers which are to be used in the near future.

Manufacturers were also permitted to assemble cans whose parts were cut or lithographed by Feb. 11 but when the cans are packed they must be held in stock until the Director of Industry Operations, WPB, decides on their disposition. Orders made before Feb. 11, the WPB stated, to prevent waste of material unsuitable for other purposes and at the same time to prevent spoilage.

**Ad Council's Offices**

THE Advertising Council has leased offices at 60 E. 42d St., for its New York headquarters and expects to move in sometime this week, according to the Council's managing director, Dr. Miller McClintock. An office will also be opened in the near future in Washington, he said. Personnel has not yet been selected. McClintock has said, explaining that the Council's staff will comprise only a few individuals, since so much of its organizational work will be carried out by individuals and committees of advertising prominence who are members of the council and able to devote time to the Council's purpose of guiding and coordinating advertising's contribution to the war program.

FOR CHILDREN, Adventures of Outhurt, National Park Pup, is prepared by the National Park Service, U. S. Dept. of, is being presented cooperatively among 30 national parks. Format is a 15-minute dramatization on the wildlife of national parks written by Dorothy J. Lewis and is available upon request.
Yes, yes. A fascinating story!

The makers of HALLMARK greeting cards essayed the impossible. Or so went the industry tradition.

They put their mark on page 4, and went on the air to tell people about it, that it stood for a smart card, and why not ask for their cards by name.

And lo, it worked!

People asked for HALLMARK cards. In such numbers that Hall Brothers wrote, after two years of proof:

"Sales throughout all New England have materially increased as a result of our radio advertising. We are sincerely gratified with the job Stations WBZ-WBZA have done for us.

"As you know, your stations are the only ones used in New England."

Which we offer as another proof that WBZ is effective throughout New England. And as a reminder --for your own spot campaign in New England-- that WBZ-WBZA covers 1,625,000 radio homes... eight out of every 10...at single station cost.
**FLORIDA RADIO TAX ADJUDGED ILLEGAL**

A STATE, county or municipality is powerless to levy a license tax on a radio station doing a general business under a license from the FCC, according to a ruling handed down Feb. 23 by Federal Judge William J. Barker in a test case brought by the Tampa Times Co., owner of WDAE. Filing suit in 1937, the station owners sought to restrain the county tax collector from collecting a state and county license tax imposed by the State Legislature on the contention that the exclusive jurisdiction and regulation of the U.S. Government. Citing the Communications Act of 1934, the court ruled it preempted the field of radio broadcasting and communications", Judge Barker maintained, "that "the State of Florida does not have the right to levy a license tax upon the business of radio broadcasting." He declared any and all such laws as Chapter 18011, Acts of Florida, 1937, null and void and granted the plaintiff station a perpetual injunction against the defendant and his successors.

This same question is involved in a suit brought by the Circuit Court of Florida to restrain the City of Tampa from levying a license tax from WDAE.

**IT&T Changes Plans**

INTERNATIONAL Telephone & Telegraph Co., New York, which has been sponsoring Good Neighbor News five-weekly on WABC, New York, and six-weekly on WJSV, Washington, on March 3 is discontinuing the institutional program on WABC with the start of the CBS series for General Electric Co., featuring Frazier Hunt, in the period 6:15-6:30 p.m., Monday, Wednesday, Thursday and Friday. Agency is Mershalk & Pratt, New York.

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**14th NAB District Selects Ed Yocum**

Replaces O'Fallon on Board; War Assistance Pledged

CONCENTRATING on radio's part in the war effort in the states of Colorado, Utah, Wyoming, Montana and Idaho, making up the 14th NAB District, met at Denver last Wednesday and elected Ed Yocum, general manager of KFEL, Billings, Mont., as district director for a two-year term succeeding Gene O'Fallon, KFEL, Denver.

Mr. Yocum

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**18th NAB District**

**Broadcast Listings Concluding that news services' releases concerning the broadcasting by American prisoners of war in Japan serve to emphasize the Japanese broadcasts, the 18th NAB District meeting in Los Angeles, Feb. 23, pledged that such releases should be discontinued.

The resolution also stated that information on enemy broadcasts tends to create the impression that it brings an increasing number of people under the influence of Japanese and other Axis propaganda.

Pledging 26 stations in Southern California, Arizona and New Mexico, 60 members attended the meeting. Speakers included C. E. Arney Jr., assistant to NAB President Neville Miller, who made a comprehensive report of the organization's wartime activity. Bob Richards, former production manager, was also assistant to NAB President Neville Miller, who discussed means being used by broadcasters to lend greater aid to the war program.

Congratulatory letters were extended at the meeting to Neville Miller, NAB president, for his suggested policies to be followed by the industry to achieve unity and to aid in the war effort. - The meeting was held on behalf of the industry to President Roosevelt following the Japanese attack on Pearl Harbor. A resolution was adopted to give severest scrutiny to all news releases and other news sources for traces of enemy propaganda.

Those Attending

Officers and personnel of SESCAC were thanked in another resolution for the aid given broadcasters by the organization. A resolution was also adopted pledging unanimous support to BMI and urging all stations to contract for the new BMI licenses. Attendance included:

Frank Bishop, Holly Moyer, Eugene O'Fallon; Calvin Brown, Thomas G. Gillett, L. L. Lovett, USNR, assistant public relations officer for the 12th Naval District; Capt. Roberts, U.S.N.; Capt. J. L. Prosper, assistant to NAB President Neville Miller, who discussed means being used by broadcasters to lend greater aid to the war program.

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Program Merchandising

Twelve KLZ Services Not on the Rate Card

1. Monthly Mailing of Program Schedules.
2. Movie Trailers.
3. Mailings to Key Retailers.
4. Illuminated Lobby Displays.
5. Merchandise Display Windows.
6. Program Previews on the Air.
7. Bulletins to Dealers.
8. Route Lists; Food and Drug Outlets.
10. Distribution Surveys.
11. Posters, Displays for Key Dealers.
12. Program Listings.

CBS
560 Kilocycles
5,000 Watts

DENVER

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO.
AND WKY, OKLAHOMA CITY REPRESENTED BY THE RATE AGENCY, INC.
Drug Trade Cooperates
Proprietary Concern Develops Remote Regions

By OLIVER B. CAPELLE
Sales Promotion Manager Miles Laboratories Inc.

LET’S UNDERSTAND one point clearly! The last thing that Miles Laboratories will do is to boast of its success as a radio advertiser.

Today, of all proprietary medicine manufacturers, the Miles company is said to be the nation’s largest investor in radio.

We owe a very large measure of our sales success to radio advertising.

When people inquire the “secret” of whatever success we have gained through the use of radio, we are not going to have no secrets whatever. Yet we do subscribe to three general rules.

We believe it is necessary: 1—to use enough facilities to acquaint the whole population with our merchandise.

2—To present programs that a majority of the people are glad to hear.

3—To “how to the line” in all the claims we make for our Alka-Seltzer and One-A-Day Vitamin Tablets.

It is, we realize, a far cry from the small start we made with the National Barn Dance hour in 1933 on our station—WLS in Chicago—to our 1942 lineup.

A Fancy Lineup

Our present total of broadcasts per week is by far the largest in Miles history. We have the National Barn Dance, a full hour show on the Red Network, coast-to-coast, every Saturday night, the News of the World, a 15-minute digest by NBC reporters here and abroad, five nights a week, also on the Red Network. We have the Quiz Kids half-hour program every Wednesday, day evening on the Blue. We have the live Lum & Abner show on the Blue, two evenings a week, we use the same show transcribed on the Keystone network, with a few high-powered Columbia stations thrown in for good measure.

There are other broadcasts too, but this gives a general idea of Miles coverage.

Such a schedule costs money, but it is the only way we know to reach every possible customer effectively. In our opinion, it is just as necessary to cultivate trade in a remote part of Texas as it is to encourage it in New York or Chicago. Because we do this, the drug trade everywhere is willing to give us substantial cooperation.

Our products are family pro-

ucts, helpful to people of all ages. For this reason our programs must be accepted and understood. We accordingly hold to the principle that nothing we say on the air shall be unacceptable in any quarter. It is pleasant to operate that way and we think it brings the best returns.

Temperamental top-flight stars may be a place of this show, but our artists well, but we don’t have to coddle them. Lum and Abner are regular people. The Quiz Kids are changed each week. News of the World has no permanent ideas. If a guest star on the Barn Dance is uncooperative, we work with him pleasantly, but we don’t bring him moves, as it is the harmonious way to operate.

Old-Fashioned? Sure!

We realize that some people think of the National Barn Dance and Lum & Abner as being old-fashioned. It is to restore these people who do not care for rustic humor and music that we have such shows as Quiz Kids and the News of the World.

But if any evidence is needed of the general popularity of the Alka-Seltzer National Barn Dance, we never need have trouble in obtaining acceptance to old and young homes, the Eighth Street Theatre in Chicago, the place is crowded every Saturday night. It is pleasant for us to see the Great Lakes Training Station, as it did a few weeks ago, the reception given it by the men in the navy is wonderful testimony. When it “power over” the auditorium in Buffalo, where it played for the Buffalo Evening News “smokes for soldiers” campaign, and all the men in the 14,000 capacity building were sold out two weeks in advance of the performance, we know whether the general public likes what we have to offer.

Dix Appeal

In 1941 we made one pioneering move that proved interesting. Keystone solicited us for a transcribed program on its approximately 130 stations. These are mostly 250-watt-ers and no large advertiser up to that time had seen fit to use them as a group. We thought we had an ideal program for small towns in Lum & Abner and we decided to give Keystone a trial. Our faith in this setup has since been justified.

In December we offered without much ballyhoo, on four consecutive programs, a photograph of Lum & Abner to all the small-town listeners to this transcribed show. We did not offer the picture on our live network show.

As must be expected, the response by stores was varied greatly. It ranged from a minimum of seven requests to a maximum of 5,200, but the average per station was close to 400 requests, which we con- sidered exceptionally good.

Any concern that advertises pro-

prietary medicines on the air has a big responsibility. The goods should be offered in an appealing way, but without exaggeration. We have a large research group, located inside and outside our organization, which must approve every medical claim we make before it goes on the air. This protects the public from any wrong conception of what our products will do, and it protects us from governmental policing.

Sometimes we think we understand the merits of our products. The temptation to overstate the merits of something good will always exist, but to this temptation we try very hard not to yield.

Radio advertising, after all, requires little more than good, common sense. By getting adequate coverage, by appealing to the family circle, and by sticking to the truth, Miles Laboratories so far has been able to roll along reasonably well.

DRUG PLAN SUCCESSFUL
WSGN Reports Unusual Results
With Retailers

WORKING closely with the Alabama Pharmaceutical Assn. since Dec. 1, 1941, WSGN, Birmingham, reports “extraordinary” results for its “drug plan” under which fourquarter-hour weekly are sponsored by the association under the title, Your Friendly Druggist. Consisting of world news, the show is

Mr. Capele

Field and Clark Acquire 45% Interest in WHIP For a Total of $75,000 REPORTS covering changes of stock ownership in WHIP, Hammonton, Ind., in which Marshall Field 3d has acquired 30% of the common stock and John W. Clarke 15%, were reported by the vice president, George Porter, counsel for the station. The deal became effective Jan. 31, but since control was not involved only a report on change of ownership and financial details was acquired by the FCC.

Mr. Field, publisher of the new Chicago Sun and owner of New York’s advertiserless daily News, is a close, personal friend of Mr. Clarke, Chicago investment broker. Together, they acquired most of the stock in WHIP in a financial deal in which Field and Clark became controlling stockholders. Miss Keane remains as secretary and station manager. Mr. Field becomes a director.

It is learned that the company also advised the Commission of its plan to issue $75,000 in debentures to provide working capital for its proposed new station. A construction permit is held for 5,000 watts fulltime on 1520 kc., using a five-tower directional array at a site just outside Chicago. The CP calls for the station to go on the air in May, with an extension being requested. At present the station operates daytime only with 5,000 watts on that channel.

Chemical Expansion

CHEMICALS Inc. Inc., Oakland (Vano, household and industrial), which controls radio two years ago with a test campaign on one station in Sacramento, has extended this to 15 stations on the East Coast and California. It is using the Maryjone Mills home economics program on 19 stock owned by Davis Keane, WHIP, WTIC WEAN WTAG WICC WCHS WLHL WSR WLBZ WNBC WKRC WNLC WHIN WRDO WCOU WHAI WEIM WSYR WOR; in participation with the agency, ‘Cigarette’ is handled. The campaign is spread to programs on KFI, Los Angeles; two spot announcements daily on KJBS, San Francisco. Agency is Botsford, Constantine & Gardner, San Francisco.

Wine News, Spots

ITALIAN SWISS COLONY, Asti, Cal. (wine), in February started for 52 weeks a twice-weekly spon-

sorship on KFRC, San Francisco; KJH, Los Angeles; KGB, San Diego; KYO. An announced promotion campaign on five stations in various parts of the country. Agency is Leon Livingston, San Francisco.
The charts above show conclusively that WWJ is the most-listened-to station in Detroit, at any period of the day. However, that is only part of the story. What the charts do not show is the fact that industrial plants in the Detroit area are today employing more defense workers, at higher pay, than are to be found in any other industrial area in America! That’s what makes WWJ’s extraordinary coverage in this market such an outstanding buy for radio advertisers. Gear your spring sales activity to high spendable income. Concentrate on Detroit, and on WWJ.

George P. Hollingbery Company

New York -- Chicago -- Atlanta
San Francisco -- Los Angeles

Owned and Operated by The Detroit News

Associate Station W45D-F.M.
OFF Working Out Priorities
On Federal Use of Radio Time
Government Bureaus Recite Their Needs During
Conferences With Advertising Committees

STILL LAYING the groundwork for eventual establishment of a “system of priorities” for better organized and more effective utilization of radio during the war, was arranged last Wednesday by the networks in cooperation with radio officials of the War Production Board after clearing through the Office of Facts & Figures.

Some changes were made in the schedule as originally planned [Broadcasting, Feb. 23], chief of which was the shift to two Tuesdays the last, the first proposed by the President. It is expected that President Roosevelt will be heard on Mon-day, March 2, and Friday, March 5.

The war production chief, appealing to the public to exert all-out efforts, will speak Monday, March 2, 9:45-10 p.m. (EWT), on the Blue Network; Tuesday, March 10, 10:15-10:45 p.m. Mutual; March 17, 10:30-10:45 p.m. on CBS; Monday, March 23, 9:45-10 p.m. on NBC.

The Blue and the Blue have given blanket authorization to non-affiliates to play the program, which will be off the air and repeat them, provided the local affiliate approves.

MacLeish Talks
Last Saturday, Archibald MacLeish, OFF director, was to go to the broadcasting industry over closed circuits of the combined networks with a heart-to-heart talk on what the Government expects from radio during the war emergency. His talk, scheduled for 1:45 p.m., was not to be broadcast but all station managers were monitored to bring their staffs into the studios to hear it, and also to invite the executives of non-network stations in to listen.

Despite the fact that Mr. MacLeish’s words were intended to be heard by everyone of importance in the broadcasting field, the OFF declined to release copies of his speech and asked that it be not reported.

OFF’s plans for integrating radio usage, particularly to overcome the problem of overburdening the stations and listeners with public- its being sent out by individual Government agencies, are still in the formative stage—but assurances were forthcoming that the “system of priorities” embracing the Government’s information needs will soon be worked out. First it is seeking the counsel of those who stage radio’s programs, and this is the reason for the series of Tuesday and Friday meetings which will continue for several more weeks.

Last Tuesday the network-agency committee met with Edward M. Nelson’s AIR PLANS
WPB Director to be Heard
Tuesday Nights

SCHEDULE of Donald M. Nelson’s four broadcasts to the nation during the coming week was arranged last Wednesday by the networks in cooperation with radio officials of the War Production Board after clearing through the Office of Facts & Figures.

The TRAINEES in the ultra-secret program of radio service in Chicago, are in charge of these radio men—Ensign E. S. Pulliam (left), formerly news editor of WIRE, Indianapolitics officer in charge, and Ernest P. Peterkin, Chief radio man, on leave as president of Peterkin Radio Laboratories, Detroit. Ensign Pulliam’s father is Eugene C. Pulliam, owner of WIRE.

Navy to Examine
Reporters’ Stories
Newsmen Must Submit Pieces
To Commanding Officers

BOOSTING his staff to 11 separate departments, Rear Admiral Arthur J. Hepburn, chief of Naval public relations, last Tuesday completed revisions of the Navy’s public relations policy regarding taboos on direct information.

The new policy does not prohibit a station from broadcasting material appearing in newspapers as long as the station is local. It was indicated, however, that the Navy is attempting to place further restrictions on stations’ policies on the belief that enemy naval vessels lying close to coast lines can instantly profit by broadcasts.

Gates to Be Open

Under the new policy, the gates of every naval shore station and the general headquarters of every sizable naval air command will be thrown open to accredited American correspondents. Although radio newscasters are not mentioned specifically, it is expected they will be included.

Admiral Hepburn’s plans include submission of all stories to the commanding officer of the naval units covered. This plan, it is believed, will remove the necessity for blanket rulings on published matter and will bolster Navy countermeasures against the “Pearl Harbor psychosis”, so termed because most dispatches after the Dec. 7 attack were of a pessimistic nature.

It is believed that the new plan of allowing the Navy to see material before announcement or publication will aid greatly in relieving Navy resistance to radio and the press.

Included in the 11 new departments is one devoted to radio, headed by Mr. Hartley, chief of the radio branch, Navy Public Relations department, who will supervise all radio material. It is understood Mr. Hartley’s office will act as a clearing house for radio material, including sponsored shows and other programs with a naval background.

Chain Doubles Store
NATIONAL SHOE STORES, New York, chain of over 70 retail stores, has announced that its radio advertising budget will be approximately doubled for the coming season with the addition March 23 of six-week participation on the Mary Martin program on WABC, New York, and three-quarter hours weekly on Alan Courtney’s program on WOR, New York, and Vice-President’s show on WOR, New York. Agency is Emil Mogul Co., New York.
Programs and Power
TO COVER THE "VALLEY"!

* You get double value when you advertise over WLAC in Nashville, Tennessee. Not only do you get power to cover the rich Tennessee Valley, but you get listener loyalty to the programs that fill WLAC's schedule.

National spots, local and CBS shows of distinction keep them listening in the "Valley".

Power where Power counts MOST!
and programs that please most, too!

GOING SOON TO
50,000 WATTS

WLAC
NASHVILLE, TENN.
CBS * UP NEWS

THE STATION OF THE GREAT TENNESSEE VALLEY

J. T. WARD, OWNER * F. C. SOWELL, MANAGER * PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES
Before: L. HAND, C. J.; GODDARD and BRIGHT, D. J.J.

... motions brought by the defendants under Rule 12 (b) (1) to dismiss for lack of jurisdiction the complaints in two actions brought under § 40(a) of Title 47, U. S. Code, to enjoin and set aside certain regulations of the Federal Communications Commission.

JOHN T. CAHILL, for XRC; Charles E. Hughes Jr., for CBS; Telford Taylor and Thomas E. Harris, for MBS, and the United States and the Commission; Louis G. Caldwell, for MBS, interveners.

L. HAND, C. J.; These actions were brought to declare invalid and set aside certain regulations originally promulgated by the FCC on May 2, 1941, and amended on Oct. 11, 1941; in their final form they appear at the end of this opinion. After the actions were filed the Commission, on Oct. 31, 1941, joined as interveners the members of the Commission and as such has become a party to the action. The Commission in the form of a “minute,” also appearing at the end of the opinion.

Preparatory to the issuance of the regulations the Commission had heard, on May 27, 1940, over 2,000 witnesses. Inferences of testimony were taken; among others whom it had invited to attend, were the two plaintiff “networks,” which are: Mutual Broadcasting System (MBS) and Columbia Broadcasting System (CBS). The questions presented and the considerations involved are now before the court.

The court has before it the following regulations, promulgated by the FCC:

1. Networks. Regulation 47-1306.1 (a).
4. Station Affiliations. Regulation 47-1306.2 (c).

Broadcast Advertising

station selecting programs which it thinks will be popular, either spoken, sung or instrumentally performed in its own studio, or related to it by a “network” as will appear.

Interjected among these programs occur those fervent importunities of advertisers, upon the results of which the “station” must depend for its revenue. A single “station” dependent upon its own programs alone would be very expensive to operate, and its necessity to derive its revenue, as has become customary, it were to add to its advertising programs what are called “orders,” which are not paid for, but which are thought to give a general popularity to the “station.”

These circumstances have long since resulted in the creation of “networks” of the kind with which the actions at bar are concerned, that is to say, in a widespread system of contracts of a single company with separate “stations” scattered all over the Union and known as “affiliates.” The plaintiffs XRC and CBS, are two such “networks”; they own and operate broadcasting “stations” of their own, but, although they depend in part upon these as outlets, their principal reliance is upon their “affiliates.”

Feeding Affiliates

They originate a great variety of programs—usually in a studio of one of their own “stations”—which they transmit by telephone to the “affiliates” for broadcasting. The audience of such a “network” in this way becomes the aggrogate of the audiences of its “affiliates.” It enables them to charge so much higher prices for advertising than the “affiliates” could charge alone, and that the “network” can divide the returns to their common advantage. There are four such national “networks”, two owned by XRC—one of which is XRC as hereinafter mentioned—another by CBS, and the fourth by MBS, which has intervened because it feels itself aggrieved by the practices against which the regulations in suit were directed.

Every broadcasting “station” must have a license and the FCC alone has power to grant, refuse, revoke, renew or modify licenses. The Commission also has “authority to make special regulations applicable to radio stations engaged in chain broadcasting.” As 303 (c). By virtue of such a power, it is assumed to promulgate the regulations now challenged, all of which, it will be observed, are no more than declarations of the conditions under which the Commission will in the future issue licenses to “stations”.

The defendants’ motions to dismiss the complaints are based upon the theory that these regulations are not “orders” within the meaning of § 402 (a) of the Act, and the United States, in support thereof, make no jurisdiction over them; indeed, that they are not “orders” of any sort. The defendants base their arguments on the course which it will pursue in the future, whenever an “affiliated station” applies for a new license, or for the renewal of an existing one.

To this the “networks” reply that regulations had an immediate effect: that they not only announced what would be the future practice of the Commission, but presently adjudicated the invalidity of the contracts between themselves and their “affiliates” and that they in fact have caused the disappearance to a number of “affiliates” have declared that they will be obliged to break their contracts when their licenses are due to expire or that the Commission is not possible for the “networks” to accept large and valuable advertising contracts.

Legislative Ruling

We do not think that we need confine ourselves generally as to what “orders” are reviewable under the Act of Oct. 22, 1912, (38 Stat. L. 219), as amended by the Act of Oct. 22, 1938, (52 Stat. L. 1111), which are not reviewable under § 402 (a) of Title 47, U. S. Code, incorporated by reference as the measure of our jurisdiction. So far as we have found, the Supreme Court has never declared that that statute authorizes review of any decision of an administrative tribunal which neither directs anyone to do anything, nor finally adjudicates a fact to exist upon which some right or duty immediately depends.

We agree that it is no answer that the decision challenged is “legislative in character. (The Chicago Junction Case, 264 U. S. 356, 364, 193), and, as we have just implied, it is enough that it authoritatively determines the existence of a fact that at some time in execution some sanction, though the decision itself be not in form a command.

United States v. Baltimore & Ohio Railroad Co., 308 U. S. 153; United States v. 300 U. S. 276; Rochester Telephone Corp., v. United States, 307 U. S. 220; American Bridge Co., v. United States, 260 U. S. 401; Aetna Insurance Co. v. United States, 218 U. S. 453; United States v. United States, 285 U. S. 353; and United States v. Idaho, 268 U. S. 105. There is no reason to think that the regulations here are less clearly controlling, because they are not as the case in Venner v. Michigan Central, 271 U. S. 127. But even so they would be the more the better for review, at bar, which is now before the court, if the review should be made under the Act of Oct. 22, 1913 (38 Stat. L. 219), if the case came to us under the Act of Oct. 11, 1929, now under the Act of Oct. 22, 1938, or if the case were one of administrative tribunal, which neither directs anyone to do anything, although, as we have said 402 (a) incorporates it by reference, so far as it is not mentioned in the text.

To wit, all orders “granting or refusing an application for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license.”

Relief from such orders is provided in the Act of Oct. 22, 1913 (38 Stat. L. 219), if the case came to us under the Act of Oct. 11, 1929, now under the Act of Oct. 22, 1938, or if the case were one of administrative tribunal, which neither directs anyone to do anything, although, as we have said 402 (a) incorporates it by reference, so far as it is not mentioned in the text.

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Page 24 • March 2, 1942

BROADCASTING • Broadcast Advertising

NOSTALGIC MEMORIES of Milwaukee's yesterday were recounted each time the Milwaukee Journal was heard on the police radio, but the city's police department has decided to stop the practice.

Wednesday on the Milwaukee Through the Years show of W5SM, FM station of the Milwaukee Journal. Frank Rauch, W5SM staff musican is unveiled for a "rout of lilac" by Barber Don Stanley, program narrator, while William J. Bennings, musical director for WMJ and W5SM, and Jack Teter (with gogoggles), singer, was at the Police Gazette.
Meet our new national representatives! These are the Paul Raymer men who will be calling on you now to tell you about KEX in Portland, Oregon—"the voice of the Oregon country."

We surveyed the field and we picked the Raymer organization to represent us. We know that agency people in general and time buyers in particular will heartily approve this choice.

The Raymer men have a great story to tell you about KEX and the opportunity it offers for advertisers in times such as these. They'll be calling on you soon.
by the Commission that it will impose those conditions upon any renewal of a license in the future. No change is made in the status of "affiliates" meanwhile; their existing contracts with the "networks" remain enforceable as now. It has not given us any evidence of an intention to use them as the basis for a revocation of existing licenses under Sec. 321 (a). A new law, if it comes, the "licensee" we have mentioned commits it to a contrary course. Hence, if these actions were taken, they would be evidence of a decision in substituting a different court and a different procedure from that which Congress has prescribed. The law, therefore, would impose new conditions--conditions precisely the same issues. This is inexcusable here because the only question is whether the Commission has the power to change the "stations," and it does not have the power to change the "stations" under the regulations when a "station" applies for renewal; exactly the regulations which determine the actual renewal of a license.

The prescribed procedure will therefore be disregarded only because the putative "licensee" is merely threatened, instead of being in the very act of commission. Whatever may be the "proprietary concern" under Sec. 321 (a); even so, it should not suffer merely because the Court of Appeals, a review court, has substituted another court for the Commission and the Court of Appeals, certainly not this court in an action aggrandizement of the Commission, which is a possible question of the Commission. We need not decide the point, however, because the "minute" we have quoted offers equivalent relief without risk of any "station" which may challenge the regulations.

Next, the plaintiffs say that they may not be able to raise the issue in a proceeding for the renewal of a license, because the "affiliated stations" may fear the revocation of the Commission's license. As to NBC the plaintiff says, most favorably, does perhaps allege that none of its "affiliates" will challenge the regulations when their licenses expire; at any rate, to avoid any doubts, we shall assume, little as that seems likely to be the case.

We may say it is not the case that the issue is irrelevant anyway, for the plaintiffs "networks" have an adequate remedy under Sec. 321 (a) itself. They allege—and there seems to be no question about it—that their interest will be adversely affected by the enforcement of the regulations; if so, they can appeal to the Court of Appeals of the Division from any order imposing unlawful conditions upon an "affiliate's" license. As to the other point, the section does not in terms provide that they shall also be heard in the proceeding before the Commission, Sec. 300 (a) for the "renewal or modification of a station license"; but the Commission has itself assured us that objects by "affiliates" is one of the regulations which permits intervention. An unreasonable refusal of the privilege so offered would appear to be a good objection on appeal under Sec. 300 (b) ; for it is not likely that the statute

BRIGHT. D. J.: As I read the opinion of my brothers, they would dismiss for want of jurisdiction because nothing is said of any license that was granted before the change, and that even after a license is denied, the only review thereof would be by appeal to the Court of Appeals in the District of Columbia.

By Section 402-a of the Communications Act of 1934, we have jurisdiction to enjoin, set aside, annul or suspend any order of the Commission, except where it grants or refuses an application for a construction permit, for the renewal or modification of a station license, or suspending a radio operator's license. These excepted matters are made for the defense of a license, because the Commission has prescribed a broadcasting station affiliated with a network maintaining more than one network.

It is not sufficient to apply to stations not affiliated with any network. They apply only to contractual relations with networks, and in addition, provide that a license is not allowed of more than one station in a specified service area and the ownership by any person of more than one network. The order fixes as immediately the time when it shall become effective. In other respects it has all the earmarks of a final order.

That it was intended to be final is further evidenced by the Commission's report. It finds that the public interest "requires" the application of the regulations to stations affiliated with regions as well as with national networks. It affirms that this is done in the spirit of Section 330 (i) of the Communications Act, and clearly reveals that the enforcement of the Commission's license is the network's power when it queries whether the Commission can formulate into "generic" limitations which it intends to apply in passing on individual applications.

That its action is final is further emphasized by a statement in which it is believed that the announcement of the principles we intend to apply in exercising the spoon's power will promote business and further the ends of justice. * * * The regulations we are now adopting are nothing more than the actual enforcement of the general policy we will apply in exercising our licensing power. The formulation of a regulation in general terms is an important aid to consistency and predictability and does not prejudice any rights of the applicant."

Finality of Order

That it is exercising this rule-making power is further emphasized by another statement in its report, that Section 330 (i) gives the Commission specific power to make special regulations applying to broadcasting networks, if the Commission is threatened, or has threatened, to engage in chain broadcasting and that "no language could more clearly cover what we are doing here."

What it has done emphasizes more than the finality of its order, which is an affirmative direction that thereafter no standard broadcasting station will contract in terms prohibited, and ultimately puts an end to service by networks under contract with it.

In fact, I think that the regulations are intended to affect existing contracts for the effective date of the order is December 15, 1941, with respect to existing contracts, arrangements or understandings. This certainly is not a statement that the regulations intend to affect it. It intends to affect it only to existing contracts; it is merely a postponement as to when the act will fall.

The particular agreements prohibited are presently contained in most of the affidavits. In the case of KTSA, the complaint alleged many allegations of agreements. They state these provisions are essential to the proper and successful conduct of their business, and by deciding the question of jurisdiction, I believe we must assume this to be true.

Judge Bright's Dissenting Opinion in Monopoly Case

It is also shown by the affidavits submitted by CBS that some of the stations affiliated with it are refusing to renew their affiliation contracts, one of the reasons being to cancel or repudiate them, and some have already cancelled on the ground that the rules in question prohibit them. There is thus a present injury.

Awaiting a Denial

It is suggested that the plaintiffs must wait until the Commission has ruled upon the application of a broadcasting station for a renewal of its license. Can it be said that the Commission will change its rules, in view of the fact that these rules are already made with reference thereto and above quoted?

Must these networks await the idle surrender of whatever right they may have, before any relief can be sought when it is perfectly obvious that no relief will be given? And what relief could they get if they did wait? The networks are not to be licensed, only the individual stations who make application.

But it is said the networks could intervene and be heard. All that might be said or urged in their behalf has doubtless been communicated to the Commission in the three years between March 18, 1938, and May 2, 1941, when the investigation was going on. Must they march up the hill and down again, with the probability of being met with the statement that the Commission has given the matter due consideration and has done what it in

YOUNGEST commercial announcer in broadcasting is claim made by KTSA, San Antonio, for Tommy Masterson, 11-year-old newscaster. The child is employed by the station for sponsor, Grandma Cookie Co., his material consisting largely of stories of children's activities in the community, sent in by s如下：
THE CBC is a vital factor in the lives of all Canadians. The national network, extending from coast to coast, carries the finest programs of three countries into 93.67% of Canada's radio homes.

From the BBC and the networks of the United States, the Canadian Broadcasting Corporation selects the finest features to add to its own productions. The result... a balanced, diversified schedule of the best programs on the air.

CBC's remarkable coverage of Canadian radio homes is unique in the radio industry. Current business conditions are good... and the purchasing power of Canadians is high. The CBC national network offers to prospective advertisers almost complete coverage of this important market.
tends to abide by, as it has definitely said in its report.

It is said, however, that by a minute adopted this year, the function of rule-making and rule-making is admitted in U. S. v. Los Angeles R. R., 273 U. S. 290, 300. In ICC v. Greathead Transport Co., 224 U. S. 104, where bills were filed to enjoin orders prescribing methods of accounting, because the commission held that the function of rate-making and rule-making is not questioned in a court always jealous of its jurisdiction. In Kansas City Southern R. R. v. 219 U. S. 423, jurisdiction was again assumed of a petition to declare invalid and to enjoin regulations relative to accounting.

Other Cases Cited
In Shiner & Edy Corp. v. U. S., 249 U. S. 537-552, which involved a refusal of a suspension of a tariff, jurisdiction was assailed, at least until after a few days had expired, and it was there stated that where contention was made that the Commission has no power to grant motions, courts have jurisdiction of suits to enjoin even if the plaintiff had not attempted to secure relief before the commission.

In the Assigned Car Cases, 274 U. S. 564, suits were brought to enjoin and annul orders of the Interstate Commerce Commission. The rule governing the division of cars among coal mines after an investigation by the Interstate Commerce Commission of its own motion, and no question of right of review was raised. And in A. P. L. v. Labor Board, 305 U. S. 40-46, it was admitted that administrative determinations which are not commands may for all practical purposes, determine issues in fact as effectively as the judgment of a court and may be re-examined by courts under particular principles without reference to the review of orders. In Pierce v. Society of Sisters, 265 U. S. 510, suit was brought by private school to restrain the enforcement of an Oregon statute which required primary education in public schools, and jurisdiction was sustained. The Supreme Court held that the statutes were not premature, that the injury to the plaintiffs was present and real, and that there was a possibility of the future.

(S) John Bright, USDJ.
Feb. 20, 1942.

Insecticide Series
JOHN OPITZ Inc., Long Island City, N. Y., is expanding its advertising for J-O insecticides this year, and J. O. Danielson, advertising manager, in announcing the weekly participations on the Nancy Craig program on WJZ, New York, and the Dr. Shirley Wynne program on WHN, New York, said: "We are very happy to announce that our participation on the Nancy Craig program will become a permanent feature for this year.

Chicago and the United States were represented at what is believed to be the first radio sales clinic ever held in Canada by a station representative firm. Above are pictures those attending the affair as guests of Stovin & Wright, Canadian station representatives, at the Windsor Hotel, Montreal.


Hennessey Joins Segal and Smith
FORMATION of the law firm of Segal, Smith & Hennessey, specializing in radio practice, was announced in Washington, D. C., last week. Mr. Hennessey, formerly of the NBC legal staff and until recently handling NBC matters in Washington, will take offices in Washington's Woodrow Blvd. block. Paul M. Segal has been practicing in association with Mr. Segal for some time.

Other associates in the Segal firm, Harry P. Warner, David E. Tooman and Stanley I. Posner, will continue to be associated with the new firm.

Messrs. Segal and Smith have long been in the Washington radio practice, having joined the old Federal Radio Commission. Mr. Hennessey, a 1923 graduate of Boston U. and a 1928 graduate of the Boston U. Law School, joined the NBC legal staff in New York in 1929. He was sent to Washington in 1935 as NBC's counsel there, but entered into private practice in 1937 continuing to handle some NBC matters. Early in January RCA appointed Wright, Gordon, Zachary, Parlín & Cahill as its counsel, designating that firm also to handle NBC matters.

Barometer Series
WEATHER MAN, Chicago, has started varied schedules of quarter-hour and five-minute programs, one and two-minute announcements on WWVA WMWN KTHS WKNP WATT KPZI KGLO KMA WCAS KFYR KXXX WSAM WHBL KWOC WBW KBMO KQAK KHMO WWJN. The five-minute announcements will be added. The product is a weather-house type barometer, selling by direct mail for $1.29. Agency is Robert Kahn & Associates, Chicago.

Ontario to Honor Blue Net Visitors
Festivities to Herald Start Of Province's Campaign
ONTARIO Government will be host to 50 Blue Network station managers and officials March 5 at the King Edward Hotel, Toronto, preliminary to the starting of the Ontario Show on the Blue Network March 20. The station managers will arrive in Toronto by train from Detroit and Buffalo, and at a luncheon will be informed of publicity and promotion plans in connection with the show.

The campaign this year, the second that the Ontario Government has engaged an American network, will be institutional in view of the fact that the United States is now also in the war. Tourism in Ontario will be secondary, not the primary aim as when the show was first announced in Broadcasting Dec. 21, 1941.

In the evening there will be a formal dinner at which Ontario Premier Mitch Hepburn and his cabinet will be hosts, and at which stars of the Ontario Show, Col. Stoopnagle and Madeleine Carroll, will be present. Entertainment will be by Canadian stars on the program, and it is hoped to have previews of the new Bob Hope-Madeleine Carroll film and the new Grantland Rice-Stoopnagle sports film.

Among Blue network officials to be present will be Mark Woods, Ed Kobak, Keith Kiggins, John H. Norton, Earl Mullin, Bert H. Hau- ser, George M. Benson and Ed Bor- roff. The Blue Network will give a party to the Ontario Government and the stations carrying its show following the dinner.

Page 28 • March 2, 1942

BROADCASTING • Broadcast Advertising
STARTLING STORY?

**NO!**

just oft-proven facts

THE HOOPER-HOLMES STUDY

Newly completed study which determines trade-paper radio news and radio advertising preferences of 900 key agency executives and radio advertisers. Nine publications listed and rotated on mailed questionnaires. The questions: (1) What trade publication do you consider No. 1 for your authentic radio news? (2) What trade publication do you consider the No. 1 advertising medium for radio stations and networks? (3) What yearbook, annual, etc. do you use for accurate radio information?

THE RESULTS

In each case, BROADCASTING the overwhelming first. BROADCASTING awarded as many first places as all other publications combined (complete details on request.)

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

OFT-PROVEN—every study of agency and advertiser radio news and radio advertising trade paper preferences tells the same story.

First with Radio News... First for Radio Advertising
PAY FOR PLAY with defense stamp purchases is the keynote purpose of the Red, White & Blue Revue, a touring radio show produced by WOW, Omaha. Under the station's plan a new city is visited each week and each person attending is admitted free but he must buy at least 50 cents worth of defense stamps in a new stamp album. In three cities already played, nearly 9,000,000 worth of bonds have also been sold to audiences.

Started Feb. 1 at Fremont, the show subsequently appeared in Beatrice and Columbus; in March, it will stop at Hastings, Norfolk, and Grand Island, Nebraska. The cost of moving a cast of 40 including Freddy Ebene and orchestra is borne by the station and local sponsors are arranged with the American Legion or a comparable civic organization.

The show was originated by Lyle DeMoss, production manager, and Bill Wiseman, promotion manager.

News at Theatres

PROMOTING station service, KDYL, Salt Lake City, maintains loudspeaker units, fed by direct wire from the station's master control over the box offices of three of the city's largest downtown theatres to broadcast four-minute newscasts. Theater house speakers have also been mounted—thus the cooperation of the Salt Lake Tribune and Telegram on the front of the Tribune building which also houses the station's studios; over these speakers are heard KDYL's newscasts, commentaries, and special hourly bulletins.

Paper Swaps

TIE-IN promotion stunt for local stations and county newspapers has been worked out by WGAC, Augusta, Ga., which is offering county editors a weekly quarter-hour of WGAC time in exchange for 18 inches of space in their paper. County theatres also are running WGAC trailers in exchange for daily billing in the station's ad of the program, County Theatre Guide.

Book Series

PROMOTING a new KROW, Oakland, program, In His Steps, half hour Edward Sloan transcription series, several hundred Oakland clubwomen were invited to the KROW studios at a preview broadcast and heard station staff members explain the highlights and sidelights of the program. Series is sponsored by Kay Jewelers, Oakland, through Sidney Garfinke1, San Francisco.

Paper Planes

CARDBOARD airplane cutouts from KFBI, Wichita, tell recipients that "40 out of 100" planes built in the country are produced in Wichita.
Civic Body Offers Wartime Ad Plan
Format for Continuance of Campaigns Is Offered

CITIZENS FOR VICTORY, wartime organization formed from the nuclei of the pro-war groups--Committee to Defend America and Council for Democracy--and with Raymond Gram Swing, MBS news analyst, as chairman, has submitted to radio advertisers a plan to continue their advertising on the air even though priority rulings may have temporarily removed their products from the market.

Format Change Suggested

Pointing out the necessity for maintaining advertising now, if the organization wishes to resume sales to the public after the war, the Citizens for Victory suggestion is that the program format be kept as close as possible to the one used regularly, but that instead of his usual commercials, the advertiser could explain:

"Why his product was not on the market; that because of conditions he and the public realized the necessity of the absence; that both should, in a sense, be proud of that absence; with pride, how his organization was being used to aid in war material production; the logical cooperation with Citizens for Victory."

Program Aid Offered

Offering to produce without charge a portion of the program devoted to the aim of Citizens for Victory--"Win the War--Win the Peace--Preserve Democracy"--the organization suggests that this part of the broadcast might be used to explain the necessity for the inconveniences every citizen will have to put up with during war times, to build the pride of the enlisted or drafted man in his branch of the service, or to give, in addition to entertainment, "a feeling of pride, loyalty, reverence and love for his country to every service man."

NBC Mexican Program

AT THE SUGGESTION of Vice-President, Henry A. Wallace as a means of increasing Inter-American understanding, NBC is presenting a series of Saturday half-hour programs titled Down Mexico Way, with 73 affiliated stations already carrying the series. In addition to active cooperation by Latin American officials in Washington, interest in the series is promoted further through the National Federation of Music Clubs and the National Federation of Business and Professional Women, with local listening groups formed.

FLIP-OF-A-COIN determines who is chauffeur for the day among these CBS Hollywood executives in their cooperative transportation system designed to save tires and gasoline. Matching to see whose car will be drafted are (1 to r), Hal Hudson, network's Pacific Coast program service manager; Harry Witt, Southern California sales manager; George Moskovics, West Coast sales promotion director; William Forbes, Hollywood network sales service manager.

Independents Can Air Federal War Programs

POLICY whereby the four-network government series, This Is War!, may be broadcast by non-network stations live or be re-broadcast via transcription has been announced by officials in charge of the program following some difficulties after the first broadcast Feb. 14 on re-broadcast clearances.

Under the arrangement, all network affiliate stations may transcribe and re-broadcast the program at 11 p.m. in addition to broadcasting the series at its usual 7 p.m. period. Those stations also may grant permission to non-network stations for transmissions and broadcast it after 11 p.m.; to take the program by line from the network station if the independent station supplies the lines, or pick the series up by radio receiver and rebroadcast it.

PAUL SCHUBERT, war analyst and commentator of WOR, New York, is the author of Sea Power in Conflict, published Feb. 27 by Edward McManus.

Again first in St. Louis

MORE "FIRSTS" in NATION-WIDE POLLS

KSD

EXCLUSIVE NBC RED NETWORK OUTLET IN ST. LOUIS

Carried 6 OF THE FIRST 7 FAVORITE PROGRAMS IN THE WORLD-TELEGRAM POLL

In the nation-wide poll of radio editors of the United States and Canada. In this poll KSD also carried four of the first five favorite comedians.

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

BROADCASTING • Broadcast Advertising  March 2, 1942 • Page 31
1. WBZ Boston
2. WNBC Hartford
3. WNBF Binghamton
4. WKBW Buffalo
5. KDKA Pittsburgh
6. WBAL Baltimore
7. WCAO Baltimore
8. WPEN Philadelphia
9. WPTF Raleigh
10. WAGA Atlanta
In radio areas starred on any sales map the trend is to Westinghouse Broadcast Transmitters.

In such 50,000-watt stations as WBAL, WPTF, WKBW, KDKA, and WBZ you find the Westinghouse 50-HG. In WPEN, WCAO, WNBC, WAGA, and WNBF it's the Westinghouse 5-HV for 5000-watt operation. Why?

Managers and operators of these stations know that the most advanced broadcast equipment is on a par with up-to-the-minute programs in importance. In the eyes of sales management using radio advertising, improved radio coverage is an important step toward sales success. That is what these stations offer in Baltimore, Buffalo, Boston, Raleigh, and Pittsburgh—in Philadelphia, Hartford, Atlanta, and Binghamton.

The trend to Westinghouse Transmitters is a trend to low operating costs, improved operating convenience, high fidelity transmission, and extra protection against program interruptions. It is a good trend to follow.

**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 better than they had ever been met before—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."
Impact of the War

WHATEVER FATE the war-clouded future may hold for the advertising business in general, the short-term outlook for radio is reasonably good. Buying power remains high, especially in the rural regions which radio serves so well. Certain urban areas are even booming under the stimulus of defense orders. The networks, ordinarily the bellwethers of the industry, have thus far found immediate replacements for the few accounts that have fallen as war casualties.

Then, too, wholesaler and retailer inventories and the immediate prospective supplies of the goods which radio has moved in greatest volume in recent years—drug and toilet goods, grocery food products, tobacco products, soaps and kitchen supplies—are still quite large. On the whole, the business of broadcasting has not yet felt the effects of the priority curtailments and rationing that have so severely hit "hard" goods such as automobiles, tires, building materials, radios, refrigerators and the various metallas.

Perhaps it is purely a fortuitous circumstance, but these latter items in recent years have not bulked particularly large in radio's total sponsorship categories. The loss of automotive advertising was felt by radio with nothing like the impact it has had on printed media. It has been the peak radio set manufacturers and the electrical appliance producers who have used radio in any great volume. Indeed, where once many deplored the fact that radio had its eggs in so few baskets (the foregoing four categories of "soft" goods representing some 80% of the sponsorship on the networks in 1941), at the moment it looks as though that very circumstance turns out to be a lucky break for broadcast advertising.

That is, if the projected rationing of sugar does not cut into foodstuffs and beverage distribution. It may yet—no one can foretell—but right now the assurances of "plenty of food and necessities" would seem to bode fairly well for the fields from which radio derives its main revenues.

Taking things in their stride, radio commercial men should see great possibilities in the new packaging which the shortages of tin and glass will require; in the newly stimulated frozen and dehydrated food merchandising that is already evident; in the promise of a plethora of men's and women's clothing; in the still very animated department store activity. Most radio stations can take a shrinkage of network and national spot, if that should come, and delve into a backlog of undeveloped local accounts, particularly among retailers of consumer necessity goods.

For the most part the stations reporting to us say that business continues good. It would take a prophet or the son of a prophet to predict the long haul, but up to now we can't go along with all of the defeatist attitude of a broadcaster who sounded the only lugubrious note we've heard so far, when he wrote, "It seems that our salvation and hope lies in the fact that we must produce business from sources not heretofore acceptable to radio."

No Haven for Dodgers

IT WAS GRATIFYING recognition of the vital role of radio in the war effort, quite aside from the certain necessities of its case, that Brig. Gen. Lewis B. Hershey, Chief of Selective Service, should have single out "key" radio as well as newspaper men as worthy of occupational deferments under the draft. But there is real danger, inherent to an industry as closely attuned to the public as radio, in pursuing this opening too zealously unless absolute necessity demands.

Radio is feeling the pinch of a depleting supply of broadcast technicians due to the rush of that class of employees to the colors. It may have other legitimate claims, but it certainly does not expect special treatment to be accorded the industry's manpower as a whole.

Yet already the hue and cry has arisen in some quarters (chiefly editorial) that radio, along with the movies, is seeking admission to a "preferred" class in the matter of deferments. This theme, inflated by repetition, might easily become a popular belief. And such belief might soon result in a widespread conviction that the broadcasting industry, despite the fact that we know that its men are going into the armed services in great numbers, is a restful haven for "draft dodgers".

It should be made clear that Selective Service headquarters in Washington has consistently admonished that General Hershey's observations are in no way to be regarded as rules for blanket deferments for ours or any other industry. They are simply suggestions to local draft boards, which still have the final say.

Consequently it would be advisable for management and employees to tread lightly in the matter of seeking inducement deferments. Despite the favorable reaction of Selective Service officials to the suggestion that essential and irreplaceable radio employees be deferred to carry on the work of this important war arm, the industry cannot afford the onus involved in too many and too strenuously pursued requests for deferments. Radio must not be belittling itself to seek special privileges.

By making only reasonable requests, radio will avoid jeopardizing the respect it now commands. Decisions of local boards so far have usually been fair and judicious. Mistakes that may have been made in isolated cases are more than offset by the consistently fine consideration displayed by local boards and by Selective Service headquarters.
MORE and MORE PEOPLE LISTEN TO

**BROADCASTING**

NOW—WCPG gives Boston for the first time 18 hours of continu-ous music and news.

NOW—WCPG offers you an opportunity to buy hard-to-get premium night time spots at "easy-to-take" prices.

NOW—Before you select radio time in Boston test your campaign on WCPG.

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**WBCP**

MASSACHUSETTS
BROADCASTING
CORP.

COPELEY-PLAZA HOTEL
BOSTON, MASS.

BOSTON'S "STAR SALESMAN"

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**Behind Mike**

JIM MILES, formerly director of the Farm & Home Hour at WING, Dayton, has joined WOWO-WGL, Fort Wayne, as assistant farm director.

WENDELL NILES, Hollywood announcer on the NBC Al Pearce & His Gang, has been signed by Warner Bros. for a role in a film short featuring Bill Tilden, tennis star.

DAVID DRUMMOND, Seattle script writer, has joined the Blue Network Hollywood writing staff.

REID FORSEE, Canadian Broadcasting Corp., announcer at Toronto, is the father of a baby girl, born Feb. 18.

ROBERT EMERICK, announcer, has joined KYA, San Francisco.

WILLIAM BRUNDALE, announcer, formerly of Louisville, has joined KGW, San Jose, Cal.

BOB PROVENCE, news editor of WKBW, Youngstown, returned to the U of W West Virginia recently to complete his course before joining the Army Air Corps. At continuous WILD, Niagara Falls, has joined the WKBW announcing staff.

BILL THIEMAN, WCAE, Pittsburgh, announcer, has joined Pennsylvania Reserve Defense Corps. Dave McKown, former WCAE announcer, is studying meteorology at Chanute Field, Ill., in the Army Air Corps.

J. E. (Dusty) DOYLE, formerly radio editor of the San Francisco Chronicle, New York Journal-American, and radio columnist for the syndicated Hearst Newspapers, has joined the publicity staff of CBS. Previously he was a newspaperman in the Philippines and Shanghai. Mr. Doyle has been publicity manager for the Billy Rose Aquanat in San Francisco, a writer for radio Features Service, and executive secretary of Radio Editors of America.

SOT. WALTER M. HARRISON Jr., former member of the news and announcing staff of KLZ, Denver, was offered a group of 90 selected from Lowry Field to be sent to an officer's training school in Florida.

JOSE CRESPO, Latin American actor, has joined the Spanish language staff of the CBS shortwave division.

ALLEN B. MARTIN, former reporter for Boston newspapers, has joined the NBC international division to handle the news desk.

KEN SMITH, Spanish announcer in the NBC international division, on Feb. 24 became the father of a baby boy.

ERNEST STONE, former announcer of WOV and WEVD, New York, has joined the night announcing staff of WNEW, New York.

BO MARKS, CBS pageboy at the network's television studio in the Grand Central Terminal Bldg., New York, has been assigned to taping for television programs on WCBW, CBS television station.

EARL KELLY, staff announcer of WNYW, Watertown, N. Y., has joined the Army and is replaced by Emerson Hiltz of Schenectady, Dave Lane, former WNYW staff artist, is now a costume designer.

DAVID MANNING, formerly of KXOK, St. Louis, and more recently a Hollywood film studio reader, has joined KEFD, Los Angeles, as announcer.

LEONARD FINCH, of CBS Hollywood public relations, has signed a contract with the Navy Security office, and has reported to San Diego, Cal., for duty.

JOHN KELLY has joined the news staff of WICO, Bridgeport, replacing Larry Gruze, Army-bound.

BOB KELLEY, sports editor of WGBR, Cleveland, will cover the training activities of the Cleveland Indians in Clearwater, Fla.

PAUL CLARKE, announcer of KOA, Denver, and recently of WHBI, Island, Ill., on April 1 is to marry Lucie Thompson, musical director of KBIF.

WILLIAM E. MEREDITH, formerly radio director of WFOA and WIBO, has joined the continuity staff of WLW, Cincinnati. Frederick Russell, New York, and Hollywood writer, replaces Richard Powell, recent selection of various WLW dramatic shows.

GILBERT WINTERS KING, of CBS Hollywood sales promotion department, has been transferred to the transcription division, replacing Don Sanford, now in the Army.

ARTHUR McPHILLIPS, of the production department of WJR, Detroit, is teaching a daily class in radio engineering at Wayne University.

BILLY RANDALL and Bill Mitchell, of CBS Hollywood sales promotion and public relations, respectively, have recovered from appendici-s operations.

BILL HOREMAN, formerly of WGAR, Cleveland, has joined KMPC, Beverly Hills, Cal., as announcer-producer, succeeding Lou Huston, transferred to continuity and program traffic.

EDWARD TONNESEN, formerly of the guide staff of NBC Chicago, left last week for service in the Army Air Corps. Ogden Williland succeeds him.

JACK HILL, production man of WWJ, Detroit, resigned last week to join NBC in Chicago in a similar capacity.

EDITH RALSTON, of WJMA, Covington, Ky., has been named publicity manager of NBC programs.

BILL HIGHTOWER, former sports announcer for WFAA, Dallas, and WIOD, Miami, has joined WSPD, Toledo.

GIL HODGES, special events chief at WTAG, Worcester, Mass., has resigned to join the Army.

EDWARD KOSOWICZ, announcer at WHOM, Jersey City, has entered the Army.

GEORGE P. BARTHOLOMEW Jr., NBC producer and writer, has been appointed an assistant director of network programs.

HAL THOMPSON, has resigned as chief announcer and special events di-rector. WFAA-KGKO, Fort Worth, Tex., to join the Army at Randolph Field.

PATSY PECK, freelance, has joined WFAA-KGKO, as publicity director replacing Bertrand Hefflin, on duty with the Navy.

DICK JENNINGS, formerly of KNX, Austin, Tex., and Lester Scott, formerly of KTEM, Temple, Tex., have joined the announcing staff of KFDM, Beaumont.

LARRY BERGHTY, former head of the WOL, Washington, music department, is now a fulltime announcer. Helen Schuyler, former receptionist, is assistant in the music department.

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

_WFMJ_ has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

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Page 36 • March 2, 1942
ACTION IS DELAYED ON FUNDS FOR FCC

BECAUSE no executive sessions were held last week by the Senate Appropriations Committee on the Independent Offices Appropriation Bill, the FCC appropriation of $4,991,219 for fiscal year 1943, saw no action. The FCC appropriation included in the Independent Offices Appropriation Bill, provides for the salary of Dr. Goodwin Watson, chief analyst of the Foreign Broadcast Monitoring Service, payment of which was specifically prohibited in the House passage of the Bill Jan. 22.

Dr. Watson has been under fire for alleged Communist-front activities and, following numerous investigations, the House inserted a proviso prohibiting payment of his salary from January 1.

Hearings on bill have not been scheduled by the Senate Appropriations Committee but it is expected that these will be held shortly. Action by the committee on heavier financial legislation such as the $2 billion Fifth Supplemental Appropriation bill has been held up consideration of the Independent Offices bill, it was said.

RECEIVER PRICES

DRAW OF WRATH

AIMED at allegedly "inflationary" and "unfair" substantial increases in sales and retail prices of receiving sets and radio phonographs, said to be now in effect, a sharply worded telegram by Price Administrator Leon Henderson, Office of Price Administration, on Feb. 19, ordered immediate cancellation of current prices.

The telegram, directed to all wholesale and retail outlets, followed official indication by the War Productions Board that most civilian radio production soon would be discontinued. Mr. Henderson stated that maximum manufacturers' prices were set by the OPA on Feb. 9 and indicated that current prices were far above the price ceilings set by his office.

"I am requesting," the Administrator said, "the immediate withdrawal of any retail or wholesale increases on your radio receivers and phonographs which have been made since Feb. 10 and the immediate reestablishment of retail and wholesale prices and discounts in effect on Feb. 10, 1942."

WKRC Names Cornell

SYD CORNELL has been named program director of WKRC, Cincinnati, to succeed Brad Simpson, effective March 1, 1940, according to Hubert Taft Jr., general manager. Simpson, who has held the post since October, 1940, tendered his resignation to open an advertising agency in Cincinnati. Cornell joined the staff in September 1940 and has been active in programming and production.

MacArthur Drops Name

DOUGLAS MACARTHUR, WBIG, Philadelphia, program director has dropped his name in connection to avoid confusion with the hero of Bataan.

GEARED to the national war effort, television station W6XAO, Hollywood, owned and operated by Don Lee Broadcasting System, on Feb. 28 launched a schedule of 90 minute defense programs on channel one to alternate Saturday evenings.

There's a dozen different reasons why Central New York housewives specify Procter & Gamble products when they buy soap or shortening, but one of the greatest reasons is Procter & Gamble's powerhouse radio promotion—98% of which is carried by Central New York's major food medium—Station WFBFL.

PGG's weekly schedule of 55 1/2-hour daytime programs (35 CBS—20 National Spot), plus two 1/2-hour (CBS) evening programs on WFBFL, demonstrates the way radio's number one advertiser uses the market's major medium to promote 7 different PGG products, so that all messages reach the largest housewife-audiences, and reach them with day and day out consistency.

The following is Procter & Gamble's current schedule on WFBFL for 7 products:

MONDAY THROUGH FRIDAY

9:15-9:30 A.M. (1 Nat Spot) 3:15-3:30 P.M. (Nat Spot)
9:30-9:45 A.M. (CBS) 3:30-3:45 P.M. (CBS)
1:00-1:15 P.M. (CBS) 5:00-5:15 P.M. (CBS)
1:15-1:30 P.M. (CBS) 5:15-5:30 P.M. (CBS)
3:30-3:45 P.M. (CBS) 5:30-5:45 P.M. (CBS)

WEDNESDAY EVENING

9:00-9:30 P.M. (CBS) and 9:30-10:00 P.M. (CBS)

WFBFL, Central New York's basic Columbia network station, for low-cost coverage, for alert cooperative programming, for dollar and cents sales results. Let us show you how to reach this audience for your products, whether your schedule calls for programs or spot announcements. Write or wire WFBFL, Syracuse, New York.

FREE & PETERS, National Representatives

March 2, 1942 • Page 37
Radio and Press Still Active in Hawaii; Offer Major Advertising Opportunity

THAT Hawaii, though under martial law, still offers a major business opportunity for national advertisers, especially radio, is reported by the Katz Agency Inc., in a special bulletin summarizing letters it has received from the Honolulu Advertiser and its station, KGU, both of which are Katz-represented.

Civilian life and business carry on, and the daily newspaper and radio have become vital necessities not only for dissemination of military orders but for maintaining morale among the more than 500,000 civilians, the bulletin states. The newspapers have reduced the number of pages and are limiting their press runs, though they are hopeful that they will be able to get newspaper on the priority list and increase the size of the papers and restore eliminated features.

"People depend on radio not only for bulletins and orders from the Army intelligence; emergency announcements of all kinds; newspapers; but, perhaps most important of all, for welcome entertainment."

Keeping Tuned

"Radio owners have been advised by military authorities to keep tuned to their stations for air-raid warnings."

"With regulations keeping civilians in their homes in the evening (except on special pass) and forcing the early evening closing of movies, night clubs and other entertainment facilities, radio is the only means of relieving the long boredom of the nightly blackout. For entertainment, it's the radio."

"Military orders prevented regular broadcasting during the week of Dec. 7. Since Dec. 14, both stations have maintained their full schedules — including all commercial programs."

Though shipping schedules are military secrets, great quantities of merchandise are reported being shipped regularly to Hawaii, but with preference given military materials. Labor is short, but there is no shortage of food. There is plenty of cargo space for shipping sugar, pineapples and other products to the mainland, so that the basic economy of the islands is reasonably sound.

On the advertising side, Katz's report states that in Honolulu, Sears Roebuck has "embarked on an aggressive campaign, starting out with a page ad in the Advertiser"; Liberty House is maintaining former schedules; Honolulu Gas Co. is maintaining all present merchandise and institutional schedules; Mutual Telephone Co. has tripled last year's advertising schedule; Hawaiian Sugar Planter Assn. has doubled its 1941 advertising.

RCA Ties Australasia

FIRST DIRECT radio communication ever set up between the United States and Australia has been opened by RCA Communications, linking San Francisco and Wellington, New Zealand, and eliminating delays that heretofore by the necessity of relaying messages to New Zealand via Australia. The new 6,000-mile circuit becomes the 31st RCA circuit for direct communication with other countries, and will be opened at Wellington by the New Zealand Government Telegram Administration.

Seizing Shortwave Sets

NOT ONLY enemy aliens but any household of which an enemy alien is a member have been forbidden the use of shortwave receivers in Hawaii, under orders issued last week by the military governor. The sets must be turned over to the police by Feb. 26 under penalty of $5,000 fine or five years imprisonment. The order was issued largely to prevent aliens from tuning to the new propaganda broadcasts, notably the English "news" commentaries of "Lord Hee Hee," as Hawaii has nicknamed the Jap propagandist.

WHEN WCHS, Charleston, W. Va., placed "Dearest Mother" on the station five times weekly for Lewis, Hubbard & Co., wholesale grocers, street coal dealers, and groceries and their clerks to WCHS Auditorium for a "Nite Before" pep party. Grocers and clerks were greeted by John Sinclair, erstwhile WCHS program promotion manager (currently employed by United Sales). Other displays in the auditorium showed merchandise to be featured on the program. Ben Thomas, dynamic Lewis, Hubbard advertising manager, explained the entire campaign. Incidentally, services of WCHS program promotion dept. are available free to all advertisers.
Slump Talk Irks Media in Detroit

January Retail Sales Found 35% Above '41 Figure

DETROIT media are up in arms over what they call misleading reports regarding the economic situation in that great defense center, deriving largely from headlines to the effect that 400,000 workers would be laid off in automotive plants due to the cessation of passenger car production. As one broadcaster put it to Broadcasting, "Many national advertisers and their agencies have been prone to believe that Detroit was to be a 'dead dodo' as far as business conditions were concerned."

"The fallacy of this is evidenced by the fact that retail buying for the Detroit district during the month of January was running approximately 30 to 35% ahead of the same month last year and represented the biggest January in the history of most of the retail stores."

Rep Offices Closed

"On top of the unemployment scare, the trade journals carried stories relative to the closing of their Detroit offices by John Blair & Company and Free & Peters. It is understandable why both of these representative firms would be forced to close their Detroit offices, since these offices were established primarily to service the automotive agencies located here. Since there is to be a negligible amount of automotive advertising, Detroit of course can be conveniently covered from Chicago and these companies naturally felt that the volume of business for the coming year did not warrant their continuance here."

This Detroit broadcaster, emphasizing the fact that the motor car market is more than holding its own, quoted Ernest T. Kanzler's statement at a press conference in Detroit on Feb. 19 to the effect that there would be no unemployment until July, but that he anticipated from 800,000 to 1,000,000 men employed, at the year's end, in the plants of the automotive industry converted to war production.

Mr. Kanzler is chief of the Automotive Division of the War Production Board. He urged all industries to work seven days a week, 24 hours a day—and this to be particularly so in Detroit.

That city's peak employment in 1941 was 550,000, so that actually it will soon have a larger population than ever, with increased rather than diminished buying power.

RCA Names Singer

SLUMER W. SINGER, former general manager of Audi-Vision Inc., producer of commercial films, has been named manager of a newly-established sales education division of RCA Mfg. Co., Camden. The new department will provide material for sales training for RCA field representatives, RCA wholesale distributors and retail dealers and their sales personnel by means of district meetings, forums and printed manuals.

WJDC Now WPQD

CALL letters of the new WJDC, Jacksonville, Fla., have been changed to WPQD. E. D. Black, vice-president, has reported that further construction of the new station depends on receipt of certain necessary materials. WPQD was granted last Dec. 30 to Jacksonville Broadcasting Corp. for 5,000 watts at 1270 kc.

Two Texas Tales

1—PERFECT coverage is claimed by KRGV, Weslaco, Tex., on the basis of a recent plug for a lost dog. Next morning the dog came to the studios and sat outside, waiting to be claimed.

2—When four employees of KRGV joined the Texas Home Defense Guard, one of them, Corp. Pennell Price, was assigned to the fulltime job of guarding the station.

Western Auto Spots

WESTERN AUTO SUPPLY CO., Los Angeles, is using three to six spot announcements per week each to approximately 55 stations in the 13 Western states. Agency is Dan B. Miner Co., that city.

GASOLINE REFINING JUMPS 65% in the Texas Panhandle!

And this is only one startling increase for the Amarillo Market's mammoth oil and gas industry. For instance, crude oil production increased from $24,276,684 to $32,500,000; natural gas from $10,584,000 to $11,000,000; carbon black from $12,000,000 to $13,000,000; and INDUSTRIAL PAYROLLS LEAPED FROM $25,300,000 in 1940 to $29,000,000! Last year 107 new producing wells were completed, yet this rich field is only three-fifths developed.


KXEL Selected as Call For Outlet in Waterloo

KXEL will be the call letters for the new 50,000-watt station on 1540 kc. in Waterloo, la., which the FCC authorized for construction on Jan. 21, according to Joe DuMond, manager of KBUR, Burlington, who owns 50% of the stock of Josel Higgins Broadcasting Co., holder of the construction permit [Broadcasting, Jan. 28].

Mr. DuMond reported that plans are going forward for construction of the station as projected. Associated with him are John E. Fetzter, owner of WKZO, Kalamazoo; Paul Godley, consulting engineer; John Blair, station representative, and Dan T. Riley and Richard H. Plock, the latter president and vice-president respectively of KBUR, as well as 15 Waterloo businessman who are also stockholders in the company.

OIL & GAS:

Oil and gas represent a constant, permanent income for the Amarillo Market... an increasingly important resource which offers unlimited possibilities for industrial expansion. Other income sources are booming, too: cattle prices and production are at all-time highs; wheat prospects and prices are excellent; and transcontinental railroads are operating at capacity. KGNR is the NBC outlet for this prosperous area and is doing a whole of a job for many, many national advertisers!
WINTONS ACQUIRE CONTROL OF WLOL

CONTROL of WLOL, Minneapolis, passed Feb. 24 from the estate of the late John P. Devaney, former Democratic National Committeeman from Minnesota, who died Sept. 21, 1941. To David J. Winton and Charles J. Winton Jr. as the result of a decision of the FCC authorizing the transfer of controlling stock. The price was $21,500.

The Wintons, who acquired 48% interest in WLOL early in 1941, are prominent Minnesota lumbermen. Charles Winton has been taking an active interest in the management of the station. David Winton recently was appointed by President Roosevelt as Minister to New Zealand but declined to take the post which was later given to former Secretary of War Patrick Hurley.

WLOL has been operating since the summer of 1940, using 1,000 watts on 1330 kc. Prime mover in securing the grant of the station from the FCC was Judge Devaney, who was a former Chief Justice of Minnesota State Supreme Court. He originally held two-thirds of the stock, with local theatre interests holding the remainder. Stock of the latter, together with some of that held by Mr. Devaney, was later acquired by purchase by the Winton brothers, giving them 48%.

KOL, Seattle, has applied to the FCC for authority to shift frequency from 1300 kc. to 580 kc. and increase power to 10,000 watts fulltime. It now operates with 1,000 watts night and 5,000 day.

Pabco Paint Series

USING radio for the first time in ten years, Paraffine Companies Inc., San Francisco (Pabco paint), on March 14 is scheduled to start "The House Nest Door," quarter-hour weekly transcribed program on eight Pacific Coast stations. Ann Holden, home economist and decorators from S. & G. Gump's store, each week will visit a different home. They will describe the interiors and exteriors, how they are decorated and give constructive ideas for improvements by decoration. Stations are KPO KFI KFSD KDYL KMJ KFBK KGW KOMO.

In addition Paraffine is cooperatively sponsoring a series of transcribed spots on a long list of stations in various sections of the country. Agency is Brisacher, Davis & Staff, San Francisco.

Acme Expands List

ACME BREWERIES, San Francisco, has augmented its list of stations carrying the five-minute transcribed program "Toast to America's Allies." Each broadcast salutes one of the 26 nations pledged in unity to defeat Hitlerism. The format provides for the selection of one of the Allied nations around which a panegyric is built. Agency handling the account is Brisacher, Davis & Staff, San Francisco. The new stations include KPO KGO KGW KHSK KIEM KMJ KYOS KVCV KFBK KVEC KFQD KFRB KGBU KDYL. Approximately 25 stations are being used at present.

DEAN SIMMONS

LOGGING broadcasting schedules of several stations while recuperating from an auto accident took Dean L. Simmons, timebuyer and radio director of the Mayers Co., Los Angeles into radio. After doing that type of work for the California Intelligence Bureau and W. R. Penney Market Research Corp. from 1934 to 1936, Dean became so sold on the idea that he established his own Radio-Ad Research Service, operating it for three years. He offered a complete log of the activities on all stations in the Southern California area, thereby enabling sponsors to obtain an accurate check on their campaigns.

When Dean approached the Mayers Co. in 1939 to interest them in subscribing, agency executives promptly bought it for all their accounts. In that same year, Dean joined Mayers as timerbuyer and research director. He was instrumental in instigating the Mayers Co. ABC Service (Rating-Buying-Checking). When Ted Case, then radio director, left Mayers in 1940, Dean took over his duties.


Dean was born in Provo, Utah, Nov. 4, 1911, where he attended grammar and high school. Completing a business course, which included advertising, at Hennepin Business College, Salt Lake City, he struck out on his own in 1929, coming to Los Angeles. He found a job in the advertising department of Schulte United (department store), remaining for two years. An auto accident near San Diego, Calif., forced him to give up working for the next two years. But during that time the enterprising youth kept his typewriter busy pounding out pulp stories, as well as taking up a mail course in advertising.

BILLY EVENSON, member of the Scattered Horses cast, has the comedy lead in American Sidehouse, musical revue, which opened at the Chicago Civic Theatre last week.

Falstaff, one of the great Saint Louis beers, will be sold for its third straight year through the medium of KWK sporting events. A successful selling year is a logical expectation.
HENRY KLEIN, executive of the Philip Klein Advertising Agency, Philadelphia, on March 2 becomes radio director of the agency. He succeeds Herb Ringold, who resigned to join the Army Air Corp. publicity staff in Washington.

L. D. VAN DOREN, radio director of Hixon-O'Donnell Adv., New York, has been named a vice-president. Others named to vice-presidencies are Joel M. Nichols Jr., in charge of copy, and Thomas E. Orr, publicity director.

STAFF SGT. NORMA A. GIBB, formerly timebuyer at the Toronto office of J. Walter Thompson Co. Ltd., is now in the Canadian Woman's Army Corps stationed at the Canadian Legion at Washington.

KELSEY DENTON, manager of the Seattle office of J. Walter Thompson Co., has been transferred to the New York office.


SHERLEY SCHOPENBERG, formerly of W. L. Marquis Co., Los Angeles, recently joined the copy department of Hillman-Shane-Breyer, that city.

DR. GEORGE GALLUP, head of the American Institute of Public Opinion, and vice-president in charge of research for Young & Rubicam, is in Hollywood.

JAMES A. MACFADDEN, radio director of McKee & Albright, has returned to New York after a Hollywood visit.

VERA CONNELL has joined the radio copy staff of KALV, Washington.

McCARTY Co., Los Angeles, announces these additions: Fred F. Hubbard, account executive; formerly with Petroleum Refining Co., Houston; Byron P. Brown, account executive, formerly Los Angeles manager of Garth-Whitney Agency; Ford C. McElligott, junior account executive, resigned from the advertising department of Western Supply Co., Los Angeles.


ROBERT H. LEDING, formerly of Lord & Thomas, New York, has resigned as business consultant to the Department of Commerce to join Sheldon R. Coons, New York.

Yankee Network Offers Colleges New FM Series

COOPERATING with the Yankee Network, more than 30 New England colleges will present an extensive FM broadcasting program during the coming months. First program of the series, featuring the combined 100-voice choral groups of Boston and Emanuel colleges, will be presented March 15 over the Yankee Network's FM stations, W43B, Boston, and W39B, Mt. Washington. Other universities and colleges will participate.

Yankee Network hopes to add new blood to program by presenting youthful New England musical groups; at the same time it offers them a new medium. Among colleges said to have made plans for the series are: Holy Cross, Massachusetts State, Williams, Smith, Amherst, Wellsley, Boston U., Bates, Bowdoin, Colby, U of New Hampshire, Middlebury, Goddard, Yale and Wesleyan.

WHISTLE CONTINUES

WSM Consulted Before Change

In Train Schedule

WHEN a crack train's schedule depends on clearance of radio time, that's news. J. S. McGinnis, promotion manager of the N.C. & St. L. R.R., recently called WSM, Nashville and asked if the Pan American show, sponsored by the railroad, could be moved up five minutes.

Informed it could there was a sigh of relief from the other end of the wire for, as McGinnis pointed out, it was desired that the schedule of the crack Pan American train of the N.C. & St. L. be changed but radio time would have to be cleared first.

This was required to retain the 10-year feature of the Pan American show in having the actual sound of the train heard as it passes WSM's 978-foot tower.

UP Baseball Coverage

RADIO WIRE CLIENTS of United Press this season will receive direct coverage of major league baseball training camps according to arrangements by UP for its radio sports editor, Ralph Palmer, to tour the centers for daily features, spot news and color on the teams and players. Advance promotion on the feature has been supplied stations in brochure form designed for use by sales staffs as a presentation to prospective sponsors of the five-minute scripts. A similar brochure, describing a special UP series of football shows, enabled more than 200 stations to sell the scripts to sponsors last fall.

Albers Hookup

REPLACING Treasure Hunt, a new show, Treasury Tunes, started Feb. 19, keyed from WKRC, Cincinnati. Sponsored by Albers Super Markets with 43 stores in Ohio, the program is carried by WING, Dayton; WIZE, Springfield, and WCOL, Columbus, on Thursday nights. Show offers Defense Bonds and Stamps with maturity value of $50 to 104 participants weekly. Bill Welch is m.c. and Nelson King is announcer.

FOR POWER
FOR COVERAGE
FOR RESULTS

USE POWERFUL

WLAW

LAWRENCE, MASS.

5000 Watts • 680 Kc.

C. B. S.

National Representatives

THE KATZ AGENCY, Inc.

BROADCASTING • Broadcast Advertising

March 2, 1942 • Page 41
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

WHO, Des Moines
Walker Remedy Co., Waterloo, la. (stock, Bryant, & Stratton), 14 weekly, thru Albert B. Moore, Waterloo.

KCCI, Des Moines, 156 ap, thru Coogler Adv. Co., Des Moines.

Quaker Oats Co., Chicago (Oats), 6 to weekly, thru Sherman & Martette, Chicago.


Peter Paul Inc., Nantucket, Conn.


Excellor Springs Chamber of Commerce, 6 thru weekly, thru Ruthruff & Ryan, N. Y.


WFIL, Philadelphia
Lever Bros., Cambridge (soap), 12 thru weekly, thru Ruthruff & Ryan, N. Y.

Sunway Vitamin Co., Chicago (vitamins), 3 thru weekly, thru Ruthruff & Ryan, N. Y.

Quaker Oats Co., Philadelphia, Pa. (starch), thru weekly, thru Ruthruff & Ryan, N. Y.

Procter & Gamble Co., Cincinnati (Ivory Snow), 6 thru weekly, thru Ruthruff & Ryan, N. Y.

Chamberlain Sales Corp., Des Moines (hand tools), thru weekly, thru Ruthruff & Ryan, N. Y.

Romney Mills, Philadelphia (woven), thru weekly, thru Samuel Taubman, Philadelphia.

D'Arigo Bros., Boston, Mass. (Andy boy Brand), thru weekly, thru Chamber & Wavel, Boston.


Consolidated Drug Trade Products, Chicago (trustee for Kansas City), thru weekly, thru Chamber & Wavel, Boston.

Washprint, Philadelphia (newspaper), thru weekly, thru Ruthruff & Ryan, N. Y.

KFL, Los Angeles


Kellogg Co., Battle Creek (All Bran), thru weekly, thru Kellogg & Eckhoff, Inc., N. Y.

KQW, San Jose
Lever Bros., New York (Lifebouy Soap), thru weekly, thru Ruthruff & Ryan, N. Y.


WLAG, LaGrange, Ga.


Dr. Pepper Bottling Co., Atlanta, thru weekly, thru B. D. Miller & Co., Los Angeles.

KNX, Hollywood
Interstate Bakeries Corp., Tuscola, Ill. (through Ruthruff & Ryan, N. Y.

PARKER'S HOTEL

“The Business of Broadcasting

WISH, Indianapolis
Planter's Nut & Chocolate Co., San Francisco (Chocolates), thru weekly, thru Goodkind, Joice & Morgan, Chicago.

Bovens-Vacuum Oil Co., New York (Mobil gas), thru weekly, thru J. Stirling Getchell Inc., N. Y.

P. Fielding Co., New York (Books, cigarettes), thru weekly, thru Larmey & Mitchell, N. Y.

Anacin Co., Chicago (Benefax), 4 thru weekly, thru Williams Douglas McAdams, New York.


Norwich Pharmacal Co., Norwich, N. Y. (Pepto-Bismol), thru weekly, thru Lawrence C. Gumbiner Agency, N. Y.

Pepsi-Cola Co., Wilkes-Barre (Juley cigarettes), thru weekly, thru H. M. Kieswetter Ad. Agency, N. Y.

WEEI, Boston
Boston & Maine Railroad, 3 thru weekly, thru Harold Cabot & Co., Boston.

Charles Gudgen, New York (mustard), thru weekly, thru Charles W. Hoyt Co., N. Y.

Shuster Candy Co., Chicago, thru weekly, thru Rogers & Smith, Chicago.

R. B. Davis Co., Hoboken (Comco), thru weekly, thru Murray Greene Associates, N. Y.

Lever Bros., Cambridge (Vinma), thru weekly, thru Ruthruff & Ryan, N. Y.

Lever Bros., Cambridge (Lifebuoy), thru weekly, thru Ruthruff & Ryan, N. Y.

N. Y. American Tobacco Co., New York (Loyley Strikes), thru weekly, thru Lord & Simonds, N. Y.

Roma Wine Co., New York, 15 thru weekly, thru Berengham, Castleman & Pierce, N. Y.

Parachute Companies Inc., San Francisco (Pabco floor covering), thru weekly, thru Emil Bruscher & Staff, San Francisco.


Pepsi-Cola Co., (Herb-Ox Bouillon cubes), thru weekly, thru J. M. Mathes Inc., N. Y.

Cooper Safety Razor Corp., Brooklyn (blades), thru weekly, thru The Hoffleinger Agency, N. Y.

KJH, Hollywood
Interstate Bakers Corp., Tuscola, Ill. (through Ruthruff & Ryan, N. Y.


Rockwood & Co., Brooklyn (candy), thru weekly, thru Federal Ad. Agency, N. Y.

KFKB, Sacramento
Kellogg Co., Battle Creek (All-Bran), thru weekly, thru Kenyon & Eckhoff, N. Y.


Wings Changes Show

FILM commitments having been arranged to eliminate conflict with radio appearances, William Gargan, motion picture actor, after two broadcasts has been signed on a permanent basis to portray Capt. Flagg in the weekly half-hour Capt. Flagg & Sergt. Quirt, sponsored by Brown & Williamson Tobacco Co. (Wings), on 83 NBC stations, Friday, 10:30 p.m. (EWT). He replaces Victor McLaughlin. Edmund Lowe continues as Sergt. Quirt. Lou Kosoff is musical director. Dell King has the assigning assignment. Mel Williamson recently transferred to Hollywood from Chicago is the Rassell M. Seeds Co. producer of the show. He also handles production of the weekly half-hour NBC Red Skeleton & Co. sponsored by Brown & Williamson in interest of Raleigh cigarettes and Sir Walter Raleigh tobacco.

No War Aid Seen For Small Plants
Radio Advocates Not Expected To Receive Army Help

IN THE FACE of the recent DCB "Freeze Order" in the granting of new positions or improved facilities, and in view of the war conversion order to receiver manufacturers, the situation for smaller businesses related to the industry is rapidly taking a more grim look. It was felt in industry circles last week.

A heartening note was sounded Feb. 19 by a directive issued by Maj. Gen. Charles M. Wesson, Chief of Ordnance to the various districts of the Ordnance Department of the War Department, which stated that extended services would be made available to smaller manufacturers in the various ordnance districts to assist them in getting work for their plants.

Engineer Shortage

It was felt that the directive might include smaller plants which are engaged, for the most part, in the manufacture of either primary or receiver or transmitting manufacturer. This hope has been dispelled, however, in view of the shortage of engineering manpower among manufacturers who are engaged to the War Department to furnish engineers.

In view of the War Department's engineering shortage, it is felt in industry circles that assistance will be given only to actual manufacturers that some assembly plants must eventually pass out of the picture.

Officials of the Radio Manufacturers' Association last week stated that assistance by the War Department has so far been confined to manufacturers now engaged in war work. "The War Department does not have to offer special assistance to individual manufacturers or a s e a m b l y plants," RMA officials stated. They added, "the War Department has so far only offered assistance to individual manufacturers who are actually engaged in war work."

It was added, however, that in the event of an expanded War Department engineering staff, some assistance might be given to smaller industry assembly plants.

Concerts Insured

RADIO and concert engagements by Gladys Swarthout have been insured for $25,000 for the next six months by Lloyd's of London, the star's chief commitment being the Sunday afternoon broadcasts sponsored on CBS by Prudential Insurance Co., on "The Congdon concert" under law insurance of its appearance on the star's own:

PENN TOBACCO Co., Wilkes-Barre, has stipulated with the Federal Trade Commission to discontinue all tag advertising in tag. Kenneth O. Hovey, club pipe tobacco, cohoes 250% cooler than other tobaccos and to cease use of "forget your cough" in advertising Julius cigarettes.

Page 42 • March 2, 1942

BROADCASTING • Broadcast Advertising
POWER TO RING THE BELL EVERY TIME!

It takes power — a real punch — to ring the bell. Timid taps won't turn the trick.

WOAI, with its 50,000 watt voice booming over a cleared channel, provides that power! Twenty years of leadership and superior programming assure one of the largest and most loyal audiences in the great Southwest.

Together — power plus prestige — they present the advertiser with a sure-fire combination that "rings the bell" of advertising returns — every time.
DCB Not to Seek Funds of Congress
Operation Made Possible by Other Federal Agencies

DEPENDING upon other Governmental agencies and committees of private communications concerns for its functional activities, the Defense Communications Board, wartime communications planning agency, has not asked and will not ask Congress for any appropriation despite its manifold activities, according to DCB Chairman James Lawrence Fly, who is also chairman of the FCC.

Before Pearl Harbor the DCB was engaged chiefly in preparing plans for the use of radio, wire and cable communications in the event of war or other emergency. Since that day its function has expanded to include facilitation of action under such plans, with its current problems embracing the extension of additional communications service to both domestic and foreign points where war has brought new or enhanced need for instantaneous communication facilities; cooperation with WPB in determining priorities and allocations for radio equipment; safeguarding of communication routes and plants from accidental or deliberate damage, and prevention of interruptions.

The DCB functions with the assistance of 17 committees representing all branches of the communications industry, including broadcasting (see 1942 Broadcasting Yearbook). Its continuance without either Congressional appropriation or funds from the President has been made possible through the cooperation of other Government agencies, industry and labor, said Mr. Fly, with the bulk of the administrative work carried by the regular staff of the FCC plus a few clerical positions authorized in the regular FCC appropriation.

"We need communications facilities for the instantaneous transmission of orders and intelligence from one point of our far-flung battle front to another; for the transmission of news to the home front; for the presentation of American news and opinion to our sister American republics and to the rest of the world," said Mr. Fly. "At home we need peak efficiency in our telegraph and telephone systems if we are to function as a fortress, base and arsenal of democracy."

Besides Chairman Fly, DCB consists of Maj. Gen. Dawson Olmstead, chief of the Army Signal Corps; Capt. Joseph R. Redman, director of Naval communications; Breckenridge Long, Assistant Secretary of State in charge of the Division of International Communications, and Herbert E. Gaston, Assistant Secretary of the Treasury.

First FM Grant Given Southwest

First commercial FM grant in the Southwest was made last Tuesday by the FCC, which issued a construction permit for high-frequency facilities in Amarillo, Tex., to the Amarillo Broadcasting Corp., licensee of standard station KPDA in that city. Channel assigned was 45.1 mc. with a service area of 5,600 square miles.

Principals in the permittee and KPDA are J. Lindsey and Gilmore Nunn, also majority stockholders of WCMJ, Ashland, and W Lap, Lexington, Ky.

The Commission set for hearing the applications of W47NY, FM station of Muzak Corp., New York, seeking consent to assign their CP to Muzak Radio Broadcasting Stations Inc.; WHFC Inc., Chicago, licensee of WHFC, Cicero, Ill., applying for a new FM station; The American Network Inc., New York, applicant for FM in that city. The latter will be heard jointly with seven other applications for construction permits in the New York area.

Other actions of the FCC last week regarding FM included the placing of the application of Hawley Broadcasting Co. for a new station in Scranton, Pa., the promulgation of Order 70-2, and the deletion of W2XVP, experimental FM outlet of the City of New York, in the request of the licensee who has already dismantled the station.

New Recording Firm

DISCO RECORDING Co. has been established in Arcade Bldg., St. Louis to produce transcribed programs and announcements for national and local advertisers. Head of the new company is Harry V. (Pappy) Cheshire, president, identified with many KMOX, St. Louis productions. Bob Reichenbach, former promotion manager of KMOX, is general manager and Gordon Sherman, formerly chief recording engineer with the same station, is vice-president and chief engineer of Disco.

NATIONAL UNION Radio Corp., Newark, manufacturer of receiving tubes, transmitting tubes, cathode ray tubes, panel lamps, condensers etc., has leased the entire fourth floor of the American Insurance Co. building at 15 Washington St., Newark, for its executive, sales and accounting divisions.
Government Asks Engineer Roster

Questionnaires to Provide Technical Reserve List

ENGINEERS, technicians and indirectly others of the radio industry are being solicited in a special questionnaire of the National Roster of Scientific & Specialized Personnel, seeking to ascertain the number and characteristics of Americans skilled in this particular branch.

The questionnaire, along with similar queries to those in other industries seeking like reservoirs of specialists, is being sent out by the Civil Service Commission and the National Resources Planning Board, operating under the Executive Office of the President.

Specific questionnaires on engineering for record purposes are being distributed to engineers and technicians asking field of specialization, with present and past functions as well as other allied experience. Ham operators as well as professionals are being queried, according to James C. O'Brien, executive officer of the project.

While no other category in radio is at present receiving the form, it is indicated that some groups will be touched when questionnaires are sent to other industries allied with radio, directly or indirectly.

Explaining that the move was in connection with national defense, Leonard Carmichael, director of public relations of the executive council of the representatives of the American Council on Education, American Council of Learned Societies, National Research Council, Social Science Research Council and other national organizations are members of the project's advisory committee. Filling of the questionnaire is not to be construed as an application for a position. Its purpose is merely to allow the Government to size up the number and strength of Americans who could be called into service in case of war and to use this skill in the war effort.

Civilian engineers are sought by the Army Signal Corps to fill radio and telephone positions in Civil Service jobs paying $2,900, $3,200 and $3,800 annually.

BROADCASTING • Broadcast Advertising

March 2, 1942 • Page 16

Two Valuable New Features

Have Been Added to This Presto Recorder!

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 both control rooms. It's the new Presto 8-G recorder with...

Independent Overhead Cutting Mechanism: The cutting mechanism of the 8-G is rigidly supported at one end by a heavy mounting post 2¼ inches in diameter. The other end is free of the table so that the alignment is independent of the disc thickness.

A thumbscrew above the cutting head carriage adjusts the angle of the cutting needle while cutting for any direct playback or master disc. From 0.300 to 0.450 inch in thickness. The cutting mechanism swings clear of the table for quick change of discs.

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 156 lines an inch. Changing the cutting pitch is a matter of seconds. A hand crank and ratchet on the feed screw spirals starting and running grooves up to ½ inch apart.

Other specifications are identical with the well-known Presto 8-N recording turntable described in our complete catalog. Copy on request. Cabinets are available for mounting single or dual turntable installations. If you are planning to improve your recording facilities write today for price quotations and detailed specifications.

In Other Cities, Please... ATLANTA, Ga. 4372 • BOSTON, 86 4140
CHICAGO, Ill. 3430 • CLEVELAND, O. 1545 • DALLAS, 37693 • DENVER, CO. 4237 • DETROIT, Mich. 1-0100 • HOLLYWOOD, Hi-3133 • KANSAS CITY, Mo. 44311 • MINNEAPOLIS, Atlantic 4716 • MONTREAL, Que. 4213 • NEW YORK, O. 4372 • NEWARK, N. J. 134 • ROCHESTER, Ny. 3410 • SAN FRANCISCO, Cal. 8431 • SEATTLE, Wash. 2360 • WASHINGTON, D. C., Shop 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Baltimore's Blanket!

242 WEST 55th ST. N.Y.

18 hours a day, we knock on over 200,000 doors! And our reception is city-wide, high and handsome! One of the nation's most lucrative markets... saved intact to you! Preference given to advertisers who advertise in more than one! Write for plentiful proof!

WCBM The Blue Network

Baltimore, Maryland

HONORING service mothers with a series called Navy Mother, KXOK, St. Louis, is presenting a mother reading a letter from her enlisted son followed by a short monologue about a living hero and music from the KXOK studio orchestra with vocal sentiment from the naval training center. The entire series is written and produced by Lieut. Jim Douglas, former production manager at KXOK, same city. Each mother gets a corsage.

World War I CHRONOLOGICAL REVIEW of World War I and local news highlights of 25 years ago make up We Did It Before presented by Scott Weakley on KROW, Oakland, Cal.

Password

HOUSEWIVES who can repeat the password given on the morning quarter-hour show of the Globe Brewing Co., Baltimore, for Arrow Beer on WBAL, Baltimore, win defense stamp awards if called during the two-hour period immediately following the broadcast. Password is changed daily to be an Arrow Beer advertising slogan and an estimated 400 calls are made daily.

Mike Boners

USING the famous campaign words of Al Smith as program title, Let’s Look at the Record of KOA, Denver, calls attention to announcers’ bulls during the past week. Listeners are awarded theater tickets for bona fide discrepancies while erring announcers are obliged to contribute to the Navy Relief Fund.

Street Replacement

FINGER PRINTING and asking questions of interviewees by a representative of the local police and Jack Hubbard, program director of KROS, Clinton, Ia., is the replacement for the station’s man-on-the-street program. Interspersed throughout the broadcasts are crime talks.

Last Week’s Broadcasts

RADIO listening stimulant is the Did You Hear? program of KGVO, Missoula, Mont. Presented each Sunday night, questions about programs during the past week are asked. Listeners submitting accurate answers by mail are awarded defense savings stamps.

Ten Pin Topics

BOWLING news, interviews and latest scores from the mapleways constitute Strikes And Spares sponsored thrice weekly on WIX, Cleveland, by Bartunek Clothing Co. Broadcast is by Sam Levine, editor of the Cleveland Kegler, official bowling newspaper.

Low-Down On Bosses

SECRETARIES of well-known personalities tell about their bosses during the weekly quarter-hour Ask My Secretary, recently started on KMTR, Hollywood, under auspices of Secretary magazine. Carol Fuller interviews a different secretary each week.

Food Rumors

TO AVERT hoarding and to run down rumors of shortages of groceries, KILO, Grand Forks, N. D., has started Victory Hints, weekday morning 10-minute women’s program. Suggestions on best use of more plentiful foods are included.

Hello, Mom

TELEPHONE calls between boys in the service and their families back home are arranged during the Hello Soldier, Hello Sailor series of WTCN, Minneapolis. Military and naval units cooperate in placing the calls.

Why They Rise

TO TELL THE CONSUMER why prices are going up and how each individual can make helpful sacrifices, CBS is presenting the thrice-weekly Victory Begins at Home program, with Arthur Godfrey advising listeners with facts secured from the Government interspersed with his personal observations and informal songs.

Livestock Tips

SERIES of 15 broadcasts for the benefit of farmers interested in hogs, poultry and dairy cattle have been incorporated into the Everybody’s Farm Hour of WLW, Cincinnati. Experts from Agricultural Colleges of Purdue, Ohio State, Universities of Kentucky and West Virginia discuss their respective fields.

Rumpus Room

BACK to WTMJ, Milwaukee, after conducting West Coast shows, Johnnie Olson is again running Rumpus Room, 10:30 to midnight, Monday through Friday. Rumpus Room features interviews with fictitious guests, played by Olson plus visits from genuine celebrities.

KGW Talent

AFTERNOON program of KGW, Portland, Ore., brings the entire station staff to the microphone for the Personality Hour. Music by the house orchestra; solos from the tenor, pianist and organist; interesting items from Behind the Headlines, and other unheralded talents of the personnel are featured.
Congress, Press, Radio Object To Biddle's Secrecy Measure

Drastic Curbs Are Seen in Proposed Legislation With Indications That It May Be Clipped

URGING penalties of $5,000 or two years in jail for unauthorized persons who reveal secret or confidential information of Government agencies, legislation suggested by Attorney General Biddle and introduced in the Senate last week by Chairman Frederick Van Nuyss (D-Ind.) has aroused a storm of protest from Congress, the radio industry and newspapers.

Viewed widely as a measure under which the press and radio would be subject to drastic curbs and which would restrict even Congressional investigations and debates, the measure, it is felt, will undergo material change before being allowed to go further.

Controversial Section

The section of the bill drawing most protests states: “That whenever, without authority, shall wilfully and knowingly furnish, communicate, divulge, or publish to any person, in whole or in part, copies, or the contents, substance, purport, effect or meaning of any file, instrument letter memorandum, book, pamphlet, paper, document, manuscript, map, picture, plan, record, or other writing in the custody of the United States, or of any agency, officer, or employee thereof, declared to be secret or confidential by statute, or declared to be secret or confidential by any rule or regulation of any department or agency of the United States of which he has knowledge or which has been published in the Code of Federal Regulations, or in the Federal Register, shall be fined not more than $5,000 or imprisoned for not more than two years, or both.”

Last Tuesday a special subcommittee of the Senate Judiciary Committee, headed by Sen. Austin (R-Vt.), began hearings on the bill which were continued throughout the week.

Indicating that reported “leaks” from executive agencies of military value were behind the bill, Attorney General Biddle stated that one of the most common types of “leaks” was “the sale of information connected with war espionage.” He suggested that the bill’s criminal provisions might be made applicable only to members of the Government, but added that such a policy might be “unfair” by subjecting persons revealing information to penalties, while exempting persons publishing information.

Testifying in opposition to the proposed bill, Albert W. Hamilton, representing the Socialist Party, said it “does neither Mr. Biddle, democracy as an ideal, nor the President's 'Solemn Pact of Truth' much credit.” Hamilton said that powers held by the Office of Censorship were sufficient to prevent release of vital information. He indicated that if the bill in its present form would make impossible any constructive criticism of the Government.

Sen. Austin, following comment by Mr. Biddle that the voluntary censorship program “was beginning to work out very admirably” but specifying that it could not work without the cooperation of newspapers, radio, and magazines, stated, “In seeking to suppress information we must take great care that we don’t destroy this tremendously important weapon in fighting this war to victory— which is information.”

Attorney General Biddle denied the bill would be a curb on freedom of press and radio because Government secrets have never been available for publication.

Inspected by Agencies

Before going to Congress the measure went the rounds of Governmental departments and agencies, it is said, from which alleged “leaks” have appeared. Federal agency heads, it is further said, helped draft the bill in its present form.

The Office of Censorship has denied seeing the bill or having anything to do with its origin and the Justice Department has declined any attempt to set up censorship under the bill. The Justice Department, it was learned, has agreed that the measure be modified to some extent, the modifications to include insertions of protective definitions, with regard to publishable information on Government activities.

Diligent Workers are these three scrub-uppers giving their domestic all under tutelage of Vera Helye, executive of Soil-Off Mfg. Co., Glendale, Calif. (cleaner), sponsoring a twice-weekly newscast on KGB Pacific Coast stations. Under head of client service, applying heavy doses of elbow grease as well as sponsor’s product to the kitchen floor, are (l to r) Jefferson K. Wood, account executive of Buchanan & Co., Los Angeles agency servicing the account; Bob Garrell, Hollywood commentator on the program; R. C. Lockman, senior account executive for the network.
NEW YORK APPEALS DECISION ON WNYC

THE 6-to-1 proposed findings of facts and conclusions of the FCC against Mayor LaGuardia's quest for fulltime on 830 kc. for WNYC, New York City's municipal station (Broadcasting, Feb. 16), will be appealed by the city station, which will ask for an oral argument before the Commission. This was disclosed in New York Feb. 26, following issuance by the Commission of the texts of the majority and minority opinions.

The Commission on Feb. 11 held the proposed full-time operation of WNYC on 830 kc. would cause interference to WCCO's secondary area and at the same time would not do an adequate job in the New York metropolitan area. The 830 kc. channel is now occupied as a clear channel at night by the CBS-owned Minneapolis station. Under the proposed ruling, WNYC must continue to sign off at 7:45 p.m. daily. Since the adoption of Eastertime, it has one hour more than formerly.

Commissioner George H. Payne was the sole dissenter, his minority report praising the "commercial" program service of WNYC and emphasizing its need for more night time for its educational, governmental, cultural and other public service features. The Commission's proposed findings were based entirely on technical considerations, but Mr. Payne declared he did not think "that the Commission should permit its own regulations to stand in the way of more efficient use of broadcast facilities."

Mr. Payne also insisted that WCCO would not be interfered with in Minneapolis or Minnesota, declaring "the service of WCCO to that community and that State is not impaired" but that "WCCO does interfere with WNYC in New York."

AGREEMENTS with KFYR, Bis- marck N. D., and KGCU, Manhattan, N. D., have been drawn up by the International Union of Electrical Workers, it has been announced by local 1214 of the union. Under the agreement, KFYR will operate a union shop and KGCU a closed shop.

KNITTING AND PURLING' steadily are these six lassies of the staff of WAVE, Louisville, who have taken it upon themselves to form their own little Red Cross unit. Since mid-January the girls, who spent a portion of their lunch hours sewing and knitting, to the expressed gratifica- tion of WAVE Manager Nathan Lord. They are (1 to r): Marie Ruff- ner, Kay Kohlepp, Martha Bottom, Libbie Hefer, Mary Ellis and Mil- dred Blackwell. Manager Lord reports all staff members are buying Defense Bonds & Stamps each payday, under a voluntary purchase plan.

Radio Outlook Still Favorable

(Continued from page 12)

ours, as, for example, in the auto- motive, appliance and canning in- dustries. Another applicable factor is the point that much of Canada's national spot billing came from United States advertisers, who were not seriously affected until this nation's all-out preparedness program became operative.

At this moment, however, almost identical lines in Canada and the United States are hard hit. These generally are in the field of dura- ble consumer goods—products re- quiring raw materials needed for war production.

On the other hand, present evi- dence points to greater opportuni- ties for the general field of basic commodities and optional goods— foods, drugs, clothing, cosmetics, etc.

Effect on Other Media

It may be noted that radio has never been a major advertising medium for durable goods. Out- door advertising, national magazines and newspapers will feel the effects of advertising curtailment in this field more seriously than will radio. Radio has always derived its prin- cipal revenue from low-cost basic and optional products, and thus is in a relatively better position than competitive media.

This is at variance with an opin- ion expressed Jan. 24 in Editor & Publisher, which takes an optimis- tic view on the maintenance (and even predictions of increasing) paper lineage, but predicts a drop for radio. However, Editor & Pub- lisher points only to the automotive and soft drinks industries as its example.

Automotive advertising has never been a major source of radio reve- nue. For example, during May of 1941, a peak moment for automotive advertising, 8% of all radio pro- grams and 9% of total radio an- nouncements were automotive (ac- cording to the NAB's Broadcast Advertising Record) and, despite priorities, radio of course will not lose all of this, retaining much of its billing from gasoline and oil ac- counts, garages and service sta- tions, etc. Passenger car advertis- ing has been only a fraction of the automotive total.

Soft drinks are hit by sugar ra- tioning, with production cut about 56% under last year's all-time high. Up to Jan. 27, however, the heads of major companies indicated there would be no substantial reduction in advertising, except in the case of a few newly-marketed products (such as Spur), some of which will be withdrawn. The net result ex- pected is that these companies, in- stead of materially increasing their advertising appropriations over last year, as they had planned, will probably continue at about the 1941 level.

Looking Into the Future

Industrial advertising, never an important factor in radio volume, must be cut but not eliminated. The Aluminum Co. of America, for ex- ample, announces it will spend al- most as much as it did in 1941 and prior years, even though the com- pany now has nothing to sell. Its theme is "Imagining for the Fu- ture". Only a few industrial can- cellations in radio have been noted, and Paul West, president of the Assn. of National Advertisers (who recently surveyed the ANA mem- bership) does not foresee any major deflections.

Many Increasing

This agrees with a survey by the National Industrial Advertisers Assn. which states "a great ma- jority of industrial companies have been maintaining and in many cases increasing, their advertising efforts despite the armament program and the seller's market. The greatest in- crease has taken place among me- dium-sized companies, indicating that American business men are already planning for the post-war period. Though their plants are loaded with orders, many are ex- tending their advertising effort to retain customer goodwill and insure continued product acceptance."

A note of caution on this point, however, should be injected. The record in Canada shows that de- spite many optimistic statements by industrial advertisers, media revenue from this source was not maintained at its previous level during the first war year. But this was followed by increased advertis- ing activity the second year, in- spired in large measure by distribu- tors and dealers who insisted on the maintenance of brand identification and consumer goodwill in prepara- tion for the post-war day when they again would be in a competi- tive market. Without this distribu- tor and dealer pressure, it is likely that the industrial advertising curve would have continued downward.

Alternate Products

Although national spot billing may show a slight decrease, for the reasons already given, there is also a bright side to the picture. Some manu- facturers, hard hit by ration- ing or priorities, will introduce new products. The major soup compan- ies, for example, have been rushing plans for the introduction of dehy- drated soups, now that tinplate supplies have been cut.

Such activity, noted in many fields, points up radio's unique value and one of advertising's prime services—the introduction of new, substitutive or "alternate" products. Such sponsors are auto-
natically changed from the "competitive" or "retentive" to the "pioneering" stage of advertising, and in this stage advertising expenditures have traditionally been substantial. Whether this conversion will offset total probable losses, however, is a moot question.

Local Most Promising

At this writing, the local field seems most promising. Canada and Australia reported increases of approximately 35% in local revenue during the first half of 1941. Retail sales were similarly higher than for the previous year. Government figures for the period January-April 1941 show these increases in Canadian retail sales:

<table>
<thead>
<tr>
<th>Department</th>
<th>1940 (%)</th>
<th>1941 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men's Clothing</td>
<td>22.8</td>
<td>25.8</td>
</tr>
<tr>
<td>Shoes</td>
<td>25.1</td>
<td>27.1</td>
</tr>
<tr>
<td>Candies</td>
<td>22.8</td>
<td>25.1</td>
</tr>
<tr>
<td>Radio-Electrical</td>
<td>25.1</td>
<td>27.1</td>
</tr>
<tr>
<td>Variety</td>
<td>22.8</td>
<td>25.1</td>
</tr>
<tr>
<td>Women's Clothing</td>
<td>25.1</td>
<td>27.1</td>
</tr>
<tr>
<td>Furniture</td>
<td>20.4</td>
<td>22.8</td>
</tr>
<tr>
<td>Hardware</td>
<td>14.3</td>
<td>16.3</td>
</tr>
<tr>
<td>Groceries</td>
<td>10.8</td>
<td>12.8</td>
</tr>
</tbody>
</table>

Local advertising budgets, customarily based on sales volume, have been increased correspondingly.

Department store executives at the mid-January NRDA convention in New York discussed advertising budgets with this consensus: "Price" stores will probably spend more for advertising in 1942 (the Pizitz Department Store of Birmingham estimates a 25% to 35% increase), while more conservative stores may spend slightly less, although Woodward & Lothrop of Washington in this category have announced an increased budget. Specialty stores and local retailers have traditionally followed the department store lead.

Australian Boom

Local radio enjoyed a boom in Australia during 1941, due partly to the paper shortage (which has not yet become a controlling factor here). Theatrical advertising for the first time became an important source of radio revenue, for that reason. If the threatened paper shortage in the United States develops, "rationing" of space in publication (as in England) and increased costs in direct-mail will find more sponsors turning to radio.

Rural delivery of newspapers will also be curtailed by the rationing of delivery cars and trucks. Some local advertisers, such as department stores, furniture stores, etc., who might otherwise seek a solution to their problem in an expansion of mail-order catalogs and direct-mail advertising, will be more susceptible to radio's poten sales story.

From experiences and opinions now available, the adjoining table has been prepared as a general guide for the predictable future. Sales departments, however, are advised to watch national developments closely and to revise these lists as changes occur.

OUTLOOK FOR RADIO ADVERTISING

Favorable Outlook

<table>
<thead>
<tr>
<th>Favorable Outlook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture - cattle, foods, seeds, nurseries, livestock.</td>
</tr>
<tr>
<td>Automotive - new passenger cars, trucks, accessories, tires &amp; tubes, tractors, aviation.</td>
</tr>
<tr>
<td>Beverages (See Item 3)</td>
</tr>
<tr>
<td>Building Materials, Supplies, Confectioners (See Item 4)</td>
</tr>
<tr>
<td>Contractors</td>
</tr>
<tr>
<td>Farm Machinery</td>
</tr>
<tr>
<td>Furniture, House Furnishings: Floor Coverings &amp; Rugs, Curtains &amp; Drapes, Gasoline &amp; Oil (uncertain)</td>
</tr>
<tr>
<td>Heating, Plumbing</td>
</tr>
<tr>
<td>House Appliances: Refrigerators, Washing Machines, Ranges</td>
</tr>
<tr>
<td>Hardware</td>
</tr>
<tr>
<td>Industrial</td>
</tr>
<tr>
<td>Office Equipment: Radio Receivers</td>
</tr>
<tr>
<td>Real Estate</td>
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<tr>
<td>The general field of &quot;Durable consumer goods&quot;</td>
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</tbody>
</table>

Unfavorable Outlook

<table>
<thead>
<tr>
<th>Unfavorable Outlook</th>
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<tbody>
<tr>
<td>Aviation</td>
</tr>
<tr>
<td>Building</td>
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<tr>
<td>Clothing</td>
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<tr>
<td>Consumer Goods</td>
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<tr>
<td>Department Stores</td>
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<tr>
<td>Dry Goods Stores</td>
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<tr>
<td>Drugs &amp; Drug Stores</td>
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<tr>
<td>Educational</td>
</tr>
<tr>
<td>Farm Products</td>
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<tr>
<td>Garages, Repair Services (uncertain)</td>
</tr>
<tr>
<td>General Stores</td>
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<tr>
<td>Grocery &amp; Food Stores</td>
</tr>
<tr>
<td>Hotels, Restaurants, Resorts</td>
</tr>
<tr>
<td>Insurance</td>
</tr>
<tr>
<td>Jeweler's (See Item 2)</td>
</tr>
<tr>
<td>Medicals and Proprietary</td>
</tr>
<tr>
<td>Merchandise Chains</td>
</tr>
<tr>
<td>Professional Services</td>
</tr>
<tr>
<td>Public Utilities (uncertain)</td>
</tr>
<tr>
<td>Publications</td>
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<tr>
<td>Sporting Goods (uncertain)</td>
</tr>
<tr>
<td>Soaps, Toilet Goods, Beauty Shops</td>
</tr>
<tr>
<td>Tobacco Products</td>
</tr>
<tr>
<td>Tourist Attractions</td>
</tr>
<tr>
<td>Transportation: Rail, Bus (uncertain)</td>
</tr>
<tr>
<td>New Products</td>
</tr>
<tr>
<td>New Uses for Old Products</td>
</tr>
</tbody>
</table>

Any such tabulation is meant to cover the radio industry as a whole, and the national picture in general. Local and regional adaptations are essential in the light of special factors prevailing in any given area.

Possible Blackouts

Thus, if Pacific and Eastern coastal stations have to be silenced frequently by the Interceptor Command, radio revenue there will be affected. If 100,000 workers are temporarily unemployed pending conversion of industry to wartime production, as in Detroit, the market picture changes. Or if 200,000 workers are added to payrolls in defense centers, as in Washington, again a national tabulation would be out of balance.

In other words, despite all the road-maps that may be devised on the basis of experience elsewhere or on a study of national factors, each American commercial station is charged with the continuing responsibility to remain alert and analytical.

The immediate radio outlook is far from discouraging. On the contrary, it is hopeful, and challenging. On the pioneering ingenuity and adaptability of American radio management will the future of this vital, free industry depend.

Bibletone Trios Radio


Price and Fly on Panel

BYRON PRICE, Director of Censorship, and FCO Chairman James Lawrence Fly, will be members of a panel on "Free Speech and Censorship for the American Forum of the Air," to be broadcast from Washington Sunday evening, March 8, over Mutual. Other participants in the debate, under the direction of Theodore Granik, will be Roy Larsen, president of Time Inc.; Raymond Gram Swing, Mutual commentator; Dwight Marvin, editor of the Tray (N. Y.) Record.

"Dear Lord, teach me the way WFD Flint Michigan appeals to so many."
TIME SOLD ON CBS REVEALS INCREASE

DESPITE the war and priority situation, CBS has sold 5% hours of new time, a net increase over cancellations of 1% hours since Jan. 1, 1942.

Of this total, 2½ hours have been sold to new CBS clients; 1% hours to sponsors returning to CBS, while sponsors already on the network have brought 1½ hours additional.

New clients are Colomene Corp. of America, General Electric Co., and United Fruit Co. Quaker Oats Co., and B. T. Babbitt Co. have returned to CBS after several years’ absence. Increased time has been scheduled in the period since the first of the year by Wm. Wrigley Jr. Co., and Procter & Gamble Co.

British Drive
(Continued from page 12)

Navy campaign, has also bought some advertising space.”

While the article in the Commerce Dept. organ was admittedly based on recent reports, British war advertising, which have noted that the British Government now accounts for approximately 17% of all advertising expenditures in England, it was learned that an inquiry by Broadcasting at the Department of Commerce, that its conclusions were purely the “personal opinion” of its author. The article was not signed, but it was divulged that its author was John H. Morse, chief of the Division of Commercial & Economic Information of the Bureau of Foreign & Domestic Commerce. Mr. Morse formerly was an executive of Buchen Co., Chicago agency.

Mr. Morse observed that if a similar proportion of last year’s advertising budget in the United States, placed entirely by private enterprise, was made available by the United States Government, it “would mean a fund of approximately $340,000,000 for advertising essential war needs.”

His article states that his information was derived from direct reports to the Dept. of Commerce, from the British war advertising exhibit of the J. Walter Thompson Co., and from the book Modern Publicity in War, published by Studio Publications, of London and New York. All of the British Government advertising referred to was in non-radio media since England does not have commercial broadcasting.

England’s Tactics

This is how Mr. Morse summarizes the British government campaign:

“Empire war aims were handled as a separate, distinct campaign, through every possible medium. The National Savings Campaign was carried on by a National Savings Committee, using every angle of publicity and advertising. Leadership, not dictatorship, was used to float loans of tremendous size. This National Savings Committee was a special department of the Ministry of Information.

“The Food Campaign was conducted by the Ministry of Food; a Road Safety Campaign during blackouts was directed by the Ministry of Transport; a campaign on use of the mails, by the General Post Office; a Fuel Campaign, by the Mines Department of the Board of Trade; a Salvage Campaign, by the Ministry of Supply. At the same time, the Ministry of Agriculture and Fisheries ran a steady stream of appeals on plowing by day and night—on gardening.”

Audiences Picked

“The Ministry of Health & Home Security directed its advertisements at the problems, and their solutions, of home owners; the Ministry of Supply asked for binoculars, iron and steel scrap. The RAF advertised for recruits through the Air Ministry Information Bureau; while the Ministry of Health asked country folk to look after evacuated children.

“The Ministry of Food paid for space to ask housewives to read and use the wartime cookery features appearing in newspapers and magazines, to listen to broadcasts about buying, preparing, and cooking food, to attend local demonstrations of cookery and meal planning.”

NEW EXECUTIVE STAFF of the Blue Network in San Francisco gather around William Ryan (seated), manager of KGO, the Blue’s Bay Area outlet, to discuss new projects. They are (l to r): Joan Peterson, chief auditor; Bob Dwan, program director; T. B. Palmer, chief engineer, and Gil Paltridge, manager of sales promotion and publicity.

HILLMAN OFFERED LOCALLY BY BLUE

SECOND series of commentaries to be offered to Blue Network affiliates for local sponsorship has been set up by the Blue to start March 16, Monday through Friday, 7:30-7:45 p.m. Featured will be William Hillman, currently on leave as European editor of Collier’s Magazine to serve on the Board of Economic Warfare in Washington, and Ernest K. Lindley, columnist and chief of the Washington bureau of Newsweek.

Along the lines of the former NBC Hillman-Clapper series, the new program will have Hillman covering news abroad and Lindley news at home.

First Washington commentary series to be offered by the Blue on a participating basis, Baukhage Talking has been available for local sponsorship since Feb. 16 and now lists a total of 12 sponsors. Featuring H. R. Baukhage, noted Washington correspondent, the series is heard five times weekly at 1 p.m.

WRRF Ready to Start; Frank Is Named Manager

EXPECTING to go on the air this week, the new WRRF, Washington, N. C., has announced the naming of B. W. Frank, minority stockholder and formerly assistant manager of WEED, Rocky Mount, N. C., as manager of the regional. Bob Wallace, previously of WOLS, Florence, S. C., will be chief engineer. A Winchberger tower has been erected and a Gates transmitter is being installed. AP news service and NBC Thesaurus music library will be used.

Construction permit for WRRF was granted Dec. 3, 1941, to Tar Heel Broadcasting System, Inc., for 1,000 watts on 850 kc. Principals are W. R. Roberson Sr., president of the local Dr. Pepper bottling company, president, 51% stockholder; Mr. Frank, vice-president, 24.5%; W. R. Roberson Jr., secretary-treasurer, 24.5%.

NOVA SCOTIA Has Canada’s Largest Steel Industry

PERHAPS the outstanding field for expansion in Nova Scotia is for export industries based on mineral products. Most of the essential for their profitable development are available in or near the Province. Here, for instance, is located Canada’s greatest steel industry, with an annual output of 600,000 tons of steel. Nova Scotia also has Canada’s largest coal production, raising over 7,000,000 tons in 1940. In addition there are 22 distinct gys- ferous areas covering 627 square miles and exporting 1,365,460 tons in 1940, mainly in crude form. Nova Scotia’s deposits of strategic minerals such as molybdenum, tungsten, antimony and molybdenum are also noteworthy.

Electric power is abundant. Labour is versatile and mainly British stock, investigator.

NOVA SCOTIA
Radio Broadcasting Station

THE VOICE OF MISSISSIPPI

NOW AT 1000 WATTS

Red

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

CRIME, HALIFAX, NOVA SCOTIA

CANADA
U.S.A. Rep.: Joe Weed & Co.—New York City

Page 50 • March 2, 1942

BROADCASTING • Broadcast Advertising
20,000 Accepted for Technician Course, First Unit in Plan to Train 200,000

ACCEPTANCE of 20,000 applicants to form the first unit of the Radio Technicians Training Program marks a major step in the campaign launched by the NAB, cooperating through the Division of Engineering Service Management Defense Training of the U. S. Office of Education to train 200,000 radio operators for the war effort.

Statistics revealed at a meeting of military, educational and NAB officials in Washington Feb. 17 show that courses for 12,700 have already been approved with courses for 6,000 eligible applicants being processed. The remainder of the 20,000 eligibles are included in proposals from universities and colleges not yet tabulated.

The meeting last Tuesday, held in the offices of Lieut. Col. N. A. Burrell II, Director of Defense Training, Federal Security Agency, included Dean Addrey A. Potter, Purdue; Dean A. C. Martin, ESMDT; Neville Miller, NAB president; Lynne Smeby, engineering director, NAB; and Arthur Stringer, NAB Washington headquarters staff.

Shortage Foreseen

As early as last July the shortage in radio manpower was foreseen, indicated by NAB action at that time in approving the promotion of technicians to engineering departments. Need for radio men is currently emphasized in the folio of spot announcements released by the Army for the week of Feb. 16. Four of six announcements called for radio men. Two of the Navy's Feb. 16 announcements called for amateur radio licensees and radio repair workmen.

There is great need in the armed forces, it is said, for trained radio men in such units as amphibian tanks, land tanks, motorcycle divisions and in the artillery. In the latter, it is reported, men equipped with tube construction and radio circuits are needed for gunfire guidance. Need for technicians in aviation, is, of course, greatly emphasized. Approximately 80% of the trainees will be needed for maintenance, it is believed.

The importance of communications in the war has been indicated in the Feb. 18 actions of the War Productions Board ordering receiver manufacturers to stop converting their plans to war work within the next four months and more recent indications that the transmitter and tube manufacturers will soon be withheld for manufacturing for the armed forces.

A. J. Fletcher, of WRAL, Raleigh, N. C., member-in-charge of radio training of the NAB National Defense Committee, has called on all stations to get solidly behind the training drive.

Funds Exhausted

The response of applicants for the training courses offered by ESMDT has far exceeded the available funds for training, it was explained in a recent letter by Mr. Fletcher, and he has asked that broadcasters discontinue for the present, previously requested broadcast of announcements of the campaign [BROADCASTING, Jan. 26].

The letter was mailed to broadcasters at the request of Dean Seaton who stated that "unfortunately funds are insufficient to take care of all who have applied" but that every effort was being made to extend training.

Urge Engineers Help

With more than $2,000,000,000 in radio equipment expected to be used in the war by the United States and with some of the equipment never before in production, trainees under the program, it was indicated, should have some knowledge of the fundamentals of radio work.

Station technicians will probably comprise the greatest pool of radio teaching talent in the nation, it was said at the meeting, since the armed forces are drafting an increasing number of men from the engineering faculties of universities, colleges and schools. It was also pointed out that there has been a great drain on the field of amateur operators, making a greater scarcity of this group likely for the program. However, it was said, by continuing the teaching job in their own communities under the supervision of educators, the broadcast engineering staffs can continue to give double service. It was urged at the Feb. 17 meeting that engineers give every available bit of time to the program.

Arabic on CBS

TWELFTH language to be added to the CBS foreign service is Arabic, with Dr. Clement Dorra, Egyptian physician and publicist, to handle the shortwave staff to handle a five-times weekly quarter-hour series for the Far East on the CBS International station, WCBX.

FTC Stipulations

E. R. SQUIBB, New York, and Geyer, Cornell & Newell, New York, have stipulated with the FTC to cease certain claims for Squibb dental cream and tooth powder. FTC has reached a stipulation with Battle Creek Drugs, Battle Creek, Mich., and Consolidated Throat and Lung Products that it would abandon claims made for BonKora, weight-reducing agent.

“BE THERE ON TIME”

advises Suzy our Steno. "While the customer is making a selection, WSAI display cards tie-in your product with your program, serving as timely reminders that make extra sales. The cards are available imprinted with your product name, program title, time, etc., as another of WSAI's merchandising features which carry the WSAI-dentification of your product from broadcast to actual sale.”

WSAI SALES AIDS

1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers

FORKOM 5000 Watts
OKLAHOMA CITY’S CBS station

KOMA

FREE & PETERS, Inc., National Representatives

BROADCASTING • Broadcast Advertising

March 2, 1942 • Page 51
Pierce Is Named Liaison For NBC Pacific Group
WITH GROWING importance in relationship between NBC and affiliated stations, Jennings Pierce has been appointed western division station relation manager, a new post. Appointment was announced by Sidney Strotz, western division vice-president, who stated that, "In these days of international crisis, there is a greater need for closer understanding between networks and stations, not only to aid in national defense, but to maintain and even to improve business conditions."

Continuing also as director of public service programs, with Hollywood as headquarters, Pierce in his new capacity will act as liaison between NBC and western division Red Network stations.

Mr. Pierce

Vital Role of Radio Industry in War Is Reviewed in RCA's Report for 1941

E NORMITY of radio's job of equipping the United States and allies for swift communication and the vital role of broadcasting are graphically told in the annual report of RCA covering 1941. Radio is described as "a strong protective arm in modern warfare; a lifeline of the Army, Navy and Air Corps."

The report was made public Feb. 27 by James G. Harbord, RCA chairman, and David Sarnoff, president.

"Use of radio in the war is widespread," says the report, "for it is the nerve system, the air and the voice that enable the units of modern war to move intelligently and quickly in the right direction to the target—to outwit the enemy. Sky armadas are guided by radio and may fly blind on invisible beams. Fleets are maneuvered by radio. The modern army travels on wheels, gasoline and oil, but it is directed by radio.

Mobile Equipment

"There is little time in lightning warfare to string wires or erect poles. That has multiplied radio's responsibility. The mobile radio station has become of great importance. Stations may be put aboard trucks and moved back should the enemy approach, and wave-lengths cannot be severed by the heaviest bombardment. Radio recognizes no frontiers or battle areas. It leaps them all to deliver its messages and news."

"American radio is the voice of freedom. Shortwave beams from these shores carry facts to invaded lands and bring new hope to people oppressed. At the same time short-wave broadcasts cultivate goodwill among friendly nations. Enemy propaganda aimed to destroy America's friendships is being counteracted."

"Behind this world-wide activity and tremendous manufacturing effort are science and research, intent upon increasing the efficiency of radio and finding new instruments to speed the way toward victory and elimination of the war."

At the same time broadcasting is keeping the American people informed; it is helping in the mass effort to win. Radio's international circuits link the United Nations, and along these wavelengths rush the invisible dispatch runners of modern warfare.

"With thousands of planes and tanks being built, with thousands of new army units going into the field and with hundreds of new ships going to sea, the radio industry has a gigantic task of equipping them for communication."

RCA gross income increased 31% from 1940 to 1941 — $121,439,607 to $158,695,722 — according to the annual report. Net profit increased 12%— $9,113,155 to $10,192,716. During the 10 years from 1932 to 1941, RCA's gross increased from $67,961,145 to $158,695,722.

Though concentrating on the war task, the report says, the company is mindful of its responsibilities in the post-war period when the wartime developments of science will be turned to service of peace.

The report told of the part played by broadcasting in helping to rally the nation from an unlimited emergency to a wartime basis. "Through its war coverage in keeping the American people informed," says the report, "radio's news service is rated as important as its entertainment. NBC—a service of RCA—has strengthened its powerful shortwave transmitters at Bound Brook, N. J., to such an extent that reports from listeners in invaded countries reveal that American radio as 'the voice of freedom' is widely heard despite totalitarian restrictions."

As a bulwark of national defense and offense, it stated, the new RCA Laboratories at Princeton will be occupied in 1942. The laboratories are described as the foremost center of radio and electronic research in the world.

WWJ Baseball Sponsors

TY TISON, veteran sportscaster of WWJ, Detroit, who has broad cast the Detroit Tigers' games over that station since 1927, again will handle the assignment this season under joint sponsorship of Socony-Vacuum Oil Co. and General Mills. The opening home game is scheduled for April 14, and the contract also calls for reconstruction reports of all out-of-town Tiger games. Sponsorship contracts were signed this week by Harry Bannister, manager of WWJ, and Howard Coffin, general manager of the Ohio Division of Socony.
**ARPs Video School**

NEW YORK television facilities have been utilized for civilian defense and first aid training, with NBC's WNBT last week inaugurating a video school for air raid wardens while CBS on Feb. 27 presented a Red Cross film on WCBW. The WNBT series consists of individual air raid warning lessons in dramatic form. Receivers have been set up in police stations by manufacturers and attendance to the television instruction by volunteer wardens merits a five-hour attendance credit. The Red Cross film on WCBW was based on the organization's first-aid textbook with instruction in that work.

**WALL Plans May Debut; Establishes Local Policy**

FOLLOWING the policy set forth in applying to the FCC for its construction permit, which was influential in gaining an ultimate favorable decision, the new WALL, Middletown, N. Y., has announced selection of 21 local persons to arrange and supervise programs of local interest. According to Robert E. Lee, co-director of the program department, WALL will go on the air about May 15.

Martin Karig Jr., general manager and chief engineer, with his parents, his brother, Alwyn, and Mr. Lee hold all the stock in the station. Mr. Karig at one time was an engineer of WOR, New York.

James Abel has been named commercial manager and Stan Kramer from WOR and WCAP, Asbury Park, N. J., is to be special events announcer. Fred Germain with Mr. Lee will head the program department. Equipment includes Gates transmitter and speech input, Wincharger tower, Ampex and Shure microphones and RCA turntables.

Construction permit was issued last Dec. 25 to the Community Broadcasting Co. for 250 watts full-time on 1340 kc., after the grant had been proposed earlier in the month in preference to a rival application.

**BROADCASTING**

Meet the LADIES

EVELYN COURTNEY

FORMERLY school news commentator with W3OK in St. Louis, Evelyn Courtney is conducting a One Woman's World series on WKZO, Kalamazoo, which is finding wide appeal among women listeners of Western Michigan. Mrs. Courtney obtained her A.B. and M.A. degrees at Washington U where she was elected to Phi Beta Kappa and to three other national honorary societies, Eta Sigma Phi, Phi Sigma Iota, Kappa Delta Pi. Before entering radio Mrs. Courtney was head of the English department of a St. Louis high school and wrote weighty articles for educational journals. She broadcasts for WKZO from her home. When the telephone rings or guests drop in during the broadcast, Mrs. Courtney often gets unexpected talent.

**Plane Series Ends**

SPOT CAMPAIGN, launched as a test for the week Feb. 16-22 in 37 cities by Air Transport Assn. of America was carried after ten days, it is understood, the Assn. having indicated to Erwin, Wasey and Co., New York, some concern that its purpose had been accomplished. Reason given for the test of one-minute transcribed announcements and 15-second chain breaks [BROADCASTING, Feb. 23] was to inform prospective plane travelers that all accommodations were not reserved for Government officials.

**CAST FOR SALES WHERE THEY ARE!**

Sales are running in Western Canada capacity demands on her vast resources of Timber, Fish, Minerals, Oil, Wheat, Fruit and Cattle are yielding money to buy your goods. The ears of Western listeners are tuned in by preference to the 'All-Canada' stations dedicated to blanket the key market centres from Winnipeg to Victoria. Cast your sales message over this line of stations and feel the welcome pull of SALES.

Ask your agency or All-Canada representative for details and costs

THE ALL-CANADA 'WESTERN GROUP'
Los Angeles, Seattle Shortwave Outlets To Serve the Orient Proposed by Dunn

Proposing to erect two more international transmitters for the purpose of serving the Far East, Wesley I. Dunn, president of Associated Broadcasters, Inc., owner of KSFQ, San Francisco, and KROW, Oakland, applied to the FCC last week for new 50,000-watt outlets in Los Angeles and Seattle.

Mr. Dunn last December secured a construction permit for the erection of a 100,000-watt shortwave station near San Francisco, which is non-commercial, and which will bear the call letters KWID [Broadcasting, Dec. 22, 1941]. Unable to acquire a transmitter on quick order, one was secured for him for a reported $150,000 through the Office of the Coordinator of Information (Donovan Committee), which purchased the equipment of General Electric's WeGO, Schenectady, with Mr. Dunn agreeing to reimburse the COI.

He is reportedly spending $250,000 on the San Francisco shortwave installation, which will be operated from the same studios as KSFQ. Plans to have KWID in operation under which the broadcasters would lease their time to the Government for 16 hours a day, from midnight to 4 a.m., would place all programming during those hours under the direct supervision of the Donovan Committee, which would write and produce the broadcasts for all parts of the World other than the Western Hemisphere. Presumably the other hours would be similarly handled for operation by the Donovan Committee in broadcasting to Latin America, although it was reported that only the 16 hours was discussed in the Donovan plan.

**Shortwave Plan**

*Continued from page 18*

Under which the broadcasters would lease their time to the Government for 16 hours a day, from midnight to 4 a.m., would place all programming during those hours under the direct supervision of the Donovan Committee, which would write and produce the broadcasts for all parts of the World other than the Western Hemisphere. Presumably the other hours would be similarly handled for operation by the Donovan Committee in broadcasting to Latin America, although it was reported that only the 16 hours was discussed in the Donovan plan.

**Payment a Problem**

The matter of payment was also vague, with no decision as to whether each station operator should receive an arbitrary amount based on its power or be reimbursed two-thirds of its actual operating expenses to cover the Government's use of 16 of its 24 hours of daily operation.

The Rockefeller Committee proposal is said to embody the formation of a single operating company, owned by the Government, and the shortwave broadcasters in combination, which would control all shortwave broadcasts from this country as a monopoly functioning in somewhat the same way as the BBC does in England.

The Donovan Committee favors the broadcasting of out-and-out Government programs, which it already is furnishing the station in part, and in refusing to give its united endorsement to any of the suggested plans, the broadcasters' meeting is said to have requested the Government to make a definite decision of policy on its own part and come to the broadcasters with it.

The group is reported to have agreed to accept any terms the Government desires, asking only that these terms represent a unified policy to be followed by all Government agencies as well as broadcasters.

Chief objection to the Paley Plan is said, was the feeling that the country's shortwave facilities are limited and that it would seem wiser to aim for complete coordination rather than division into two competitive groups. Objections to the Government agency plans were said to be based chiefly on the fact that both of these plans would remove control of international broadcasting from experienced operators and turn it over to a group of outsiders who, while not unqualified, were not capable, still lack actual experience. It was pointed out that both England and Germany have left their broadcasting operations to the same personnel as before the war, adding only the necessary supervision of Government officials.

Meeting was attended by Walter C. Evans and Lee Wailes, Westinghouse Electric & Mfg. Co.; Robert S. Peare, General Electric Co.; Jacob W. Mander, CBS; and Edmund Chester, CBS; John F. Royal and John W. Elwood, NBC.

**CBS Drops Action Over KSFQ Studio**

By AMICABLE agreement, CBS on Feb. 20 dismissed its suit against KSFQ, San Francisco, over occupancy of the Palace Hotel studios, enabling KSFQ to continue in its present quarters until next April 1.

The suit grew out of the recent change in affiliation of the San Francisco area, whereby KQW was made the network outlet in lieu of KSFQ. KSFQ officials stated that, due to the last-minute notice of change of ownership, the new station, and the resulting problem immediately confronting that station in securing housing for both KSFQ and its possible successor, a 50,000-watt outlet on a national shortwave station KWID, the executives of KSFQ had reached a verbal understanding with CBS in December that KSFQ's occupancy of the Palace Hotel studios would continue until April 1.

Meanwhile, KSFQ has signed a long-term lease and has begun construction of new studios in the Mark Hopkins Hotel, atop San Francisco's famed Nob Hill.

CLIFFORD W. SMITH, western manager of Electric Research Products Division of Western Electric Co., announces March 15, is being transferred to New York, N. Y., coming to a more central location to better serve the Far East, and to oversee the marketing of the company's equipment in the Orient.
Appeal of ASCAP To Dismiss Action By BMI Refused

Suit Moves Nearer to Trial; BMI Signs Nearly 200

SUIT of BMI and Edward B. Marks Music Corp. against ASCAP to test whether the publisher or the composer of a song owns the performance rights moved a step nearer to trial last week when Justice Louis A. Valente of the New York Supreme Court denied the application of ASCAP to dismiss the suit.

ASCAP’s contention that only Federal courts have jurisdiction since a copyright question is involved was overruled by Justice Valente, who said the suit is concerned primarily with contract rights and that any copyright question is incidental.

Action originated following the withdrawal of Marks from ASCAP in December 1940. Since he has cleared the performance rights to his music through BMI, the composers of the tunes specified in the test suit are members of ASCAP, however, and as such have assigned their performance rights to the society. Until the court has decided where the rights are vested this music, as well as thousands similarly disposed selections, can be safely broadcast only by stations which have taken out licenses from both BMI and ASCAP.

Nearly 200 Licenses

The new eight-year BMI licenses, which have already been accepted by nearly 200 broadcasters, and the revised budget of the industry-owned licensing organization, are expected to be the main topics of discussion at the BMI board meeting March 5. Carl Haverlin, BMI vice-president in charge of station relations, who is currently traveling the circuit of the various districts meetings, will return to New York for the session, to report on the reaction to the new licenses expressed by broadcasters at the district meetings.

BMI reports that its current top plug is “The Memory of Their Dance,” written by Ben Selvin, ASSOCIATED Music Publishers has signed a contract with Harry Fox, agent and trustee for the mechanical rights for a number of music publishers including most ASCAP publishers, for the use of this music on AM transcriptions.

In announcing that this contract had been concluded after lengthy negotiations, C. M. Finney, AMP president, said his company has also made individual contracts with a number of publishers for recording rights, including the publishing companies owned by Warner Brothers—Harms, Remick and Witmark. In addition, the AMP board recently made a similar contract to use the music of those three companies on its Thesaurus releases.

One-year contract with Mr. Fox calls for a fee of $10 per year for each composition recorded, a reduction of $5 from the previous $15 fee. C. M. Finney disclosed that at least one ASCAP board member has signed a similar contract to use the music of those three companies on its Thesaurus releases.

Commercial Activity

Absence of this performance charge from the Warner Bros. contract does not mean that this will be a more favorable deal, Mr. Finney stated, explaining that this contract covers only sustaining use of the music, with separate negotiations necessary if the recordings made are to be used on sponsored broadcasts. In neither contract, he said, is there any performance charge for sustaining use. This, he said, has no adverse effects on commercial transcriptions as far as AMP is concerned, Mr. Finney reported. The recording studio and the producing plant are both operating at full capacity.

Commercial Activity

The news item that has received the most attention is the announcement of ASCAP’s new board of directors, which includes a mass meeting of the ASCAP board of directors, called a mass meeting of the Society’s authors and composers for March 3 at the Astor Hotel, New York. Candidates elected by the nominating committee will appear to address their fellow members. This is the first time an ASCAP meeting of this kind has ever been held, Mr. Baer stated.

List of BMI signatories between Feb. 19-26 follows [see Broadcast- ing, Feb. 23]:

Cecil Brown Is Given Annual Radio Award of Overseas Press Club

Cecil Brown, CBS foreign correspondent in the Far East, was named winner of the second annual radio award given by the Overseas Press Club for outstanding radio coverage “contributing to the understanding of foreign policy by the American people.”

Presentation of the award, a portable typewriter with a silver plaque, was made Feb. 26 at the club’s annual dinner at the Hotel Waldorf-Astoria, New York. Burnett Hershay, news commentator of WMCA, New York, and president of the club, presided at the dinner, one hour of which was broadcast on Mutual, 9:45-10:45 p.m.

CBS, which had originally planned to shortwave an hour of the most important speeches to Latin America, made recordings of all the talks for rebroadcast Feb. 27 to both Latin America and Europe via shortwave stations WCR, WCDA and WCBL.

Two awards for outstanding newspaper coverage were made to correspondents of the New York Times—Cyrus L. Sulzberger in Europe, and Otto D. Tolischus in the Far East. Among speakers were Maxum Litwinnoff, Russian ambassador to the United States, Price Administrator Leonard Henderson, and Cecil Brown, speaking from Australia.

Transcription Pact Is Signed by AMP; Includes Harry Fox and Warner Firms

Casts:

KAST - WBCN KRLC WHOP
WBVA WOBM WOR
KFWO WLNR WQV WPAD
KAIW WJRS WLG
KPYO WFGS WFOG
KPGY WPCA WFOC
KMGY WBAA WDKL KSTA
WQGO WGO WGO WWB
WHAM WRRW WJAC WFF
WSWS WSTU
WDBO WJFF WTAR WBCU
WRJN KXV WKBH
WBSA WLDS WBOW
WLCB KFJZ WOME WKB
KGBS WORG WAVE WIXW
WRCG WNB
New Stay of Network Rules Is Sought

Supreme Court Appeal From 2:1 Decision Is Next Phase

(Continued from page 9)

clared that the FCC under the proposed stay would even be foreclosed from considering routine license renewals.

At NBC's request, the court authorized filing of briefs. Judge Henry W. Goddard inquired of the FCC as to the reason for such "graciousness." He had joined Judge Hand in the previous decision affirming the FCC jurisdictional contention. Judge John W. Bright, who dissented in the original proceedings, asked for a rehearing.

NBC-CBS counsel argued that time was of the essence, since the court promulgated its order Feb. 26, from which date the ten-day grace period on the rules agreed to by the networks and the FCC began to run. If no further stay is granted, it was emphasized, the FCC could make its rules operative March 9.

No Ruling on Merits

The court's decision on lack of jurisdiction, which admittedly represented a signal victory for the case of the FCC and its counsel as argued before the New York court Jan. 12 and 13 [BROADCASTING, Jan. 19], was handed down Saturday before last which means, should the Commission adhere to its original stipulation that it would defer the effective date of the rules until 10 days after the court acted, that the rules unless stayed could go into effect next Monday, March 9, or ten days from the Feb. 26 date for service upon NBC and CBS. If invoked, the rules will radically change the complexion of network-affiliation contracts in view of their far-reaching requirements for renewal of licensees as to exclusivity, time options, etc.

Immediately after Judges Hand and Goddard, with Judge Bright dissenting, disclosed their decision that they were without jurisdiction to provide the requested relief and hence they were not called upon to consider the merits of the rules, both NBC and CBS advised their affiliates that they would appeal to the U. S. Supreme Court.

In the Supreme Court they will ask one or more of the justices for an order enjoining enforcement of the rules until arguments can be heard on the merits. As Judge Bright's strong dissent, then the issue will revert back to the New York court for an adjudication on the merits. After such adjudication whether NBC-CBS or the FCC could appeal to the Supreme Court on the whole question of the validity of the rules.

The immediate effect of the court's decision on network affiliations was clouded by the litigation, which appears likely to continue for some months. Whether the Commission will take an attitude that it wants the rules invoked immediately, was also uncertain—and Washington counsel of stations last week were inclined to take a position of watchful waiting during the swiftly-moving legal maneuvering before advising their clients how the situation affects them individually with respect to their network affiliation contracts.

Avenue of Relief

If a stay order is procured, the rules automatically would be suspended until final action by the Supreme Court which has authority not only to review the jurisdiction of the New York court but the validity of the rules themselves.

In the light of Judge Hand's remarks from the bench last Friday, it is dispensable sign that was if the Supreme Court reverses the New York court on the question of jurisdiction, regarded as a good possibility in the light of Judge Bright's strong dissent, then the issue will revert back to the New York court for an adjudication on the merits.

Besides NBC and CBS, parties to the case on their side are WHAM, Rochester, and WLW, Oklahoma, while Consolidated Mutual supported the FCC position.

Networks Monitor Affiliates

The day the decision was rendered, both networks monitored their affiliated stations to the effect that they would appeal to the U. S. Supreme Court. Herbert V. Akerberg, CBS stations relations vice-president, made the following statement to affiliates:

Concerning the 2-to-1 decision of the Federal Court in New York handed down today, you will be vitally interested to know that the decision dealt only with the jurisdiction of the court in this proceeding and that the court passed no judgment whatsoever on the merits of the case. A vigorous dissenting opinion was delivered by Judge Bright. We will take action to appeal to the Supreme Court of the United States.

By an arrangement made with counsel for the Commission last November, the complete suspension of the rules continues for a minimum of 10 days. During this time we will apply for a further suspension pending the determination of our appeal.

Disastrous Effects

"Our evaluation of the disastrous effect of the FCC rules has not changed. Accordingly, we consider it of utmost importance to the industry and to the continuance of network service to carry on the fight for the preservation of the principles which we deem vital to the best interests of broadcasters and the public alike. We will send you copies of the court opinions promptly and continue to keep you advised of developments."

To the 130 stations affiliated with NBC, William S. Hedges, vice-president in charge of station relations, wired as follows: "On Feb. 21, the Federal Court of New York by a divided vote dismissed our complaint in our action against the FCC on the proposed chain-broadcasting rules solely on the ground that the court did not have jurisdiction. The court did not pass on the question of the authority to promulgate these rules. When the suit was commenced, the Commission entered into a written agreement not to enforce or apply these rules for at least ten days after we were served with a copy of the court's order. We intend to appeal immediately to the Supreme Court of the United States and ask for a further stay of the rule by that court."

Past Decisions Analyzed

In its decision, the court's majority stated at the outset that "since the filing of the suit in February, the court has not determined whether the FCC has jurisdiction either as a court of three judges or one, "it will be necessary to consider the merits." It went on to outline the background of the regulations, but asserted:

"So far as we have found, the Supreme Court has never declared that the statute authorizes review of any decision of an administrative tribunal which neither directs anything to be done or fails to do anything, nor finally adjudicates a fact to exist which some right or duty immediately depends... but decisions which are no more than announcements of future administrative action have never, so far as we can find, been treated as within this statute. That does not necessarily imply that a person might not be required in the absence of any remedy when the threatened action would be unlawful; the situation then may present all the elements on which equity will intervene in ordinary course."

The court expressed doubt whether the regulations could be regarded as "orders" which it could review, and then pointed to the statute which provides relief from such orders by appeal to the Court of Appeals of the District of Columbia.

"Consequently," said the court, "if any of the 'affiliates' of the plaintiffs' 'networks' should hereafter apply for renewal of their licenses; and if, as we assume it will, the Commission adheres to its regulations, the resulting modification of license will be reviewable only by the Court of Appeals of the
Army Shortwaving 'Command' Series

Big Program to Be Directed To Military Forces Abroad

DESIGNED specifically for the men of America's armed forces all over the world, the 11 United States international shortwave stations on March 8 will start a new half-hour program, Command Performance. To be heard every Sunday for the duration, the show will feature appearances by stage, screen and radio stars, as well as military leaders.

Under an operation plan developed by the Radio Branch of the War Dept. Bureau of Public Relations, the program will be transmitted on the 11 stations intermittently over a 24-hour period each Sunday. Each program will be transmitted, with recordings sent to each of the stations in order to permit transmission at hours when the feature can be best received. The programs also may be piped from the Office of the Coordinator of Information in Washington to participating stations on its Bronze Network.

New Domestic Stations

According to present plans, each show will be dedicated to men of the Army, Navy and Marine Corps from a particular State. Featured on the shows will be popular music by name bands, headline comedy acts, a five-minute sports spot handled by well-known sports commentators and their guests. Each program also will headline a top-flight radio artist. Scheduled for early appearances are Eddie Can- tor and Fred Allen. Periodically the program is to include brief messages to the forces abroad from U. S. military chiefs.

There will be no domestic transmission. To provide reception at various points all over the world, the participating stations will rebroadcast the transcribed feature several times on different frequencies and beams, with reception possible throughout the world at one time or another each Sunday.

The series is being produced under supervision of the War Dept.

American Chicle News

AMERICAN CHICLE Co., Long Island, N. Y. (cheewing the cub currently sponsoring By the Way With Bill Henry on four CBS California stations) (KNX, KGW, KROY, KARM), Tuesday, Thursday, 5:30-5:45 p.m., and Saturday, 9:45-10 p.m. (PWT), on March 18 shifts that program to NBC stations. Series, under new schedule, will be on KFI KGW KHQ KMJ, Monday, Thursday, Saturday, 5:45-6 p.m., with KPO KMO added March 25. Newsy also is to be released on KDYE KOA KTAR KGLU KVOA KYUM KGHK KIDA KSEI KTFI Tuesday, Friday, 5:45-6 p.m. (PWT). Agency is Badger, Browning & Hersey, N. Y.

Radio Branch headed by Ed Kirby as civilian chief, in cooperation with the War Dept. Special Services and GHQ. Agency writers and production men will assist in developing the programs. Music Corp. of America, AFRA and other organizations also have cooperated in developing the feature at no-cost proposition. Directly supervising arrangements for the program is Lieut. Rankin Roberts, of the Special Events section of the Radio Branch.

Big Basketball Hookup Sponsored by Magnolia

WHAT is believed to be the longest night commercial ever aired in Texas will take place March 7 when the Lone Star Chain and five supplementary stations do a four-hour world picture of the Texas high school championship basketball games from Austin. Hooked up will be KKGO, Fort Worth; KXYZ, Houston; KTSN, San Antonio; KGNC, Amarillo; KRIS, Corpus Christi; KGVO, Weslaco; KFDM, Beaumont, all on the Lone Star Chain. Supplementary outlets will be KRLD, Dallas; KIFIC, El Paso; KFOR, Longview; KNON, Austin; KWFT, Wichita Falls. Announcers will be Jim Crockett, in Vee Box, Charlie Jordan and Tee Casper, Ratcliffe Agency, Dallas, handles the account for Magnolia Oil Co., the sponsor.

CP-P Names Butcher

THOMAS BUTCHER, since last October with Geyer, Cornell & Newell, New York, has been appointed advertising manager of Colgate-Palmolive-Peet, according to E. H. Little, president. Mr. Butcher with Savigton-Crampton and George P. MacGregor, comprise the trio of company assistant advertising managers.

CORRECTION

IN AN ARTICLE in the Feb. 23 BROADCASTING, the power of KTHS, Hot Springs, Ark., was inadvertently given as 2,000 watts and 1,000 watts day and night. KTHS operates with 10,000 watts day and 1,000 night. BROADCASTING regrets the error.

"Now's the time to try KXK, St. Louis!"

430 KC. 5000 WATTS BLUE NETWORK

with

REX DAVIS
THREE TIMES DAILY

WICKY Cincinnati

BROADCASTING • Broadcast Advertising

March 2, 1942 • Page 59

Correction

SCHERERAZADE WOULD SAY ... "Oops, My Dear!"

Yes, the Arabian Nights' babe who restrained her bloodthirsty husband by holding his hand between her teeth and swallowing the fiery food. The story Defense-rich Wichita tells today.

And although the oil 'gi' would blash, every impressive cipher and comma in the almost fantastic Wichita report is absolutely true. As a matter of fact, we believe it's half true. It is impossible to broadcast actual figures of Wichita aviation employees for 1943 and 1942. It is even more impossible to whisper about the incredible bomber order recently sent Wichita-way. The cipher on that amazing figure stretches from here to way off yonder!

But it's not a military secret that retail business in Wealthy Wichita is up a sensational 25-plus-percent. Yes, and KFH is the dominant network station covering these millions of dollars' worth of progressive sales. The crowded KFH commercial schedule proves there is no other station in Kansas or another a greater advertiser acceptance!"
THE COMMISSION having under consideration the request of the Defense Communications Board that the Commission consider relaxation of its rules and regulations governing the requirements for operators of broadcast stations; and

IT APPEARING that the demand of the military services for operators holding radiotelephone first class licenses has increased as a result of the war, and that such demand has decreased the number of operators qualified for operation of broadcast stations, resulting in a shortage of such operators;

IT IS ORDERED that until further order of the Commission a broadcast station of any class, except by B-, A-4, C-4 or A-5 emission, 250 Hz baseband, and to the extent that it is necessary to secure the services of an operator of the proper class, may be operated by holders of radiotelephone first or second class operator licenses, or radio-telephone second class operator licenses.

NOW, THEREFORE, the above petition is granted.

Dated at Washington, D.C., this 9th day of February, 1942.

J. C. RUSSELL,
Chairman.

W. H. L. CLARK,
Secretary.

ainen by the FCC, the FCC will prob-
ably restore the former higher requirements.

Full text of the order (No. 91) follows:

Text of Order

At a meeting of the FCC held at its offices in Washington, D. C., on the 15th day of February, 1942:

The Commission having under consideration the request of the Defense Communications Board that the Commission consider relaxation of its rules and regulations governing the requirements for operators of broadcast stations; and

IT APPEARING that the demand of the military services for operators holding radiotelephone first class licenses has increased as a result of the war, and that such demand has decreased the number of operators qualified for operation of broadcast stations, resulting in a shortage of such operators;

IT IS ORDERED that until further order of the Commission a broadcast station of any class, except by B-, A-4, C-4 or A-5 emission, 250 Hz baseband, and to the extent that it is necessary to secure the services of an operator of the proper class, may be operated by holders of radiotelephone first or second class operator licenses, or radio-telephone second class operator licenses.

NOW, THEREFORE, the above petition is granted.

Dated at Washington, D.C., this 9th day of February, 1942.

J. C. RUSSELL,
Chairman.

W. H. L. CLARK,
Secretary.
William B. Way Named
As 12th District Director

WILLIAM B. WAY, manager of KVOO, Tulsa, was unanimously
elected 12th NAB district director at its meeting in Wichita last
Friday. He succeeds Herb Hol-
lister, KBO, Wichita, who
was asked to be re-
lieved after hav-
ing served three terms and who
nominated Mr. Way as his suc-
cessor.

The Wichita meeting, follow-
ing the pattern of other district
licenses, will be held at the vs.
Hill Hotel on Feb. 11th.

Mr. Way

In making the nominating
speech, Mr. Holister said that
Mr. Way has served the di-
Strictor with yeomany
ability, and has always
been a staunch supporter
of the organization and of
the 12th district.

Way also spoke of the
need for every member of the
organization to work for the
benefit of the district.

District of Columbia and from the
record made at that hearing.

“We have seen, however, that the
regulations are nothing more than a
direct declaration—or if one
chooses, a threat—by the Com-
misision that it will impose these con-
ditions upon any renewal of a li-

cense in the future. No change is
made in the status of ‘affiliates’

next to regulations; if
_guest 1938 and May
2, 1941, when the investigation

rors, networks may

any

majority

ne

second

Court Grants CBS Delay

FOR A SECOND time, CBS has
been granted a postponement of
date from Feb. 27 to March 27 to
file answers to the anti-trust suits
instigated by the Department of
Justice. The delay was granted by
agreement of the parties. Previ-
ously RCA-NBC had received the
same extension [BROADCASTING
Feb. 16] at the request of John T.
Cahill, NBC counsel. The suits were
filed by the Department of
Federal District Court by the Anti-
Trust Division. Previously a one-month
postponement had been granted in
each instance by stipulation.

Hubert H. Schreiber, asso-
ciated since 1937 with the Wash-
ington law firm of George O. Sutton,
report for duty Feb. 20 in the Air
Corps. He is stationed in Washington
in front of the FCC

Court.

the three years

between March 18, 1938 and May
2, 1941, when the investigation

3."

 chiefs in their

doubtless been communicated
to the Commission in the three years

perhaps does allege that

none of its ‘affiliates’ will

challenge the regulations when their
licenses expire; at any rate, to avoid any

doubts, we shall so assume, little as

that seems likely to be the case.

“We may do so, because the issue is
irrelevant anyway, for the plain-
tiff ‘networks’ have an adequate
remedy under sub-section 402 it-

self. They all realize and there seems

to be no question about it—that
their interest will be adversely af-
fected by the enforcement of the

regulations; if so, they can appeal
to the Court of Appeals of the Dis-

trict of Columbia from any order
imposing unlawful conditions upon an
‘affiliate’s’ license . . .

‘affiliates’ license . . .

.At any rate, until the Commis-

sion shows some disposition to deny

them a fair hearing in a proceeding
for renewal of an ‘affiliate’s’ license,
we are not to assume that it will

so. And even if that should ap-
ppear, the resulting right of action,
if any, would not, as we have said,
be in this court or against the

United States.

For the foregoing reasons the

complaints will be dismissed for

lack of jurisdiction . . .

Judge Bright’s Dissent

Judge Bright’s dissenting opinion
asserted that, “There is no ques-
tion in my mind that the order

ought to be reviewed is one which,
under the terms of Section 402(a),
we have jurisdiction to enjoin. . .
The order fixes as immediately the
time when it shall become effec-

However in other respects it has all the ear-
mark of a final order.”

Judge Bright quoted from Com-
mission’s own statement: “The reg-

ulations we are now adopting are

nothing more than the expression of
the general policy we will apply

in exercising our licensing power.
The formulation of a regulation in
general terms is an important aid
to consistency and predictability
and does not prejudice any rights
of the applicant.”

What it (the Commission) has
done,” Judge Goddard then

asserted, “emphasizes more the

finality of its order, which is an affirma-
tive direction that thereafter no
standard broadcasting station shall
contract in terms prohibited, and
ultimately put an end to service
by networks under contracts now

-existing.

In fact, I think that the regu-
lations are intended to affect exis-
ting contracts for the effective date
of the order is deferred until Nov. 15,
1941, ‘with respect to existing con-

tracts, arrangements or under-
standings.’ This certainly is not a
statement that the regulation shall

not apply to existing contracts; it
is merely a postponement as to
when the axe will fall.”

Judge Goddard agreed with the

networks’ contention that affiliation
contracts are “essential to the

proper and successful conduct of

their business.”

But it is also shown by them, with-
out contradiction, that
between the
time the regulations were promul-
gated and the commencement of
these actions, not less than 24
broadcasting stations having affili-

ation contracts with NBC have can-
celled their contracts as a result of
the order in question, and not less
than 24 others having such con-
tracts have served notice that they
do not intend to be bound by the

resulting provisions of such contracts unless they are

conformed to the Commission’s

order.

Similarly, it is shown by the

affidavits submitted by CBS that

some of the stations affiliated with it

are refusing to renew their affili-

ation contracts, some are threaten-

ing to cancel or repudiate them,

and some have already cancelled on

the ground that the rules in

question prohibit them. There is

thus a present injury . . .

Commission’s Positive Purpose

To the court majority’s holding

that the plaintiffs must wait until

the Commission has ruled upon the

application of a broadcasting sta-

tion for renewal of license, Judge

Goddard retorted:

"Can it be said that the Commis-

sion will change its rules, in view

of the positive statement it has

already made with reference thereto

above quoted? Must these net-

works await the idle ceremony of

a denial of a license before any


A Listening Audience of 5,000,000 People

Whom

1480 Kilocycles

Full Time Operation

29 West 57th St., New York

Telephone Plaza 3-4204

Joseph Lang, Manager

America’s Leading Foreign Language Station

Broadcasting • Broadcast Advertising

March 2, 1942 • Page 57
Emergency Needs Basis of Ohio Meeting

CONCENTRATING on wartime operation of radio plants and highlighted by an address by FCC Chief Engineer E. K. Jett on the defense aspects of radio communications, the Fifth Annual Broadcast Engineering Conference, convening at Ohio State U, Columbus, Feb. 23-27, passed a resolution asking the FCC to modify its rule regarding transmitter output tolerances to afford a means of saving transmitter tubes, which are becoming increasingly scarce due to war demands. About 150 engineers, many from broadcasting stations, attended the conference.

Enemy Is Listening

Principal speakers on the program, in addition to Lieut. Jett, were Gerald C. Gross, assistant chief engineer of the FCC, and Dr. Phillips Thomas, of Westinghouse, Lieut. Jett urged caution in broadcasting because the "enemy is always listening." He told how the Defense Communications Board operates and reviewed its work. The DCB, he said, recognizes the importance of broadcasting and has recognized the need of protecting broadcast property. Steps to insure reliable service have been studied, he said.

Commenting on the FCC-WPB freeze order [see page 9], Lieut. Jett said that while the freeze order makes provisions for improvements deemed necessary for areas now without primary service. Asked about television, he said it probably would have to get along with the equipment it now possesses. Most of Lieut. Jett's remarks were off-the-record. He spoke for nearly two hours, covering practically all phases of radio communications and the means to safeguard them during the war emergency.

Gross, discussing war-time broadcast experience in England, told of his trip to that country last fall as a special FCC observer, and showed pictures of damage caused by bombings. According to Mr. Gross, practically no broadcasting time has been lost in England due to bombing and sabotage.

Emergency Setup

Primary function of the broadcasting system is to maintain the public morale and to this end about 70% of the programs are of the regular peace time character, he said. For protection from bomb splinters, Mr. Gross continued, most windows have been bricked up with a 14-inch thick wall and in cases where protection is desired overhead, a five-inch concrete slab has been installed. These provide protection against bomb fragments and incendiaries, but not direct bomb hits. Blast fences of brick usually are installed in front of entrances to buildings. Women, he said, are doing an excellent job handling radio controls.

England has become keenly aware of the importance of key radio men, he said, and they have been retained in important positions. Television has been abandoned for the duration, he concluded.

Orrin W. Towner, chief engineer of WHAS, Louisville, drew parallels between the present emergency and the experiences of WHAS during the Ohio River flood in 1937. About all that is needed at a studio to maintain emergency service, he said, is a battery-operated amplifier. He suggested that permanent cords be made to connect portable amplifiers into the jack fields of the studio equipment. He suggested installation of engine-driven generators for use in case regular power supply is lost. He told how an amateur transmitter had been converted for police use after the regular Louisville police station had been flooded.

Karl Troegel, chief engineer of WIBW, Topeka, described the emergency power plants at both transmitter and studio of WIBW. The value of FM in police and military communication was discussed by Daniel E. Noble, research engineer of the Galvin Mfg. Co. He explained the design and installation of mobile FM equipment.

Means of maintaining reliable operation of transmitters were discussed at the panel session on that subject, at which Charles Singer, maintenance engineer of WOR, was chairman. Other members were: panel were Porter Houston, WCBM, Baltimore; Frank V. Becker, WTBO, Columbia; Floyd N. Lantz, WLW, Cincinnati. Emphasis was placed on care of vacuum tubes and a tube reconditioner used at WOR was described, under which a gaseous tube is subjected to a high voltage between the plate and filament when the filament is cold.

A panel on war time broadcast station operation was directed by Lynne C. Smeby, NAB engineering director. Other members were Andrew D. Ring, consulting engineer; J. D'Agostino, assistant operating engineer of NBC; Raymond Guy, NBC radio frequency engineer; Frank N. Cowan, Bell System engineer; Hector Skifter, chief engineer of KSTP, St. Paul.

High Efficiency

Need of conserving equipment and maintaining efficient operation were discussed by Mr. Smeby in the light of material needs of the armed forces, a factor to be kept in mind in all priority requests. A recent survey showed that our broadcast stations as a whole operate at an efficiency better than 99.92%: Mr. Smeby said, adding that an effective national defense job still could be done with slightly lowered efficiency.

Mr. Ring discussed the work of the DCE Broadcast Committee, covering such subjects as operator shortage, priorities, radio silencing systems and FCC rules modifications.

Property protection and fire fighting were discussed by Mr. D'Agostino, who urged that proper steps be taken against sabotage and fires. Mr. Guy told of difficulties in using low antennas at high powers, a condition under which a high current flows at the base of the antenna requiring special attention and designing of the coupling system. He suggested loading the antenna with an inductance and then tapping the transmission line on to the inductance at the proper point.

At powers of 5 kw. and over, the
Walter Evans, Now Head of 3 Divisions
Westinghouse Moves Xray to Baltimore, Assigns Duties

WALTER C. EVANS, since 1936 head of all Westinghouse broadcasting activities, on Feb. 26 was appointed general manager of three major Westinghouse divisions—radio, broadcasting and X-ray. Each division has its own management, and all three will hereafter work under Mr. Evans’ direction. Executive offices of the X-ray division recently were moved to Baltimore, where

the radio division has a large manufacturing plant and where Mr. Evans headquarters.

Mr. Evans

Mr. Burnside

Lee B. Wailes is manager of the broadcasting division, which continues its headquarters in Philadelphia. The X-ray division is headed by Clair V. Aggers. Carroll J. Burnside, sales manager of the radio division, has been promoted to manager of the radio division, a post Mr. Evans has held in addition to his broadcasting activities. Mr. Burnside’s place as sales manager is taken by E. T. Morris Jr., since 1940 in charge of sales of large-scale radio equipment to broadcasting stations. E. F. Moran becomes sales manager of the X-ray division.

“Broadcasting and radio manufacturing divisions of our company always have been closely affiliated,” Mr. Evans explained. “Since research and engineering problems of the X-ray and radio division are parallel to a large extent, we expect to gain in economy and efficiency in bringing executive personnel of these two divisions into closer daily contact by establishing their offices in one plant.” Mr. Evans said that activities of both radio and X-ray divisions are largely devoted to war production, and the X-ray division is also taking a big part in the civilian health program.

Mr. Evans joined Westinghouse in 1921 as radio operator at KYW, which it formerly operated in Chicago. The following year he was put in charge of technical operations and in 1928 was made station manager. In 1929 he was made superintendent of radio operations in charge of all technical matters for Westinghouse broadcast stations, and in 1933 also became manager of the radio division. Since 1936 he has headed the company’s broadcasting activities. His early career was as an operator and he followed an engineering course at the U of Illinois. During the first World War, he was an instructor at the Naval Radio School at Har-
Help Wanted

Louisiana Station—Has opening for good announcer who specializes in sports, news, and general games in top-notch manner satisfactory to sponsor. Permanent year-round position. Give full details of experience and salary. Don't reply confidential. Box 221, BROADCASTING.

Commercial man who can sell and write—Opportunity for advancement. Local station. Please state qualifications and salary desired. Box 187, BROADCASTING.

First class operator—Write direct WOLS, Florence, S. C.

ANNOUNCER—With minimum three years' experience for aggressive 5 kW, net station. Must be competent all around man. Give draft status, complete experience first letter. Box 216, BROADCASTING.

Announcer—Qualified to handle news and all types of work. Give experience, salary, and other details including salary requirements. Box 188, BROADCASTING.

SPORTS ANNUCER—To take charge of all sports announcing on a permanent basis. Must be mature, possess outstanding personality, good general sports knowledge, and play by play experience. Want a man who can stand a big city build up into a strong personality. Also personal photos, references, and salary expected. Write for job description. Box 190, BROADCASTING.

CHIEF ANNOUNCER—High caliber, handle special events and play-by-play sports, handle control panel and supervise announcing staff. Excellent draft expected. 35 per hour with 8 hours overtime. Send transcription qualifications with first letter. KGO, Missoula, Montana.

LICENSED ENGINEER—Light announcing, copy transcription. Prefer permanent position April first. Good salary, excellent working conditions. West. Box 205, BROADCASTING.

5 KW. REGIONAL WANTS—Reliable, sober, middle-aged announcer. Capable of taking charge of maintenance and operation of permanent 5 kW radio station. Prefer married man. Must have management ability. Give references and experience. Box 186, BROADCASTING.

WANTED—Aggressive and alert advertising manager for 1000 watt regional. Drawing accounts, new business, and sales. Must be an experienced account executive. Send resume confidential. Box 186, BROADCASTING.

Studio engineer—Wanted to supervise all control work, recording, network feeds, maintenance, 250 watt MBS station. To right man opportunity as chief engineer after trial period. New studios. RCA equipment. Draft has shortened our staff beginning in March when job is open. State references, experience, salary, draft status. This is a permanent position. WGRC, Louisville, Ky.

TWO PERSONALITY ANNOUNCERS—Somewhere in some large station there is a capable personality announcer who hasn't had a chance to show what he can do with a light and lively morning show, or a "make believe balcony" feature. Somewhere there is a small station announcer hedged in by restrictions or who may not have the breaks or the skillful cooperation by management to build himself a personality. We said "personality", not "politeness". No smart alec, no silly phrases; just good announcers. If you have a handshake and a smile in your voice, a sense of humor, willing to work and work hard, know something about records and transcription, and can handle a spot with an outstanding Mutual station write us today. Send resume, a good transcription, salary expected, draft status. WGRC, Louisville.

Help Wanted (Cont'd)

Situations Wanted

SALES MANAGER—With a proven record in sales, preferably in a large metropolitan area. Salary, commission, and good benefits. Box 192, BROADCASTING.

MARKETING MANAGER—A veteran of retail promotion and sales management. Salary, commission, and benefits. Box 193, BROADCASTING.

CHIEF ENGINEER—An experienced chief engineer who has had a long and successful career in broadcasting. Salary, commission, and benefits. Box 194, BROADCASTING.

CHIEF ANNOUNCER—A permanent position for an accomplished announcer who has a proven record in radio. Salary, commission, and benefits. Box 195, BROADCASTING.

SITUATIONS WANTED

Statesman—Interested in becoming permanent feature of New York metropolitan market. Salary, commission, and benefits. Box 196, BROADCASTING.

RAYMOND M. WILMOTTE Consulting Radio Engineer Designer of First Directional Antenna Controlling System Seven Bldg., WASH., D. C.

Lecture Bureau Formed

ALFRED H. MORTON, president of the National Concert & Artists Corp, announced last week the formation of a Lecture & Special Attractions Division under direction of Phylis Moir, former head of the Forum Lecture Bureau, now merged with NACG. The division will offer speakers and commentators, including H. V. Kaltenborn, Helen Hiett, William C. Hillman, John B. Kenedy, Gregory McNamee, Sam Cuff, Alex Dier, Don Goddard, Buhkage and others.

JANSKY & BAILEY
An Organization of Qualified Radio Engineers

JOHN BARRON Consulting Radio Engineers
FIELD INVESTIGATION AND LOCATION SURVEYS
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An Accounting Service Particularly Adapted to Radio

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Paul F. Godley Consulting Radio Engineers

WAGNER, D. C.

Montclair, N. J.

C. M. McNary Radio Engineer

Consulting Radio Engineers

PAGE & DAVIS Consulting Radio Engineers

Highland Park Village

Dallas, Texas

A. EARL CULLUM, JR.
Consulting Radio Engineers

R. C. A. Communications, Inc.

66 Broad St., New York, N. Y.

Washingtont, D. C.

R. C. A. Communications, Inc.

66 Broad St., New York, N. Y.
Your Plus Sales Force
In The Middle West

The nation's growing war needs are already presenting knotty packaging problems. Some manufacturers already have found it necessary to revise packages, which, in turn, means new methods of merchandising, new types of store displays.

Advertisers know the value of test campaigns in planning long-range sales strategy. Test campaigns, however, often divert sales personnel from its established routine and involve excessive cost.

Thus SPECIALTY SALES has been organized as a supplement to your regular sales force for test campaigns on new packages, special deals, or any other sales, distribution, or dealer relations campaign.

SPECIALTY SALES has no resemblance to sales agencies as they have been known in the past. Neither is it intended to replace or compete with the established sales organization of any manufacturer.

Rather, its purpose is to supply a short-term sales organization with men of proven sales records, high-type men who can secure and keep better salary jobs. Its services can be bought at one-half or less the usual man-power cost. Costs can be computed on a per call or weekly flat rate.

Furthermore, SPECIALTY SALES will have full access to the findings of a large research department on the movement of drug and food products and the attitude of dealers toward manufacturers.

SPECIALTY SALES will function as a separate organization but will work in cooperation with WLW, The Nation's Station, with financial security guaranteed by The Crosley Corporation.

Initial operation of SPECIALTY SALES will cover the trading area of Greater Cincinnati. Expansion to nine major markets of Ohio, Indiana, Kentucky and West Virginia will be made as soon as proper man power can be secured.

If you are faced with a new packaging, distribution, or display problem, it will pay you to find out how SPECIALTY SALES can help. For details, call or wire

SPECIALTY SALES 1329 Arlington St., CINCINNATI, OHIO
The Navy says:

"WELL DONE!"

...and Radio Research Contributed

The Navy "E" pennant, symbol of achievement in war production, is the highest praise the United States Navy can bestow on an industry.

- Recently awarded to RCA Manufacturing Company, this emblem of excellence is a tribute to the loyalty and cooperation of the men and women who are working night and day to "Beat the Promise" to the Government on delivery dates of vital war equipment.

- It is a tribute, also, to RCA radio research which has helped in large measure to make America's naval and military radio equipment the finest in the world.

- When the war is won, many of these wartime applications will serve industry, and the public, by helping to create new services and products. Today, at Princeton, N. J., the new RCA Laboratories building is taking shape—destined to be the world's foremost center of radio research. Surrounded by every modern tool of research, workers in the new Laboratories will continue to seek new knowledge of radio and electronics...new discoveries for America at war and America at peace.

RCA LABORATORIES
A Service of the Radio Corporation of America

Other RCA Services:

RCA Manufacturing Company, Inc. • R.C.A. Communications, Inc. • Blue Network Company, Inc.
National Broadcasting Company, Inc. • Radiomarine Corporation of America • RCA Institutes, Inc.