Hence when you're selling to Iowa people, you've now got to think about thousands of stores, in hundreds of small towns. Iowa, with 2,535,000 people, has only one city over 100,000! Today, you can't depend on a relatively few outlets in larger communities.

You've got to make people demand your goods, at thousands of little stores all over the State.

That's a big advertising job. So big that it cannot be achieved through small advertising media. There are 17 commercial radio stations in Iowa. But it has been proved that more than one-half of all Iowa families spend more than 70% of their listening time with WHO. . . . If you want the complete facts, write us today, or just ask Free & Peters. You'll be given an accurate picture of Iowa listening habits — station by station, and county by county. Why not get it now?

"FROM NOW ON, WE'RE NEIGHBORHOOD SHOPPERS!"

- Even in the busy suburbs of New York and Chicago, restrictions on cars and tires will soon be revolutionizing most people's shopping habits. But out here in Iowa—wow!

**WHO**

**for IOWA PLUS!**

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
They Produce

Programs & Results

MORE THAN A MILLION LETTERS A YEAR!

These men—our program director, production manager and their staff—have learned the preferences of the Mid-Western radio audience, through long association with WLS. That's why WLS programs are tailor-made to please families in the homes of Mid-West America.

A PERSONALITY ALL ITS OWN

That is the story behind the popularity of WLS. Good programs build circulation, and in radio, that means listeners. The programs these men produce are typically WLS programs, produced by our staff, in our studios, and with our WLS entertainers. Mid-West radio listeners like these distinctive programs. They can only hear them on one station—WLS, the station with an individuality. More than a million letters a year from these programs have made our slogan famous: "WLS Gets Results."
In the wee sma' hours, when you're staying on the air long past your sign-off time for that important news flash—that's when you'll appreciate your library service!

When your schedule is knocked for a loop by a last-minute switch—or broken into by a "must" program—you'll be grateful for the variety and flexibility of a good library service!

And when your staff is depleted—you'll sigh with relief as the simple, comprehensive filing system of a good library service helps you build programs and assemble discs with a minimum of time and effort!

Mighty good reasons why your library service is more essential now, in wartime, than ever before. As the nation's Number One morale builder, radio's job is to keep 'em listening—and one of the best ways to do that is to keep 'em spinning!
Bouquets from British Columbia

Sales for you right here...

You get both with:

WWL
NEW ORLEANS

50,000 watts -- clear channel

Thousands of miles from the Crescent City, our fan mail attests, thousands of listeners tune in the 50,000-watt clear-channel voice of WWL regularly. It's plus advertising for you, of course.

But undisputed dominance in the entire trade territory of the South's largest city is the real payoff in profits when you use...

The greatest selling POWER in the South's greatest city

VISITING VOICES IN THE LIVING ROOM

We had visitors last night.

Perhaps you've heard of them. Franklin Roosevelt, Winston Churchill and Chiang Kai Shek. Right here in my living room. Can you imagine it?

Thirty years ago you couldn't! Neither could I! But, today, presidents, kings, statesmen, the history makers of the world come in and talk the situation over with me.

And it's so intimate ... so personal that it's hard to realize they're visiting 55,000,000 homes, too!

For instance, when the President came on he hadn't spoken two minutes before my wife said, "Oh, Mr. Roosevelt has a cold!"

Can you imagine it?

No wonder anybody who wants to tell me something ... or sell me something uses radio. It's so personal ... and so convincing. I guess that's why I buy Jack Benny's dessert, and Bob Hope's tooth paste.

WSM is proud that as a part of the great Fifth Estate it is the easiest, quickest and most personal medium between the American public and people who have something to say ....... or sell.

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

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

BROADCASTING • Broadcast Advertising

April 13, 1942 • Page 5
Presenting MARGARET ROYSTER WRIGHT, helpmate of Sonovox

Ask the U.S. Patent Office "Who invented Sonovox?" and they will say "Gilbert Wright." But ask Gilbert Wright himself, and he will certainly say—"Peggy and I." Nor is this mere husbandly gallantry. Margaret Royster Wright, with her energy, her versatility and her great musical talent, deserves much of the credit for the entire Sonovox development. But most especially, it was Peggy Wright who perfected the technique of Sonovox articulation—the sine qua non of talking and singing sound.

So when you hear the Sonovoxed "singing Novachord" on the Guy Lombardo program (Saturday nights on the Red Network), you can remember Peggy Wright!

Also when you hear the "talking fog horn" on the Big Town program (Thursday nights on C.B.S.) and the Aunt Jenny program (every morning on C.B.S.)—also when you hear the transcribed Sonovox announcements for Shell Oil, Vel, Palmolive Soap, Wayne Feeds, Junket Quick Fudge Mix, Black Jack Gum, etc., etc.!

Listen to Sonovox on any or all of those campaigns and you'll hear why "talking and singing sound" has become radio's biggest sensation in recent years. Then write us direct for any facts you want—or get in touch with any of the Free & Peters offices listed below.

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

FREE & PETERS, INC., Exclusive National Representatives

Page 6 • April 13, 1942
WPB Will License All Building Projects

Non-War Projects Above $5,000 Affected

PROMULGATION last week by the War Production Board of general regulations prohibiting all new civil construction without express authorization, in effect establishes that agency as another wartime licensing authority insofar as broadcast construction is concerned.

The far-reaching order, labelled Conservation Order L-41, bans all non-war construction amounting to $5,000 or more without express permission of WPB. It goes beyond the FCC's recent "freeze order" devised in collaboration with WPB and the Defense Communications Board, since its application is general and applies to all types of construction, whether or not covered in FCC regulations.

Effect on Radio

Order No. L-41, which became immediately effective last Thursday, does not apply to ordinary maintenance and repair work to return a structure sound working condition without a change of design. Any construction contemplated beyond the $5,000 limit first must be approved by WPB under the new regulations.

At the FCC, it was pointed out that the recent freeze order anticipated the general civil construction ban. In essence, the FCC's order barred all new station construction except where primary service was not being rendered in a given area.

Under the new order, stations or prospective licensees who have already acquired equipment pursuant to an FCC construction permit, but who have not begun construction, may not do so until WPB authorization is procured. The order bars the withdrawal from inventory and the purchase, sale or delivery of any material for use in such construction unless expressly authorized by WPB. It is equally binding upon property owners, builders and suppliers.

In addition to the halt on general construction without permission, of $5,000 or more, the order specifically limits residential and agricultural construction, except for the general exemption for expected, Donald Nelson, chief of the War Production Board, last week said that though American standards of living can be expected to suffer after full conversion, there is still enough durable goods being manufactured — plus those in service — to offset the effects for some time to come.

At the FCC, it was pointed out that the recent freeze order anticipated the general civil construction ban. In essence, the FCC's order barred all new station construction except where primary service was not being rendered in a given area.

Under the new order, stations or prospective licensees who have already acquired equipment pursuant to an FCC construction permit, but who have not begun construction, may not do so until WPB authorization is procured. The order bars the withdrawal from inventory and the purchase, sale or delivery of any material for use in such construction unless expressly authorized by WPB. It is equally binding upon property owners, builders and suppliers.

In addition to the halt on general construction without permission, of $5,000 or more, the order specifically limits residential and agricultural construction, except for the general exemption for expected, Donald Nelson, chief of the War Production Board, last week said that though American standards of living can be expected to suffer after full conversion, there is still enough durable goods being manufactured — plus those in service — to offset the effects for some time to come.

At the FCC, it was pointed out that the recent freeze order anticipated the general civil construction ban. In essence, the FCC's order barred all new station construction except where primary service was not being rendered in a given area.

Under the new order, stations or prospective licensees who have already acquired equipment pursuant to an FCC construction permit, but who have not begun construction, may not do so until WPB authorization is procured. The order bars the withdrawal from inventory and the purchase, sale or delivery of any material for use in such construction unless expressly authorized by WPB. It is equally binding upon property owners, builders and suppliers.

In addition to the halt on general construction without permission, of $5,000 or more, the order specifically limits residential and agricultural construction, except for the general exemption for expected, Donald Nelson, chief of the War Production Board, last week said that though American standards of living can be expected to suffer after full conversion, there is still enough durable goods being manufactured — plus those in service — to offset the effects for some time to come.

At the FCC, it was pointed out that the recent freeze order anticipated the general civil construction ban. In essence, the FCC's order barred all new station construction except where primary service was not being rendered in a given area.

Under the new order, stations or prospective licensees who have already acquired equipment pursuant to an FCC construction permit, but who have not begun construction, may not do so until WPB authorization is procured. The order bars the withdrawal from inventory and the purchase, sale or delivery of any material for use in such construction unless expressly authorized by WPB. It is equally binding upon property owners, builders and suppliers.
Peabody Awards Focus on Program Merit

Prizes Conferred On Shortwave Outlets

SHIFTING to evaluation of program merit, as distinguished from station citations a year ago, the second annual George Foster Peabody Awards, radio counterpart of the "Pulitzer Prizes" in journalism, were announced last Friday by S. V. Sanford, chancellor of the University System of Georgia, at a dinner in New York under the auspices of the New York alumni of the University.

The winners were:

Cecil Brown, CBS reporter, for "the best reporting of the news." The award was the "Against the Storm," NBC daytime serial and The Bill of Rights, Norman Corwin's production broadcast last Dec. 15 on all networks, as outstanding in the field of civic education.

Alfred Wallenstein, CBS musical director, in the field of music.

Chicago Round Table of the Air, NBC, in the field of education.

The international shortwave broadcasters of the country for their patriotic efforts.

Dinner Broadcast

The event was broadcast over three networks on a staggered basis. MBS picked up from 10:05-10:30 p.m. (EWT); NBC from 10:15-10:45 p.m., and CBS from 10:30-10:50 p.m.

The awards were established in 1941, covering the year 1940, to perpetuate the name of the late George Foster Peabody, Southern philanthropist, and are administered by the Henry W. Grady School of Journalism of the University of Georgia. The 1941 awards were to stations for "outstanding meritorious public service" during 1940. This year the Advisory Board decided to make awards on the basis of outstanding programs.

First announcement of the 1941 awards was to have been made at the Waldorf-Astoria banquet last Friday. A release had been sent to newspapers and trade papers a fortnight in advance. Premature publication of the award winners by one theatrical publication was branded by university officials as a violation of the release and of newspaper ethics.

Board's Summary

Following is the Advisory Board's summary of the five awards:

I

The major networks and many of the local stations are to be commended for their news coverage in 1941. The Award for the Best Reporting of the News goes to Cecil Brown of CBS whose dispatches from Cairo, Singapore and Australia were remarkable for their accuracy and their courage. He was frequently in hot spots, and his eyewitness account of the sinking of the Repulse and the Prince of Wales was the most dramatic single story of the year. His news sense, his coolness under fire and his insistence--even under censorship--that the truth must get home sets an example for reporters everywhere.

II

The committee wishes to make two Awards in Drama. The first is in honor of a daytime program which stands head and shoulders above the mediocrities in its field.

PROTER & GAMBLE'S Against the Storm, set at mythical Harper University in Hawthorne, won the 1941 Peabody drama award because of its human interest and integrity and as a standout "above the mediocrities in its field." Of this Monday-thru-Friday serial on the Red, and its author Sandra Michael, John K. Hutchins of the New York Times wrote: "They are recognizable human beings instead of figures carved out of the sponsor's product... They are sensitive and intelligent and they talked literately of such matters--not usually discussed on the radio at 3 p.m.--as politics, art and poetry... The explanation doubtless is that Miss Michael is herself a sensitive, intelligent and literate person." This is the cast of Against the Storm (1 to r, bottom row): Alexander Scourby, Claudia Morgan, Florence Malone, Joan Tompkins, Roger DeKoven; (standing): Charlotte Holland, Chester Stratton, Ann Seymour, Lawson泽be.

The program is entitled Against the Storm. Its human interest and integrity are much needed; its author, Sandra Michaels, and its director, John Gibbs--a good team in life as in radio--deserve our Award and our congratulations.

We secondly wish to confer an Award in Drama upon Norman Corwin, whose program on The Bill of Rights demonstrated what patriotism and a fine dramatic sense could do seven days after Pearl Harbor. Here is a program which ought to be rebroadcast until it is familiar.

III

The committee was strongly of the opinion that the Award in Music should go to Mr. Alfred Wallenstein of WOR. Every music lover is grateful for the many fine programs by symphonic orchestras and the Metropolitan Opera Co. But Mr. Wallenstein's work partakes of greater originality; his presentation of the Bach Cantatas, his search for the lesser-known classics, and the beauty and leadership which he has brought to the performance of his Sinfonietta--all these work upon himself as singularly fitted for this Award.

IV

Many programs were considered in the field of Education. The 1941 Award goes unanimously to the Chicago Round Table of the Air, a program which, since its origin ten years ago, has been identified with WMAQ, and for the excellence and spontaneity of which Judith Walker, Allen Miller and Sherman Dryer are primarily responsible. In the days when it is no longer permissible to ad lib, it is well to remember a program which gave free expression to intelligent minds.

V

Finally, it was the committee's opinion that the most worthwhile innovation of 1941 is to be found in the international shortwave broadcasts which have gone from America into the free air of England and into that area of silence, the dominated lands of Europe. It is unfair to single out any one station for this admirable work. Instead they are all stations, one and all, and their coordinator, Stanley P. Richardson, should be cited for their initiative and their influence.

Origin of Awards

At the awards dinner, in the ballroom of the Waldorf-Astoria, Robert D. O'Callaghan, New York attorney and president of the Alumni Society, introduced Chancellor Sanford. Plaques were presented to the winners.

The idea for the awards originated with Lamdin Kay, former manager of WSB, Atlanta, and one of radio's figures. Mr. Kay had suggested the need for "something comparable to the Pulitzer Prizes" for radio to Dean John E. Drewry, of the Henry W. Grady School of Journalism, who, in 1939, presented the matter to Dr. Sanford. The University Board of Regents subsequently approved the plan and at its 1940 convention in San Francisco, unanimously endorsed it.

The Advisory Board which selected the winners includes:

Members of the Board

Bruce Barton, president, BBDO; John H. Benson, president, American Assn. of Advertising Agencies; Virginius Dabney, editor, Richmond (Va.) Times-Dispatch; Norman H. Davis, chairman, American Red Cross; Jonathan Daniels, editor, Raleigh (N. C.) News & Observer; John E. Drewry, dean, Henry W. Grady School of Journalism, Georgia; Mark Ethridge, vice-president and general manager, Louisville Courier Journal & Times; Waldemar Kaempfert, science editor, New York Times; Alfred F. Knopf, publisher; Grace Moore, Metropolitan Opera Co.; Dr. John W. Studebaker, U. S. Commissioner of Education; Mrs. Marjuie Procter Peabody, daughter of George Foster Peabody; Edward Weeks, editor, Atlantic Monthly.

First award winners, announced in March, were WABC, New York; WHN, Atlanta; KNX, Los Angeles; WLS, Chicago; WCAU, Philadelphia; WBAP, Fort Worth; WOR, New York; and WGBS (shortwave), Schenectady, in the large station group. Medium-sized stations cited were WJJD, Chicago; WQXR, New York; WOW, Omaha; KSTP, St. Paul; WOKY, Columbus; WOR, New York; WMAL, Washington. KVOS, Bellingham, Wash., was the only small station cited.
SINFONIETTA, an Alfred Wallenstein creation, alone would merit his Peabody award in music, but the gifted WOR-MBS conductor also is noted for his presentations of the Bach Cantatas, Symphonic Strings, Clusters of the Keyboard and Alt Weits—all memorable contributions of radio to the higher music. He formerly was a member of the board of the New York Philharmonic Symphony and was its first cellist before joining WOR as musical director.

Cecil Brown

THE PERIPATETIC Cecil Brown, who has covered the fighting front for CBS from both sides of the line, holds the unusual distinction of having been barred from the air in both Rome and Singapore. Brass hats of both the Italian and British military organizations found equal distaste in Brown's insistence in using observed facts rather than official handouts in his broadcasts. He is now back in this country and about to embark on a lecture tour. This desire to see things for himself led to Brown's most notable reportorial achievement, an eyewitness story of the sinking of the British warships Prince of Wales and Repulse by Japanese torpedoes, broadcast from Singapore a few hours after he was rescued from the waters above the grave of the Repulse. His remarkable factual story covered every incident from the moment the Japanese attackers were sighted, through the captain's "Prepare to abandon ship, May God be with you" and the sinkings and rescue scenes that followed.

A trained observer and reporter of facts, Brown came through with colors flying on a story that made newspaper and radio news reporting history. Conforming to his professional habit of being there when the action is open, Brown was in Yugoslavia when the Nazis invaded that country. With Lieutenant Colonel Louis J. Fortier, American military attaché there, he started for Belgrade by automobile and made a thrill-packed trip which included repeated narrow escapes, threats by Croat soldiers, final capture by the Germans and later release, then eventual escape to Budapest in Hungary. He was attached immediately to the British Near East forces during the Syrian campaigns, making his headquarters in Cairo.

Among tributes to his ability as a reporter was the award of Sigma Delta Chi, national journalistic honorary fraternity, for the best news reporting of 1941, and the Overseas Press Club's prize for outstanding radio reporting.

Tall, lean and hard, Brown is 33 years old. He was born in Brighton, Pa. He attended Western Reserve and Ohio State universities, being graduated with the latter in 1929. His first news job was as a reporter on the Youngstown Vindicator, where he covered police and court beats. After working for United Press on the West Coast and for the Pittsburgh Press, the Newark Ledger and the New York American, Brown joined the publicity staff of CBS in 1937, but the International News Service soon offered him a post as foreign correspondent and sent him to Europe.

In Rome, Brown resigned his CBS job to work on the North African front for CBS this time as Rome correspondent. His broadcasts from the Italian capital stood out for accuracy and keen observation, but in telling the truth he had "stuck his neck out," offending Fascist officialdom, and was expelled from Italy.

Last fall, when the war scene began to shift to the Far East, Brown was shifted to Singapore. Following his rescue after the sinking of the Repulse and the Prince of Wales, Brown's broadcasts from Singapore over CBS presented a stirring picture of conditions there and of the progress of the fighting. But again his determination to tell the truth as he saw it brought him into conflict with censorship. The British authorities barred him from further broadcasting from Singapore.

After ineffectual attempts to have the ban lifted at Singapore, Brown went to Australia, where his reports told the world many facts hitherto unrevealed as to the situation in the Far East, and stirred the Australians to a new realization of their own destiny.

He has recently returned home to write a book, make a lecture tour and eat his fill of popcorn, a delicacy he found almost impossible to obtain outside the United States.

Against the Storm

PROCTOR & Gamble's serial Against the Storm first went on the air during the week of June 16, 1941. Current scenes are laid in the imaginary Harper University, imaginary town of Hawthorne, also in real occupied France. Main focus of the story right now is in the latter locale, to where Manuel Sandoval, a young anti-Nazi German (part Spanish extraction) has escaped from a concentration camp hospital in Germany.

One of its distinguishing characteristics is that the author, Sandra Mabey, works with a full gallery of characters, instead of revolving about one or two principals as do most serial dramas.

Against the Storm is broadcast in 15-minute instalments each week, or a total of 260 times a year. It will be seen, therefore, that in volume of work alone Miss Mabey is required to write the equivalent of 20 odd full-length plays a year. Despite this gruelling schedule, Miss Mabey has maintained a constantly high literary standard, and a warm, honest and integrity. Miss Mabey has a gift for radio writing—a playwright's sense of dialogue, a novelist's aptitude for narrative construction, and an awareness of what music and sound can mean in radio technique. Her writing usually is timely, often significant, almost always mature and eloquent—sometimes enormously moving.

Note-worthy is the fact that some of America's and England's foremost poets have read their verses to Against the Storm, including the "guest lecturers" before the English class in Harper University. Edgar Lee Masters was a guest early last year, John Masefield, English poet laureate, was brought in by shortwave last Nov. 3.

Unpublished for nearly two years, Against the Storm first won recognition from two New York critics (Hutcheson of the Times, Ranson of the Brooklyn Eagle) in October, 1941. In February it was one of a dozen wholly dissimilar quarter-hour programs voted most popular in the New York World-Telegram poll of radio editors. A month earlier it won second place in the Motion Picture Daily poll.

Sandra Mabey writes Against the Storm alone. She also collaborates with her brothers, Peter, on Lone Journey, and Sydney, who does NBC Red drama. She is petite, and has gray eyes. Her only hobby is "Not writing scripts." Actually, of course, her schedule calls for 260 episodes a year, a fact to which her nominee called attention.

Norman Corwin

THE PEABODY BADGE of merit was given to Norman Corwin for We Hold These Truths, his program on all networks last winter celebrating the 150th anniversary of the Bill of Rights. Heard by the greatest audience ever to hear a radio program, this production received widespread acclaim of both press and public.

Despite his remarkable list of

(Continued on page 58)
Supreme Court Bolsters Rights of Stations

Decision to Affect Several Cases At FCC

IN THE FIRST clear-cut legal victory for the broadcasting indus-
try—since the existing law was en-
tacted eight years ago, the Supreme Court of the United States last
Monday upheld the right of the United States Court of Appeals for
the District of Columbia to issue stay orders against de-
cisions of the FCC whenever it
deems the circumstances warrant
such relief.

The ruling came in a 6-2 decision,
written by Associate Justice Felix
Frankfurter, on a question certified
to the lower court for instruction
as to the scope of its jurisdiction
in broadcast legislation. Hereto-
fore, every case that has gone to
the Supreme Court involving radio
—a dozen numbers—since the en-
tactment of the Communications Act
of 1934, was on certiorari by the
Government.

Bolsters Station Rights

The vehicle for the unprecedented
ruling, which bolsters considerably
the appealable rights of stations,
was the so-called Scripps-Howard
case, involving the appeal of
WCPO, Cincinnati, from the FCC
decision granting WCOL, Colum-
bus, fulltime on 1200 kc., the frequency
occupied by WCPO. The Cincinnati
station had contended that the grant to
WCOL materially reduced its aver-
age due to electrical interference
and that the FCC had erred in fail-
ing to give it a hearing.

The question of the lower court’s
jurisdiction in such an issue was cer-
tified after the court had di-
vided 3-3 on the issue. The FCC
had contended that the court was
without such power despite the fact
that it previously had regular-
ly issued stay orders without FCC
objection.

The case was argued before the
highest tribunal March 3 by Lieut.
Paul M. Segal, USNR, the day be-
fore he reported for duty in the
Judge Advocate General’s off-
ice, Navy Department. Thomas E.
Harris, former assistant general
counsel of the FCC, now with the
Office of Price Administration,
appeared for the Government.

Lieu, Segal’s primary conten-
tion that the lower court’s action
terminated uniform practice on
issuance of stay orders, which had
been followed for 14 years, was
sustained in substance by the Su-
preme Court majority.

Answering the question of
the lower court, the Franklinber
opinion concluded that the Communi-
cations Act of 1934, and particularly,
Section 402 (b), “has not deprived
the Court of Appeals of the power
to stay—a power as old as the judi-
cial system of the nation.”

The majority added that it did
not go beyond the question of juris-
diction, but merely recognized “the
existence of the power to grant a
stay.”

“We are not concerned here with
the criteria which should govern
the court in exercising that power,”
said the court. “Nor do we in any
way imply that a stay would or
would not be warranted upon the
showing made by the appellant in
this case.”

The importance of the Supreme
Court ruling is reflected in the fact
that the lower court has held in
several decisions on several cases
in which stay order petitions are
now pending. Most important of
these is the appeal of NBC, on be-
half of KOA, Denver, against the
FCC decision granting WDHt,
Boston, fulltime on the 850 kc. channel.

Several Cases Affected

The Boston station already is on
preliminary program tests, oper-
ating fulltime, and has entered an
agreement with the BLUE Net-
work as its Boston outlet, effective
June 15. Should the Appeals Court
issue a stay in this case, it could
mean revocation of WDHt limited
time operation on 830 kc., pending
determination of the case on its
merits.

Similarly, the lower court now is
in position to act on the stay order
sought by WCPO. WCOL, how-
ever, has been operating on the
WCPO frequency for some two
years.

Other appeals involving petitions
for stay orders pending before the
court are those of the Frequency
Broadcast Service, an FM appli-
cant in New York, and WQAX
Inc., Trenton, operators of WTNt,
against the FCC decision author-
izing a new station in that city.

The dissenting opinion was writ-
ten by Associate Justice John D.
Douglas and concurred in by Asso-
ciate Justice Frank Murphy. Asso-
ciate Justice Hugo Black took no
part either in the consideration of
decision in the case, presumably
because he was a member of the
Senate in 1934, when the Communica-
tions Act was passed.

Dissenting Opinion

Because Congress remains silent
on the matter of stays under Sec-
tion 402 (b), the minority held that
the order involved was of a class
which is expressly excepted from
such relief. Section 402 (a), it con-
tended, allows the appellate court
to issue stays.

The majority, in reviewing the
proceedings leading up to certifica-
tion of the jurisdictional question,
pointed out that original three
judges of the lower court decided
by 2-1 vote to uphold the Com-
mission’s contention that it was
without power to grant a stay. On
a motion for rehearing, made on
WCPO’s behalf before all six mem-
bers of the court, the judges di-
vided equally and then certified the
question.

Answering the first contention of
the Commission that the certificate
should be dismissed because of the
generality of the question posed,
Justice Frankfurter said the court
regarded it as “sufficiently spe-
cific.” The question was

“Where, pursuant to the provi-
sions of Section 402 (b) of the
Communications Act of 1934, an
appeal has been taken to the
United States Court of Appeals,
for the District of Columbia, from
the Federal Communications
Commission, does the court, in
order to preserve the status quo pending appeal, have
power to set aside the execution
of the Commission’s order from
which the appeal was taken, pending
determination of the appeal?”

Justice Frankfurter called the
Communications Act of 1934 “a
hybrid.” He recited the legislative
history leading to its enactment
and analyzed the various types of
appeals allowed under it, pertain-
ing both to common carrier and
other aspects.

“No court can make time stand
still,” said the majority opinion.

“The circumstances surrounding a
case or controversy may change irrevoca-
bly during the pendency of an ap-
peal defended by a court can do.
But within these limits it is
reasonable that an appellate court
should be able to prevent irrepara-
ble injuries to the parties or to the
public resulting from the pre-
mature enforcement of a determina-
tion which may later be found to
have been wrong.

“It has always been held, there-
fore, that part of its traditional
equipment for the administration
of justice, a Federal court can
stay the enforcement of a judg-
ment pending the outcome of an
appeal.”

The court continued that if the
administrative agency has com-
mitted errors of law for the correc-
tion of which the legislation has
provided an appeal to the courts
“such judicial review would be
an idle ceremony if the situa-
tion were irreparably changed
before the correction could be
made.”

The court added that a stay is
not a matter of right even if ir-
reparable injury might otherwise
result to the appellant but that it
is “an exercise of judicial discre-
tion” and “the propriety of its
issue is dependent upon the cir-
cumstances of the particular case.”

Answering the Commission con-
tention that since Section 402 (a)
explicitly authorizes the issuance
of stay orders and that the omis-
sion of any reference in 402 (b) to
stay appeal orders is that the Con-
gressional choice to deprive the
Court of Appeals of this power,”
the majority said that the search
for significance in the silence of
Congress “is too often the pursuit
of a mirage.” Then Justice Frank-
farther continued:

“We must be wary against inter-
preting our notions of policy in
the interstices of legislative pro-
visions.”

 Matter of Convenience

While Sections 402 (a) and 402
(b) route appeals to different
courts, one difference was in
large measure the “product of Con-
gressional solicitude for the con-
venience of litigants,” the majority
said. It had no relation to the
scope of the judicial function which
the courts were called upon to per-
form. Citing examples, the court
said that if the Commission on its
own motion modifies a station li-
cense, review is had under Section
402 (a) in the appropriate district
(Continued on page 57)

PICKING THE WINNERS in the George Foster Peabody radio awards
case was a difficult task, with entries submitted by all major stations
as well as the networks. Judges (left) and Warren Jones, instruc-
tors in the Henry W. Grady School of Journalism, University of Georgia,
took over the entries. Medals were awarded April 10 (see page 8), with
the ceremonies broadcast by the three major networks.
"What's happened to Mr. Agnew, Ma?"

"How many listeners have I?" is not half so important today as "What kind of listeners are they?" For this is an economic war that is changing people, their habits, their incomes, their interests.

Today, a station, in order to offer completely effective service, must do more than merely sell. It must be able to tell you, (a) Whether you're reaching more women than men, or an equal division of both. (b) How many people in every home are listening to your program*. (c) Whether the income group from which you attract the greatest audience will be the one most seriously affected by increased taxes, army inductions and other causes that reflect a changing nation.

WOR can now answer these — and many other — vital questions through the "WOR Continuing Study of Radio Listening in Greater-New York". This personal interview study goes on continuously, month after month. It determines audience value essentially; volume as a matter of course. Its interviewers meet your listeners face-to-face and ask them specific questions — the answers to which give you not our but their opinion of your program, its competition, its value as a hard-cash investment.

These findings — with certain confidential restrictions — are available to all agencies and their advertisers. Their purpose is to make your radio buying and planning an investment for the future as well as the present.

* One WOR program, for instance, was found to have 18 listeners for every 10 homes checked by personal interviewers. Its major station competitor — with an equal rating — was found to have a total of only 13 listeners for 10 homes!
Food Groups Told Of Nutrition Plan

DEFINITE AID TO ADVERTISING SEEN IN FEDERAL CAMPAIGN

DIRECTED TO FOOD PRODUCERS, PROCESSORS, DISTRIBUTORS, WHOLESALE OUTLETS, and CONSUMER CONSCIOUSNESS, a plan of cooperation with the National Nutrition Program has been drawn up by the Office of Defense Health & Welfare with the assistance of more than 20 other Government agencies. The plan is outlined in a booklet now being distributed by the Associated Grocery Mfrs. of America to newspapers, trade magazines, radio stations and advertising agencies and includes a master chart which shows how the various affected interests can cooperate to make the nation nutrition conscious.

Cooperation of the radio industry is welcomed by the Nutrition Division of the ODHSW and it will consider "sample scripts and suggestions which logically tie in radio endeavors to the National Nutrition Program."

Officials of Government agencies cooperating in the program have pointed out that the drive should normally be supplemented by advertising of the foods approved by the Government's nutrition experts, and, as expressed by one official, "the program should show how additional advertising revenue for radio when advertising agencies become fully aware of the great potentials of the job we are trying to do."

The ODHSW has already prepared a number of scripts for radio which can be used either for full programs or for incorporation in established programs. These can be obtained from the State nutrition committees which are part of the program's setup.

Foods which are receiving greatest attention in the program include milk and milk products, oranges, tomatoes, grapefruit, green or yellow vegetables, bread and cereals, poultry, fish, eggs, beans, and other spreads such as peanut butter.

It was said that the upswing of the national income should bring a great many additional families into income groups which can afford all the foods required for best diets and that this factor alone should result in greater advertising by food producers and processors in all media.

Cook Book Test

TO PROMOTE GOOD HOUSETOPPING, Cook Book published by Larry & Reinhardt, New York, a direct sales test campaign has started on WOR, BRL, WHN and WORX, both using six weekly five-minute programs. Franklin Bruck Adv., New York, placed the account.

Merck Campaign

MERCK & Co., Rahway, N. J., is conducting a nine-week seasonal campaign of spot announcements on WNEW, BRL and WHN. The three networks are carrying facsimiles of its dichloride. Agency is Charles W. Hoyt Co., New York.

Disputes Over AFM Contracts Called Purely Local by Union

THERE WERE NO REPERCUSSIONS last week from the unprecedented action of MBS in stopping service of all musical programs to WBIX, the network's New York outlet, to avert a nationwide American Federation of Musicians strike affecting all MBS stations.

At AFM headquarters in New York G. B. Henderson, assistant to James C. Petrillo, AFM president, emphatically denied charges that the move was the case of a nationwide drive for increased employment by the AFM, in which the union would achieve its demands through threatened loss of network affiliation for the station if it refuses to accede.

No 'National Plan'

"There is no such national plan nor is any contemplated," Mr. Henderson declared. "In Nashville and in other cities where there have been disputes between radio stations and AFM locals, the situations have been purely local and not inspired by the national union. Whatever action the national union has taken has merely to its locals in working out satisfactory arrangements."

The general cost of living has increased about 20%, Mr. Henderson continued, "a fact that all fair-minded station management have taken into consideration when negotiating new contracts with their local unions. In only a very few instances has any drastic action been necessary."

Negotiations for new contracts in Baltimore have been satisfactorily concluded, Mr. Henderson said, stating that new contracts for a 26-week winter season as before have been completed. Each of these contracts calls for a 5% weekly increase per man and $10 for the leader, for the musical staff of each station.

Negotiations in Scranton between the local union and WARM are still in process, Mr. Henderson said, adding that there is no immediate concern here as the present contract runs until July.

Scarcity of Fats is Seen by C-P-P

FORECAST of a scarcity in fats, oils and rosins, which are used in the manufacture of soap products, is made in a recent report of Colgate-Palmolive-Feet Co. issued last week by E. H. Little, president of the company, who said that a large proportion of these products have been imported and that their sources are now eliminated by the war. The company also uses important essential oils in compounding perfumes used in its products, but Mr. Little stated that it is fortunate in having a fairly substantial quantity on hand.

C-P-P for 1941 amounted to $105,400,000, highest in the company's history. Because of the emergency war situation the company decided to exclude from its 1941 financial statements the accounts of its subsidiaries and branches located outside of the Western Hemisphere. Domestic inventories of the company were valued at $2,700,000 during 1941 to $22,700,000 a year earlier.

Gen. Foods Continues

DESpite reduction of net profits in 1942 because of the war, General Foods Corp. has not curtailed advertising campaigns for its products, many of which are under the directions of M. C. C. Carter, board chairman, said at the annual stockholders meeting held in New York. He indicated that he anticipated possibility he may retire, depending on the war situation.

Larus Adds

LARUS & BROS. Co., Richmond, Va., April 14, announced initiation of its campaign of five transcribed anouncements weekly for Edgeworth cigarettes in 15 major radio stations throughout the country. Agency is Warwick & Legler, New York.
TO WHAT DO YOU LISTEN?
6 NIGHTS A WEEK — FROM 6 TO 9

IMPORTANT: Your name was "one in five" selected for this survey. You can be of great aid to us in determining the listening habits of Nashville people by answering promptly.

This is a survey to determine the radio listening habits of Nashville people. Will you co-operate? All you are asked to do is mark the programs you prefer hearing—one program at each half-hour interval from 6 to 9 P.M. Monday through Saturday. Your signature will be appreciated, but is not required. When you have checked your favorites, place this sheet in the stamped, self-addressed envelope enclosed, drop it in the mail, and your job is finished. Thank you!

P.S.: If you have more than one radio, and members of your family listen to more than one station at the same time, then mark the schedule accordingly.

THIS SURVEY, conducted by Certified Public Accountants in Nashville, went to every fifth name in Nashville's City Telephone Directory, exclusive of business addresses. It sought to determine the night time listening preference of the Nashville metropolitan audience.

CONCLUSION!

IF WLAC'S PROGRAMS HAVE SUCH A DEMAND NOW THINK WHAT THE STORY WILL BE WHEN ITS POWER IS STEPPED UP TO 50,000 WATTS

WHICH PROVES that WLAC has won a clear-cut margin of preference among Nashville listeners. This, mind you, with WLAC's 5,000 watts competing with Station B's 50,000 watts.

NASHVILLE, TENN.
F. C. SOWELL, MANAGER. J. T. WARD, OWNER
NASHVILLE'S CBS OUTLET • UP NEWS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

2 COMPARING WLAC's 41 sponsored programs, listed against competing features on other local stations, returns on the survey show the choice of Nashville's listeners to be listed as above.

3 WHICH PROVES that WLAC has won a clear-cut margin of preference among Nashville listeners. This, mind you, with WLAC's 5,000 watts competing with Station B's 50,000 watts.

NASHVILLE'S CBS OUTLET • UP NEWS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

2 COMPARING WLAC's 41 sponsored programs, listed against competing features on other local stations, returns on the survey show the choice of Nashville's listeners to be listed as above.

NASHVILLE, TENN.
F. C. SOWELL, MANAGER. J. T. WARD, OWNER
NASHVILLE'S CBS OUTLET • UP NEWS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

2 COMPARING WLAC's 41 sponsored programs, listed against competing features on other local stations, returns on the survey show the choice of Nashville's listeners to be listed as above.

NASHVILLE, TENN.
F. C. SOWELL, MANAGER. J. T. WARD, OWNER
NASHVILLE'S CBS OUTLET • UP NEWS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

2 COMPARING WLAC's 41 sponsored programs, listed against competing features on other local stations, returns on the survey show the choice of Nashville's listeners to be listed as above.

NASHVILLE, TENN.
F. C. SOWELL, MANAGER. J. T. WARD, OWNER
NASHVILLE'S CBS OUTLET • UP NEWS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

2 COMPARING WLAC's 41 sponsored programs, listed against competing features on other local stations, returns on the survey show the choice of Nashville's listeners to be listed as above.

NASHVILLE, TENN.
F. C. SOWELL, MANAGER. J. T. WARD, OWNER
NASHVILLE'S CBS OUTLET • UP NEWS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

2 COMPARING WLAC's 41 sponsored programs, listed against competing features on other local stations, returns on the survey show the choice of Nashville's listeners to be listed as above.

NASHVILLE, TENN.
F. C. SOWELL, MANAGER. J. T. WARD, OWNER
NASHVILLE'S CBS OUTLET • UP NEWS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

2 COMPARING WLAC's 41 sponsored programs, listed against competing features on other local stations, returns on the survey show the choice of Nashville's listeners to be listed as above.

NASHVILLE, TENN.
F. C. SOWELL, MANAGER. J. T. WARD, OWNER
NASHVILLE'S CBS OUTLET • UP NEWS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

2 COMPARING WLAC's 41 sponsored programs, listed against competing features on other local stations, returns on the survey show the choice of Nashville's listeners to be listed as above.

NASHVILLE, TENN.
F. C. SOWELL, MANAGER. J. T. WARD, OWNER
NASHVILLE'S CBS OUTLET • UP NEWS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

2 COMPARING WLAC's 41 sponsored programs, listed against competing features on other local stations, returns on the survey show the choice of Nashville's listeners to be listed as above.

NASHVILLE, TENN.
F. C. SOWELL, MANAGER. J. T. WARD, OWNER
NASHVILLE'S CBS OUTLET • UP NEWS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

2 COMPARING WLAC's 41 sponsored programs, listed against competing features on other local stations, returns on the survey show the choice of Nashville's listeners to be listed as above.

NASHVILLE, TENN.
F. C. SOWELL, MANAGER. J. T. WARD, OWNER
NASHVILLE'S CBS OUTLET • UP NEWS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

2 COMPARING WLAC's 41 sponsored programs, listed against competing features on other local stations, returns on the survey show the choice of Nashville's listeners to be listed as above.

NASHVILLE, TENN.
F. C. SOWELL, MANAGER. J. T. WARD, OWNER
NASHVILLE'S CBS OUTLET • UP NEWS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

2 COMPARING WLAC's 41 sponsored programs, listed against competing features on other local stations, returns on the survey show the choice of Nashville's listeners to be listed as above.

NASHVILLE, TENN.
F. C. SOWELL, MANAGER. J. T. WARD, OWNER
NASHVILLE'S CBS OUTLET • UP NEWS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

2 COMPARING WLAC's 41 sponsored programs, listed against competing features on other local stations, returns on the survey show the choice of Nashville's listeners to be listed as above.
Easing of Rigid Video Rules

During War Period Is Urged

FCC Heats Industry Views; Shortage of Men and Equipment Declared to Be Impeding Progress

RELAXATION of rigid operating requirements governing both commercial and experimental television for the duration was urged by a majority of the two-score representatives of television licensees or permittees who attended the FCC special television conference last Thursday in Washington.

The FCC en banc heard views of the television industry, the development of which has been seriously impeded by the war. Restrictions on materials, loss of technical manpower to the military services and the virtual stoppage of receiver production have combined to bog down public and industry interest, it was indicated.

The main topics were whether television should be discontinued for the duration; whether the present requirements of a minimum of 15 hours per week of operation, staggered according to prearranged schedule, should be reduced, and whether experimental operations should continue.

The consensus appeared to favor reduced operation for the duration, to work least possible hardship.

Permittees Canvassed

Following the session the FCC announced it is canvassing all television permittees for progress reports prior to enunciation of the war-time policy. It will learn the percentage of completion of installations under outstanding construction permits; amount of money and material thus far used; additional money and materials required for completion; anticipated dates of completion; man hours already invested, and anticipated requirements and related comprehensive data which will enable it to apply pressure on licensees and construction permittees.

Several spokesmen indicated the desire to suspend operations during the war because of inability to procure necessary materials. Television, it was stated, is not entitled to any higher priority ratings than standard broadcasting, which has an A-10 rating. Moreover, the new WFB ban on construction in excess of $5,000 might tend to block allocations of necessary materials.

Flexible Standards

Arguments advanced that television could serve effectively in civilian defense instruction were discounted on the ground that service is restricted to a few areas and that transmitters in use are so sparse that it could only be a very minor phase of this activity.

W. R. G. Baker, vice-president of GE, as chairman of the National Television Systems Committee, recommended that the present flexible television standards be continued without change.

C. A. Priest, GE television engineer, said his company desired to continue present commercial service and had no objection to the 15-hour per week requirement. He pointed out, however, that audience may be seriously reduced when present tubes burn out and require replacement.

Dr. C. B. Jolliffe, former FCC chief engineer, as spokesman for RCA-NBC, said he felt television should be kept alive if it is of importance in national defense; otherwise it should be closed down for the duration.

Post-War Progress

W. E. Eddy, for Balaban & Katz, Chicago licensee, recommended that television service be maintained, particularly in the light of possible post-war developments. Operating requirements, however, he said, should be reduced during the emergency.

Alonzo DuMont, who holds construction permits for stations in both New York and Washington, urged continuance of experimental television, though he doubted it could expand appreciably because of priority limitations and sparsity of receivers. He declared he is proceeding with construction of his two stations.

D. B. Smith, engineer for Philco, said television would be vital in the post-war economy but urged that the 15-hour per week requirement be relaxed. The rigid requirement specifying that programs be broadcast in particular brackets each day, should be made more flexible, he advocated. He estimated there are 400 television receivers in Philadelphia, about 5,000 in New York, and from 100 to 125 in Chicago.

Adrian Murphy, CBS television director, asserted that if television continues it should be declared essential in the war effort. Otherwise, he said, engineers will be lost and drafted to other war operations. He said CBS will apply for necessary priorities to complete its Chicago station.

A. F. Murray, representing Hallicrafters Inc., hailed the status of all licensees and those present as showing the war was going on.

Those Present

In addition to the seven Commissioners, FCC Chief Engineer E. K. Jett; George P. Adair, assistant chief engineer in charge of broadcasting; William H. Bauer, of the legal department, in charge of television; John E. Doane, FCC television engineer, and Nathan David, attorney in charge of the FCC Defense Section, participated.

Industry representatives present were:

Paul Kolsch, Dr. C. S. Szegho, Gaumont British Corp. of England and the Railord Corp., Chicago; B. J. Weigl, U. A. Sanabria, American Television Labs. Inc.; C. A.
CBS sets net daytime circulation at 313,000; net nighttime at 425,000. Ask Branham Company for details.

High-paid drillers log the progress of the drill bit as it grinds its way through primeval rock on the way to producing structure.

"MAKIN' HOLE"

KWKH advertisers are "makin' hole"—drilling deep into the heart of the world's richest oil and gas producing area for millions of dollars of spendable income. Oil and gas money goes into all pockets—from farmer to financier, from roughneck to refiner. Oil money circulates, buys the products that you have to sell.

No other medium covers the 370,000 able-to-buy families* of East Texas, North Louisiana, and South Arkansas so effectively. When you buy KWKH, you buy the dominant coverage that comes only from 50,000 watts keyed to the unique radio tastes of the area.

KWKH
A Shreveport Times Station

SHREVEPORT, LOUISIANA

The SELLING POWER in the BUYING MARKET

* CBS sets net daytime circulation at 313,000; net nighttime at 425,000. Ask Branham Company for details.
Radio Press Group

To Review Inquiry

Hough Calls Publishers for Session During Convention

APPRaisal of the status of the FCC's inquiry into newspaper ownership of broadcast stations, now entering its final phases, will highlight a session of the New York April 20 of newspaper publishers identified with radio, called by Harold V. Hough, head of WBAP-RGKO, Fort Worth, and chairman of the Newspapers Radio Co. Broadcasting committee, formed in 1941, has represented newspaper-owned stations throughout the protracted FCC inquiry.

The meeting will be called in conjunction with the annual convention of the American Newspapers Assn. at the Waldorf-Astoria. It is scheduled for 3 p.m. and follows the Associated Press annual meeting.

Mr. Hough said the meeting would include what has happened to date and a discussion of future policy. The inquiry began July 23 last year and has continued intermittently, but the FCC still has several exhibits to introduce with likelihood of one or two days more of hearing.

Members of the Steering Committee, in addition to Mr. Hough, include Walter J. Damm, Milwauk ee Journal (WTMJ); Tennant Bryan, Richmond News-Leader (WRNL); William Des Moines Register-Tribune (Iowa Broadcasting Co.); James M. Cox Jr., Dayton News (WHIO); W. Y. Blanch, McClatchy Newspapers (KFBD); Jack Howard, Scripps - Howard Newspapers (Scripps - Howard Radio Inc.); John E. Person, Williamsport Sun (WRAK); Nelson P. Poynter, St. Petersburg Times (WSPF).

OFF Ready to Release Radio Information Plan

THE proposed system of "allocations and establishment of controlling network and station handling of news, information and advertising emanating from the Government departments will probably be released by the radio division of the Office of Facts & Figures this week. Its details are to be considered by the Committee on War Information at its regular meeting Monday night, it was learned.

Basically, the plan is understood to be along the lines indicated by the U. S. Coast Guard during its conference with representatives of the broadcast industry this past weekend. The Coast Guard's idea is to have stations handled by one representative to meet all requests.

Mr. Hough said there will be no compulsion upon the sponsors, networks or stations to follow the plan, evolved as a result of previous conferences with committees representing advertisers, agencies, stations and networks, but it is believed they will cooperate with it.

Other Sponsors Joining General Mills

In Broadcasts of West Coast Baseball

FOR THE FIRST time in the years it has sponsored games of the Pacific Coast Baseball League, General Mills is paying the cost with more than one co-sponsor. Due to the tire rationing and rubber shortage the B. F. Goodrich Rubber Co., General Mills, and Pacific Coast League have freed the diamond, continued with General Mills for the past several years, dropped radio advertising this season.

General Mills, with other co-sponsors, is providing the ticket price sponsorship of the baseball games of the Pacific Coast League. It will sponsor later on the games of the National Western League in the Pacific Northwest.

Merchandising Plans

R. W. Stafford, general manager of Westco Adv. Agency, General Mills coast office, returned to his San Francisco office April 6 following conferences with General Mills executives in Minneapolis. Although the baseball season on the West Coast opened April 9, baseball merchandise, promotion and advertising plans had not been set in motion until Mr. Stafford's return.

Because all of the baseball sportscasters on the coast contracted by General Mills for the season are "veterans," and because of the many years of service for the client, Mr. Stafford deemed it unnecessary to hold an announcers' baseball school this year.

Wheaties again will be the major product advertised by General Mills and it will be Wheaties which will come in for considerable sales promotion and merchandising in connection with the air advertising.

According to Mr. Stafford, the other co-sponsors which will vary in the different cities, will be: Spalding; Lundy-Litty Clothing Co.; Portland, Ore., Sperry Pan cake and Waffle Flour (product of Sperry Flour Co., General Mills subsidiary); San Diego, Calif., Sperry Flour Co., and Wilson Packing Company. In San Francisco, Oakland and Los Angeles, "Wheaties" will carry full sponsorship of all games.

San Diego Included

This year is the first time the Pacific Coast League has permitted commercial radio advertising over the San Diego Padres team. Alternate games will be sponsored.

Westco signed the following stations for the broadcasts: KROC, Seattle; KWJJ, Portland; KFAC, WA, Oakland; KFAC, Los Angeles; KFMB, San Diego. KROW will broadcast all "away" games of the Oakland and San Francisco teams by re-creation and will release the home games only when Oakland and San Francisco teams play together.

Announcers signed for the broadcast are: Leo Lassen, KROC; Rollie Tuit, KWJJ; Ernie Smith and Dean Maddox, KROW; Frank Bull, KFAC, and Marion Fonville, KFMB.

General Mills will follow much the same pattern in broadcast policy this year as in past years. Approximately four commercial announcements will be given during the play of each game in behalf of Wheaties or Sperry Waffle and Pancake Flour.

A large-scale merchandising program is being mapped out by Westco, the parent company, to be coordinated with the Wheaties Quarter, a transcribed musical novelty, acts as a signature "pepper-upper" before each game. It is played from the broadcasting studio.

A Wheaties merchandising story will be sent regularly in dramatized transcription form to the announcers. The Welcome Home merchandising plan will be utilized again. When a ball team returns to its home stadium, all grocery stores handling the General Mills product will be supplied with special posters and display.

ADVERTISING POST

IN OFF GIVEN DYKE

KEN R. DYKE, NBC director of promotion and advertising, will join the Office of Facts & Figures in Washington April 27 as advertising coordinator, under William B. Lewis, assistant director of Off. Mr. Dyke will take a temporary leave of absence from NBC, which granted the leave as a request of the Advertising Council. The creation of his office was approved by the Committee on War Information, the top high command over news policy.

Mr. Dyke's new position will be to help the government to sell its policy to all media, printed as well as radio. If an advertiser wants to incorporate a war theme in his radio or printed copy, the services of Mr. Dyke's division will be made available.

The office of advertising coordinator will parallel that of the Off's radio division, whose active participants are: Mr. Dyke, Mr. Lewis, also formerly of NBC; the motion picture division, under Leo Rote; the national magazine division, under Vaughn Flannery, former vice-president of Young & Rubicam. All report to Mr. Lewis as Off assistant director under Archibald MacLeish.

WAR NEWS BOARD

NOT YET DIVULGED

PRESIDENT Roosevelt is not yet ready to divulge the details of the projected merger of the Government's war information agencies [Broadcasting, April 6], but it has been indicated that an announcement would be forthcoming soon. At his press conference last Friday Mr. Roosevelt replied to a query, simply said the plan is not ready.

Meanwhile, speculation continues over possibilities for the post of director of the new setup, which presumably would be one head the news-issuing services of the Government and which may also embrace the method of future operation of the network. Some of the latest names to be mentioned by newsmen are those of J. Edgar Hoover, a director of the FBI, who denies any knowledge of the reports he is being considered, and MacLeish, who is the Government's high policy. As has been indicated that an announcement would be forthcoming soon. At his press conference last Friday Mr. Roosevelt replied to a query, simply said the plan is not ready.

Meanwhile, speculation continues over possibilities for the post of director of the new setup, which presumably would be one head the news-issuing services of the Government and which may also embrace the method of future operation of the network. Some of the latest names to be mentioned by newsmen are those of J. Edgar Hoover, a director of the FBI, who denies any knowledge of the reports he is being considered, and MacLeish, who is the Government's high policy.

NEW YORK

Washington News Photo

BROADCASTING • Broadcast Advertising

Page 16 • April 13, 1942

BEAUTEOUS Virginia Field, Hollywood actress, will shortly marry Paul Douglas, noted New York radio announcer who recently has been freelancing in Hollywood. The Douglas-Wheaties connection was formed when he handled the Wheaties quarter broadcasts. Douglas also is serving in an advisory capacity with the Office of Facts & Figures. They secured a license to wed in Los Angeles last week.

Harry A. Carpenter

HARRY A. CARPENTER, well known educator, writer and pioneer in radio education, died April 5 after a long illness. Mr. Carpenter, a specialist in science for the Rochester (N. Y.) Board of Education 1930, became broadcasting science teacher at Rochester Public Schools over WHAM.
If you didn't, please drop us a line or give us a call. Your name belongs on our mailing list, and this folder certainly belongs in your files. It gives you a graphic idea, complete with figures to prove it, why America's most powerful independent station is one of the biggest buys in broadcasting.

WHN 50,000 WATTS • 1050 CLEAR CHANNEL
NEW YORK • 1540 Broadway • Bryant 9-7800
Chicago Office • 360 N. Michigan • Randolph 5254
Canada Becomes a Big Buyer of Time

**Estimated 5 Million Is Spent on Radio By Dominion**

PAID ADVERTISING in all media has been used by the Canadian government since Canada went to war in September 1939. Nearly every government department directly or indirectly connected with wartime activities has at some time in the past 2 1/2 years used commercial broadcasting facilities for short or long announcement campaigns, daily transit advertising, quarter-hour programs, or network productions.

Currently biggest paid government campaign on the air is the Dominion of Canada Government and Supply's Friday evening "Voices of Victory" half-hour network show on 52 of Canada's 56 stations, dramatizing activities at various war production factories.

Up to 5 Million

How much the Canadian government has spent on paid advertising in all media since the outbreak of war is anybody's guess. No figures are available when estimates ranging up to $5,000,000 have been made. How much Canadian radio stations have received in paid advertising contracts from the government is a known quantity, but different departments have placed their advertising individually and are unwilling to say how much has been spent for advertising.

Some departments, in fact, are averse to having any publicity about the fact that they are using paid advertising to get their message across. Figures on how much free time and how much government paid time is being used on the privately owned stations are tabulated by the Canadian Association of Broadcasters on a voluntary basis.

For instance during 1941 it was estimated in the annual report of the CAB that private stations had given individual government on networks—a total of $760,291 in free time. But this figure is again no measure since the free time includes free time given for wartime charities, both local and national and any other wartime announcement campaigns. Tabulations show that Canadian stations have given 125% free time for every paid wartime campaign in which they have been used.

First major government paid broadcast advertising campaign was in connection with the War Savings Certificates campaign in January 1941. With the likelihood that such campaigns would be started if the war continued, a special fund was set up by the Minister of Finance shortly after the outbreak of war. This committee consists of representatives from various broadcasting agencies, the Canadian Broadcasting Corp., and the CAB.

The first call for a campaign came on short notice, the committee lining up plans within a week for approval of the Ministry of Finance, and the campaign starting two weeks later with network Sunday evening programs, network daytime serials, and other announcements on all Canadian stations. Since that time there have been a number of other campaigns using Canadian stations for the Finance Ministry, starting with the sale of Victory Bonds and War Saving Certificates.

The Department of National War Services and the Steel Controller have both announced campaigns on every Canadian station in connection with the collection of scrap of all kinds. The Department of Mines & Resources has used paid broadcasts to aid in fire prevention as a wartime activity. The Oil Controller for Canada in July, 1941, for 24 days used time-progressive free spot announcements on 80 stations at the height of the summer travel season to ask motorists to conserve gasoline.

The Department of Agriculture has on several occasions bought commercial broadcast time to tell farmers about their part in the war effort. When Canada last November decided to put into force a ceiling on prices and wages, the Department of Labor bought time on a network embracing practically all the stations to carry a wartime price and trade board has used other paid network programs to acquaint Canadians with developments.

**U. S. Also Benefits**

Naturally the pressure for free time grows as the war effort is intensified. And with more and more government departments using radio, Canadian broadcasters today contend: the best convention that "where space in other media is purchased for such campaigns, it shall be a requirement of the CAB that their members stations shall receive has treatment in the use of the broadcasting medium ... and shall give all possible additional support in free time compared to the free support given in editorial columns of other media."

While the financial campaigns are planned, produced and placed through the National Radio Committee, other government campaigns have been placed through individual advertising agencies, or in the cases through government departments. Time has been cleared in a hurry for special announcements on a paid spot announcement basis in connection with wartime regulations.

American stations have also benefited to a small extent from this government paid advertising development of the war. The Ontario government is using a network bought 50-station CBS network in States from the Atlantic Coast to the Midwest to bring tourists to the province. The half-hour variety show was a huge success, boosting tourist figures which had dropped dangerously in 1940 due to Nazi radio-column propaganda in Canadian living conditions. This year a similar booking of 50 stations on the Blue network is carrying the Ontario program but this time, because of the American entry into the war and gasoline and tire regulations, the program is an institutional goodwill builder for post-war days.

The Canadian government has contemplated a similar tourist campaign on American radio stations, but so far has confined it only to other media. All the government-paid programs are produced in the best commercial manner. Radio timebuyers aid not only in the placing but also in production.

The Canadian plan of government-paid advertising follows that used by Great Britain since shortly after the war started, although in Britain there are no commercial radio stations. In Canada radio receives about 20% of all the government promotion appropriation.

**Calavo Active**

**Canadian Plan of Government-Paid Advertising**

**Calavo GROWERS of California, Los Angeles (avocados), is sponsoring participation in home economic programs on 15 stations and will continue its campaign through the summer in selected markets. An average of three participating weekly during the first two weeks of each month is being used to promote the: KFPP KFRC KGM KQMG KLZ WHAI WPRJC KMOX WBBM KOIN. Agency is J. Walter Thompson Co., Los Angeles.**

**Canada Air Drive in War Plebiscite**

A PAID spot announcement campaign by the Canadian government to urge Canadians to vote on a constitutional questions service plebiscite will be included in publicity for the plebiscite, to be held April 14. One spot announcement two days before the voting and on the day are being placed on practically all Canadian stations. A large job is being carried on a series of seven half-hour talks by leaders of all political parties represented in Parliament, starting and ending with talks by Prime Minister Mackenzie King on April 12 and 14.

The Canadian Assn. of Broadcasters in conjunction with the Canadian Broadcasting Corp. has set a week only is sponsoring stations carry free time as well as commercial time by local members of Parliament who wish to speak on the question. All scripts are being approved by the station relations department of the CBC.

In allowing the spot announcements on the day of voting, the CBC points out to private stations that they are not contravening the CBC regulations on political broadcasts, since the paid spots will only urge Canadians to exercise their franchise. The plebiscite is handled by J. H. Fitzgerald of the R. C. Smith & Son, Toronto agency, who has been loaned to the Secretary of State at Ottawa for this purpose.

**Woolworth Spots**

**To Call Listeners attention to one of its "Sisters"**

A recent spot announced by The Edmonton Journal in selected stores, recently redecorated, F. W. Woolworth Co., New York, calling attention to one of its "Sisters," An- geles 5th Ave., Los Angeles has been in effect from coast to coast. The spot used 22% of the city's volume, was placed on the air by that Los Angeles store. The spot was placed on the air by The Claude A. Allred Agency.

**Sinclair Co-Ops**

**As Part of 1942 Advertising promotion its dealer service, Sinclair Refining Co., New York, is arrang- ing for dealers to place local radio programs titled Sinclair Melodies on a "commission" basis. Provided by World Broadcasting System, the quarter-hour programs feature popular music. Although this cam- paign is not in effect, Sinclair dealers have placed the program in several major markets in addition to Chicago.

**Swansdown on Coast**

**General Foods Corp.**

**The Adv of Swansdown Flours is promised by Swans- down Family Flour is using a special campaign on 14 West Coast stations for eight weeks. quarter-hour programs in The Morning Show, in most cases on Sunday afternoons. The program is already being heard in the Ad- vertised in the West Coast markets, sponsored by Hecker Products, New York, for 10-0 oats. Swansdown agency is Young & Rubicam, New York.
In this war the front line extends all the way back.

Action is everywhere.

That means that the men and women who hold the front line in factories, on farms, in the homes, at air-raid headquarters bear a weightier responsibility than ever has been the civilian lot before.

Radio means much to them. It greets their mornings, comforts their nights. It entertains, instructs, informs, inspires.

Radio was destined for this great work. Men of Radio are busy.
Operating Expenses Increase, Paley 1941 Report Shows
AN INCREASE of $8,544,240 in gross income for 1941 but a decrease of $201,899 in net profit was reported to stockholders last week by William S. Paley, president, making public his annual report. The report showed that the network did a gross business of $59,466,304, during the preceding 52-week period as against $2,425,000, during the preceding 53-week period.

Operations of Columbia Recording Corp., wholly owned subsidiary, are reflected in the results for both years, with sales of records during 1941, particularly the Masterworks series, running 70% above 1940.

Cash dividends paid during 1941 amounted to $3,432,554, or $2 per share, the same rate as in 1940.

Artist Bureau Sale
The sale of the CBS artist management subsidiary in August, 1941, resulted in a net profit of $318,400, which amounted to $200 per share, after taxes and was placed in reserve for "extraordinary contingency" along with other sums held in reserve.

President Paley led his report to the stockholders with a statement that 1941 was an eventful year because "upon the peacetime responsibilities of radio, the bombing of Pearl Harbor has imposed the greater obligations of keeping the people informed about the war, and of reflecting, illuminating and stimulating the whole of a community in life and death struggle.

"Fortunately, under the American competitive system of privately operated broadcasting, radio has been forged into an effective and responsive weapon of democracy just as, in the very same years, dictators abroad have snatched the same instrument and used it as their greatest single aid in betraying the people.

"The attack upon Hawaii found radio seasoned and ready. We were prepared with a highly trained, far-flung news staff, equipped with every facility to keep the American people the best informed in the world. Beyond that, the program techniques we had been developing through the years are now serving as never before to promote discussion, to spread understanding, to destroy the effects of enemy propaganda, and to make the nation swiftly aware of the nation's needs."

"The imagination of the America.

(Continued on page 47)

CBS Gross Rises
But Profit Reveals
Decline for Year

<table>
<thead>
<tr>
<th>CBS PROFIT AND LOSS STATEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Gross income from sale of facilities, talent, lines, records, etc.</td>
</tr>
<tr>
<td>Less: Same account and expense, record returns, allowances and discounts</td>
</tr>
<tr>
<td>Deduct:</td>
</tr>
<tr>
<td>Operating expenses and cost of goods sold</td>
</tr>
<tr>
<td>Selling, general and administrative expenses</td>
</tr>
<tr>
<td>Provision for depreciation and amortization</td>
</tr>
<tr>
<td>TOTAL</td>
</tr>
<tr>
<td>Miscellaneous income—including in 1941 profit of $18,397,54 in sale of investment in artist management subsidiaries, less miscellaneous deductions (interest, loss on sale and retirement of capital assets, etc.)</td>
</tr>
</tbody>
</table>

Paley Says Chain Monopoly Regulation
Would Seriously Cut Network Service

ENFORCEMENT of the FCC's chain-monopoly regulations, now in litigation before the Supreme Court, would seriously impair the ability of a network to deliver nationwide coverage for national advertisers, according to Mr. Paley, CBS President, advised stockholders last week in his annual report. The rules not only were designed to forbid stations, on penalty of losing their licenses to operate, from continuing their existing relationships with networks, but jeopardized Columbia's ownership and operation of some of its standard broadcast stations" Mr. Paley said. "We were convinced that the order, if it became effective, would largely destroy both incentive and opportunity to maintain local character and standards such as have marked the building of Columbia as a national publication addressed to the ear instead of the eye, and would drive both networks and stations into a dangerous era of immediate opportunism and catch-as-catch-can competition for every hour in the day.

Assumes New Powers
"It seems obvious that if the Commission prevails and the results which we foresee ensue, the public service aspects of radio broadcasting will be deeply and seriously injured; and broadcasters, striving to survive, will be driven to a degree of commercialism they themselves have never before contemplated. We found the Commission's action alarming for a reason of even greater public portent. "Its sudden intrusion into the field of business relationships between networks and stations, thus endowing itself with drastic control through its own interpretation of provisions of law enacted many years ago, will in my judgment have one end result, sooner or later.

"The result is one which we believe is abhorrent to the American people and to our whole democratic concept of freedom of the air. The Commission came into being very largely because the wavelengths on which stations operate impinge upon each other, and, therefore, there had to be traffic-policing of the air through allocation of wavelengths. The Commission now seeks to read into an old law powers and duties never before asserted by it. And under these new-founded powers it assumes the right to regulate the business practices of stations. "Further, striking through its asserted powers over the stations it seeks to regulate and to alter drastically the functioning structure of the networks. If the Commission can exert these powers, its control over the whole of radio broadcasting will be so strangling that no licensed broadcasters can be counted upon to defy its slightest wish. And once that condition arrives, even though the law may be modified to meet this interplay with program content, the result will be the same."

Laws of Business

Broadcasters, striving at least for a measure of economic survival, will, unless they be men of extraordinary courage and character, be guided by a nod or a flag from on high as they frame their program schedules. And there goes freedom of the air.

"We, of course, claim no immunity from the laws of business properly enforced through the courts by the agencies charged with bringing about such enforcement. We are contending against broadcasting, as a licensing agency, in fields in which we do not believe it was ever authorized to act. Freedom of speech on the air has become as precious as freedom of the press and from the start we have been resolved to fight to preserve it, because we believe that to do so is a duty to ourselves as broadcasters and, even more, a duty to the public."
Front Row Center . . . Bataan

It was the boys on Bataan instead of the usual white-tie audience who listened as famed conductor Arthur Rodzinski led the celebrated Cleveland Orchestra on that recent Saturday afternoon. Originated by WGAR and short-waved to be heard in the Philippines at church time on Sunday, this broadcast saluted MacArthur’s heroic men with a hymn of praise—the music of Kodaly’s stirring Te Deum.

To the musicians in the orchestra, this was not simply another concert. To the staff of WGAR, it was not merely another short-wave broadcast. This was the voice of America speaking to its gallant defenders thousands of miles away. This was Mother’s brave smile and Dad’s encouraging pat on the back for the lad in his fox hole, standing off a tenfold foe.

Said editors of Time Magazine: “Cleveland’s station WGAR did itself proud with the most notable program by an inland station yet short-waved to the Philippines.” Said WGAR’s General Manager Patt: “Radio can help win the victory along the battle line as well as on the home front. It is our good fortune to be of service on both fronts.”
Errors in Commercial Radio Are Negligible, Survey Shows

NAB Study Shows Ratio of .0062, According to Pellegin in Analyzing Chance of Mistakes

THE PREDICTABLE ratio of error in a commercial radio campaign is .0062, Frank E. Pellegin, NAB director of Broadcast Advertising, announced yesterday in a report to the American Association of Advertising Agencies. Miss Pellegin, according to the report, was set up a multiple check system by which every broadcasting process could be scrutinized. Checking was done by announcers, engineers, and members of the sales, traffic, and program departments.

Only 31 Errors

Out of a total of 4,985 commercial programs and announcements, exclusive of network, only 31 errors were noted, announcers' errors topping the list with 11 mistakes. Other errors included four due to transmitter equipment or power failure, three due to traffic department, four caused by failure in copy departments, four by control operators, one by an advertiser who failed to get copy in on time, one cancellation because of network change in program and three resulting from a combination of circumstances.

"Therefore," stated the report, "the advertiser who buys a total of 1,000 spot announcements, for example, may expect to have 99.38% of these announcements broadcast satisfactorily. Out of the entire 1,000 announcements, he may expect some error to be made on six of them."

"But," the report went on, "the nature of these errors will vary; some will not adversely affect the commercial value of the spot. Of the errors caught in this survey, only 39% were of such a nature as to render the commercial valueless. Therefore, although six errors are likely to occur in a campaign of 1,000 announcements:"

1. Four of these will be of such a nature as to be 'errors' at all: Mispronunciations of a word; a five-second delay in timing; ET theme improperly used, etc. Predictably, only two of the six errors will render the announce- ment valueless.

2. Most, if not all, of these six errors will be detected by the station, reported to the agency or client, and satisfactorily adjusted either by make-good or rebate, with no loss at all to the advertiser.

Questions Value of Checks

Questioning the value of commercial checking companies, the NAB report said that this service is of doubtful value because of a number of factors including the nature and qualifications of personnel; quality of equipment; judgment of checkers; reliability of reports and others.

In attempting to establish that the cost of checking is far above the cost of error to the advertiser, the report took the average of 2% as the cost of checking in the time- buying budget of a 1,000 announcements campaign. Assuming that the announcements would cost a total of $1,000, the cost of checking would be $20.

Out of the 1,000 announcements, the NAB said, the February survey showed that there would be six errors with only two of these rendered valueless. Thus the cost to the advertiser would be $28. If all six errors made the six announcements valueless, the cost would be $84.

Even with rebates, it was said, the client would still be suffering a great loss by using a checking service.

In further argument against checking services it was pointed out that the savings made by the client in dispensing with the service could be used to buy additional time with the margin of error assuming that the cost of substantial net gain in advertising service.

The report concluded that, "Clients may continue to buy radio advertising, confident that full value will be received. Any radio advertiser who may have spent extra money on a commercial checking service may now be assured, on the basis of this study, that the same amount of money, invested in additional radio advertising, will bring far greater returns."

WFCI Replaces WEAN On Blue in Providence

WFCI, Pawtucket-Providence, did not want to replace WEAN as the exclusive Providence Blue outlet. Arrangements were completed, according to WFCI, effective April 12, when they began to schedule all available sustaining programs. In addition, WFCI will carry any BLUE commercials for which WEAN is unavailable.

Until the expiration of the contract between the Pawtucket Broadcasting Co. and the Colonial network, however, WFCI will continue to carry the Mutual commercial programs now under contract.

NAB Names Dorothy Lewis

APPOINTMENT of Dorothy Lewis as coordinator of listener activities has been announced by the NAB. Mrs. Lewis was formerly vice-president of the Radio Council on Children's Programs and currently is a member of the Women's National Radio Committee, radio chairman of the Society of New York Women and is a member of the National Public Relations Committee of the Girl Scouts. In her new capacity she will determine public opinion and study listener reaction. Her headquarters will be at the NAB in Washington.

Spots for Wise Book

WILLIAM H. WISE & Co., New York, last week started a test campaign for its "Aircraft Spotters' Guide", using spot announcements on KELA KJM WJSW with WJBJ WLAW WMEX KFBK and WOV. More stations will be added that the test proves successful, according to Huber Hoge & Sons, New York, agency in charge.

Seamen News Drive

SEEMAN BROTHERS, New York, has opened a six-week drive to raise funds for the Seamen's Fund, to be conducted in sixty-six weekly quarter-hour news period by George Bryan, on WABC, New York. Agency is J. D. Tarcher Co., New York.
ACCENT ON NUTRITION
to accent food sales!

What's the big news in food—? The importance of nutrition! Today, more than ever, women are nutrition-minded... and here are 10 great nutrition-minded programs to sell your product!

Open to a limited number of non-competing participating sponsors, this radio sales "package" reaches women in 10 great markets—18 million women spending 17 billion dollars a year. And you can put your message across in all ten areas for only $1989.75 a week*!

But that's not all: Tying-in with the tremendous current interest in nutrition, NBC has prepared a special Nutrition Chart, free to each station's listeners. These charts will have a wide distribution throughout each market area...constant reminders of the programs and sponsors...a sales-building plus for you.

Where else can you buy so much for so little—in coverage, timeliness and established listening interest—? Write today for the 60-page presentation that tells the whole story of this modern, hard-hitting food seller!

*For a 13-week campaign. Even less if you sign for 26 or 52 weeks. And, of course, you need not buy all ten stations—buy from one to ten, to fit your distribution!

WBZ—A . . . Boston & Springfield
Mildred Carlson's "Home Forum"

WGY . . . . Schenectady
Martha Brook's "Market Basket"

WEAF . . . New York
Mary Margaret McBride

KYW . . . Philadelphia
Ruth Wells' Woman's Home Counselor

KPO . . . . San Francisco
Gladys Cronkhite's "International Kitchen"

NBC SPOT and LOCAL SALES
New York • Boston • Washington • Cleveland • Chicago • Denver • Hollywood • San Francisco
CENSUS OF RADIO HOMES IN THE STATE OF WYOMING

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 2,500 or More Population

Urban, Rural-Nonfarm and Rural-farm: 1940*

<table>
<thead>
<tr>
<th>County</th>
<th>All Units</th>
<th>Urban Units</th>
<th>Rural-Nonfarm Units</th>
<th>Rural-Farm Units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Units</td>
<td>Radio Units</td>
<td>Radio Units</td>
<td>Radio Units</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Albany, N. Y.</td>
<td>4,189</td>
<td>899</td>
<td>388</td>
<td>67</td>
</tr>
<tr>
<td>Big Horn, N. M.</td>
<td>3,907</td>
<td>858</td>
<td>360</td>
<td>30</td>
</tr>
<tr>
<td>Campbell, N. Y.</td>
<td>3,765</td>
<td>899</td>
<td>395</td>
<td>4</td>
</tr>
<tr>
<td>Carbon, N. C.</td>
<td>3,658</td>
<td>855</td>
<td>370</td>
<td>4</td>
</tr>
<tr>
<td>Carizzo, N. Y.</td>
<td>3,409</td>
<td>895</td>
<td>360</td>
<td>1</td>
</tr>
<tr>
<td>Crook, N. D.</td>
<td>1,489</td>
<td>744</td>
<td>116</td>
<td>14</td>
</tr>
<tr>
<td>Fremont, Wyo.</td>
<td>4,017</td>
<td>871</td>
<td>375</td>
<td>7</td>
</tr>
<tr>
<td>Gadsen, N. T.</td>
<td>9,101</td>
<td>872</td>
<td>341</td>
<td>1</td>
</tr>
<tr>
<td>Hot Springs, S. Dak.</td>
<td>1,160</td>
<td>855</td>
<td>340</td>
<td>7</td>
</tr>
<tr>
<td>Johnson, Wyo.</td>
<td>1,160</td>
<td>855</td>
<td>340</td>
<td>7</td>
</tr>
<tr>
<td>Lincoln, Nebr.</td>
<td>2,652</td>
<td>875</td>
<td>341</td>
<td>1</td>
</tr>
<tr>
<td>Laramie, Wyo.</td>
<td>3,252</td>
<td>871</td>
<td>340</td>
<td>1</td>
</tr>
<tr>
<td>Lincoln, Neb.</td>
<td>3,772</td>
<td>875</td>
<td>340</td>
<td>1</td>
</tr>
<tr>
<td>Little Falls, N. D.</td>
<td>3,772</td>
<td>875</td>
<td>340</td>
<td>1</td>
</tr>
<tr>
<td>Platte, N. D.</td>
<td>2,925</td>
<td>877</td>
<td>340</td>
<td>1</td>
</tr>
<tr>
<td>Sheridan, Wyo.</td>
<td>2,487</td>
<td>876</td>
<td>340</td>
<td>1</td>
</tr>
<tr>
<td>Sublette, Wyo.</td>
<td>218</td>
<td>789</td>
<td>140</td>
<td>1</td>
</tr>
<tr>
<td>Sweetwater, Wyo.</td>
<td>645</td>
<td>878</td>
<td>340</td>
<td>1</td>
</tr>
<tr>
<td>Teton, Wyo.</td>
<td>715</td>
<td>822</td>
<td>341</td>
<td>1</td>
</tr>
<tr>
<td>Uinta, Wyo.</td>
<td>1,805</td>
<td>848</td>
<td>340</td>
<td>1</td>
</tr>
<tr>
<td>Washakie, Wyo.</td>
<td>1,448</td>
<td>811</td>
<td>340</td>
<td>1</td>
</tr>
<tr>
<td>Weston, Wyo.</td>
<td>1,487</td>
<td>872</td>
<td>340</td>
<td>1</td>
</tr>
<tr>
<td>Wyoming, N. D.</td>
<td>200</td>
<td>100.0</td>
<td>50.0</td>
<td>50.0</td>
</tr>
<tr>
<td>State Total</td>
<td>69,374</td>
<td>84.4</td>
<td>58.31</td>
<td>15.69</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City</th>
<th>All Units</th>
<th>Urban Units</th>
<th>Rural-Nonfarm Units</th>
<th>Rural-Farm Units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Units</td>
<td>Radio Units</td>
<td>Radio Units</td>
<td>Radio Units</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Laramie</td>
<td>9,113</td>
<td>872</td>
<td>341</td>
<td>1</td>
</tr>
<tr>
<td>Rawlins</td>
<td>1,003</td>
<td>855</td>
<td>340</td>
<td>1</td>
</tr>
<tr>
<td>Casper</td>
<td>1,448</td>
<td>872</td>
<td>341</td>
<td>1</td>
</tr>
<tr>
<td>Rock Springs</td>
<td>2,687</td>
<td>875</td>
<td>341</td>
<td>1</td>
</tr>
<tr>
<td>Evanston</td>
<td>1,011</td>
<td>877</td>
<td>341</td>
<td>1</td>
</tr>
<tr>
<td>Worland</td>
<td>100</td>
<td>79.4</td>
<td>55</td>
<td>45.0</td>
</tr>
</tbody>
</table>

* Source: Figures of the number of Occupied Dwelling Units and Percent Radio Equipped Published by U. S. Census Bureau in the Second Series Housing Reports for Wyoming. Figures of the number of Radio Equipped Occupied Dwelling Units calculated by NAB Research Department. Source: Nebraska and Vermont Bureau, the others covering Nevada, New Hampshire and Vermont. (Broadcasting, March 16).

Coca-Cola Drops MBS Band Series

Coca-Cola Co., Atlanta, will discontinue advertising by broadcast on some 120 MBS stations five quarter-hours and one half-hour weekly on May 15, the end of the scheduled 26 weeks, according to the New York office of D’Arcy, C. W., agency in charge of the account.

Program presents a different dance band for 16 minutes each evening, Monday through Saturday, and on Saturday the half-hour broadcast features the band with the host selling phonograph record during the preceding week.

No reason for the cancellation was given by the agency except that the program was not scheduled course. It is stated that Singin’ Sam, transcribed program presented in about 200 cities in cooperation with the local Coca-Cola bottlers, will continue through the summer and that the decision had not yet been made it was probable that The Pause That Refreshes on the Air, Sunday afternoon, the half-hour program on CBS, will continue throughout the summer.

Congress’s Cupid Spots

Congress Cigar Co., Newark, has started its spring and summer campaign for La Palina cigars, using Fulton Lewis Jr. thrice-weekly on WHK, Columbus, five spot announcements weekly on WYTL, Toledo. Ty Tyson’s Sports Show six times weekly on WWJ, Detroit; weekly half-hour Quiz Bowl on WAG, Cleveland, and Bob Miller’s spot announcements on WBNY, Buffalo. Agency is Marschalk & Pratt, New York.

WJRM are the call letters assigned to the local in Elkins, W. Va., recently granted to Allegheny Broadcasting Corp. (Broadcasting, March 31).

U. S. Ears for Axis Voices

Four Scattered Listening Posts Monitor Over a Million Words Daily

Mr. Free

FBMS now has a list of 350 employers headed by Lloyd Free, formerly associate director of the Princeton Radio Research Project, they report each day on more than 1,000,000 words of foreign broadcasts. The service was set up as a special FCC unit by Executive Order of President Roosevelt under an appropriation of $500,000.

For the fiscal year of 1943 Congress has appropriated $836,000.

From All Round

Four sets of "ears," comprising elaborate antenna and reception arrays, are now operating to furnish this service, each assigned to a particular sphere of the world. They are located at Silver Hill, Md., just outside Washington; Kingsville, Tex.; Portland, Ore.; Santurce, Puerto Rico.

Silver Hill's listening post tunes in the foreign propaganda aimed at North America from Europe, the Near East and Africa. Kingsville notes all broadcasts from Latin America; Portland from the Oriental East. The Puerto Rico listening station is concerned only with broadcasts aimed at Latin America.

Each of these listening posts is manned by engineers, but their activities are supervised by men with editorial experience. Spencer Williams, former CBS correspondent in the Balkans, supervises the Portland office, and Edward B. Rand, formerly in the consular service in Latin America for ten years, heads the Santosure unit. Silver Hill feeds its listening directly to Washington headquarters. Kingsville is manned by engineers and Spanish-American translators.

To supplement the listening of these posts, another field office was established in England last December. Headed by Peter Rhodes, former UP correspondent, this office daily transmits to Washington about 600,000 words picked up by the BBC wartime monitoring service.

Radio is new to war. The importance of this new war arm is stressed in the fact that all propaganda instigated abroad invariably follows the example set in short-wave broadcasts. Although the actual policy of the Axis high commands lags behind the words, the knowledge of what is being broadcast is regarded as vital to our Government for immediate counter-mesures and strategy.

As the difficulty of obtaining news from foreign countries has increased, the value of shortwave material in the hands of the proper Government officials is inestimable. Careful study of propaganda trends makes possible accurate prediction of future occurrences. Many political, diplomatic and military moves, for example, are preceded by shifts in propaganda treatment.

Before a recent chat by President Roosevelt, the monitoring system learned in advance that the Japanese were attempting to minimize the broadcast. Complete knowledge of these facts helped the President and his aides carefully appraise the propaganda and its intended effect.

Pickups Recorded

All of the broadcasts are recorded. As a cylinder in a foreign tongue is finished, it is turned over to the Translating Division where a rough transcript is prepared. If the broadcast is in English, it is recorded immediately to transcriptionists who prepare verbatim copies on duplicating sheets.

When information significant as intelligence or propaganda is culled from the cylinders, words are flashed immediately to the W. Va., Portland, Ore., to Washington, D.C., and to the proper Government officials. In the case of field offices, such news is transmitted directly to Washington and then relayed to interested Federal offices.

Field office engineers, translators, transcriptionists, and editors prepare master reports and speed them to Washington where all analysis work is done.

Under the direction of Tom Grandin, former CBS correspondent in France and Turkey, chief editor in charge of the Report Division, significant broadcast items are summarized daily. In final form, it represents a booklet at noon each day containing 45,000 to 60,000 words covering world-wide broadcasts of the previous 24 hours.

At the same time, copies of transcripts go to the Analysis Division directed by Dr. Goodwin Watson, former professor of psychology at Columbia U., who, where long-range (Continued on page 60)
Only KIRO Delivers

Complete Coverage

of Western Washington

Represented by FREE and PETERS
Opinions of U. S. Supreme Court in ‘Stay Order’ Case

Following are the full texts of the majority and minority opinions of the Supreme Court of the United States in the case of Scripps-Howard Radio Inc. (WCPQ) vs. Federal Communications Commission, upholding the right of the United States Court of Appeals for the District of Columbia to suspend any order of the Commission in cases pending in the court and thereby deprive the Commission of the right to review its orders. Where such orders were found to be necessary, the Commission opposed the appeal, and the court was granted a stay, the following case was heard.

The application was heard before the court sitting with three judges, with which, one judge dissenting, upheld the Commission's contention. A majority of the court denied the appeal, and the Commission was empowered, the order of an appeal from the Court of Appeals for the District of Columbia, to enjoin the construction of the first station, pending the outcome of an appeal. In Docket No. 1918, 73d Cong., 2d Sess., pp. 49-50; remarks of Senator Hill, in charge of the measure in the Senate, and Senator Vandenberg, who opposed the measure in the Senate.

Thus, in both the Radio Act of 1927 and the Communications Act of 1934, order for suspension of the Commission's action in cases pending in the court was granted. The court was granted. Where such orders were found to be necessary, the Commission could not lawfully enforce the order of the Commission in cases pending in the court and thereby deprive the Commission of the right to review its orders. Where such orders were found to be necessary, the Commission opposed the appeal, and the court was granted a stay.

Many Stay Orders

The appellant asked the Court of Appeals to stay enforcement of the order pending the disposition of its appeal. Even though the court "had consistently overruled the stay order in cases pending without objection on the part of the Commission, issued stay orders" in cases where such orders were found to be necessary, the Commission opposed the appeal, and the court was granted a stay. In this case the court was without power to grant a stay.

PREDICTING general tendency was to toward lighter fare, to offset the more serious nature of Government programs and world conditions. Phil-

Page 26 • April 13, 1942

BROADCASTING Broadcast Advertising
North Carolina is the South's Greatest State

IN AGRICULTURE
Cash Income and Gov't. Payments
Source: Department of Agriculture, 1939

$221,768,000
$133,256,000

IN INDUSTRY
Value of Manufactured Products
Source: Census of Manufacturers, 1939

$142,016
$936.5

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

680 KC NBC Red
50,000 Watts

FREE & PETERS, INC. National Representatives

Broadcasting • Broadcast Advertising
These controlling considerations compel the assumption that Congress would not, with clear evidence of the kind urged in such a manner, deprive the Court of Appeals of its customary power to stay orders under review. It is urged that such a manifestation appears in the provisions for judicial review contained in the Communications Act of 1934. Specifically, the Commission contends that since § 402(a) incorporates the provisions of the Urgent Deficiencies Act of 1913 which explicitly authorize and regulate the issuance of stay orders, the omission of any reference to § 402(b) to a power to stay orders under review reflects a deliberate Congressional choice to deprive the Court of Appeals of this power. The search for significance in the silence of Congress is too often the pursuit of a mirage. We must be wary against interpreting our notions of policy in the interstices of legislative provisions. Here Congress said nothing about the power of the Court of Appeals to stay its stay orders under § 402(b). But denial of such a power is not to be inferred merely because Congress failed specifically to repeal the general grant of auxiliary powers to the federal courts. The Commission argues that the silence of Congress, in view of the legislative history of the Act and the nature of the orders reviewable under the Act, qualifies this general authority and is an acknowledgment of congressional discretion.

Not Parallel

It is suggested that if Congress had intended to limit the power of the Court of Appeals to stay orders under § 402(b), it would have remained silent when inquiring into what was in fact the general policy concerning that power. But there is not a comprehensive legislative scheme for the regulation of federal regulatory authority over communications. It proposed merely to amend (HR 7716) in the Communications Act of 1934 was enacted in the form of an amendment to the Act in 1934. It was not inserted in any of the House or Senate Committees or in any of the Senate and House Committees on Interstate Commerce. It is obvious, therefore, that what Congress undertook to do by the Communications Act of 1934 was entirely different from what it tried to do the previous year in HR 7716.

We are told that in drafting § 402 Congress had before it and relied extensively upon HR 7716, and reference is made to the fact that in the statement of the House managers of the Senate and House Committees on Interstate Commerce. It is obvious, therefore, that what Congress undertook to do by the Communications Act of 1934 was entirely different from what it tried to do the previous year in HR 7716. It is suggested that if Congress had intended to limit the power of the Court of Appeals to stay orders under § 402(b), it would have remained silent when inquiring into what was in fact the general policy concerning that power. But there is not a comprehensive legislative scheme for the regulation of federal regulatory authority over communications. It proposed merely to amend (HR 7716) in the Communications Act of 1934 was enacted in the form of an amendment to the Act in 1934. It was not inserted in any of the House or Senate Committees or in any of the Senate and House Committees on Interstate Commerce. It is obvious, therefore, that what Congress undertook to do by the Communications Act of 1934 was entirely different from what it tried to do the previous year in HR 7716.

Simpler

WKZO sales staff decided that BROADCASTING's concern over the recent WCPO slogan was growing too involved by the time the April 6 issue came off the presses. Rather than borrowing Mortimer C. Watters' long harried "Through this portal . . . astute advertisers . . . etc," the WKZO sales door is more simply adorned with "Keep 'em Buying.

OLDEST CLIENT of WBT, Charlotte, is A. E. Hutton (right), local Phile dealer, who was congratulated by General Manager A. E. Hutton on the occasion of his 17th consecutive year as a WBT advertiser. WBT celebrated its 25th anniversary April 10.

proposed to amend § 16 of the Radio Act of 1927 so as to vest concurrent jurisdiction (with the Court of Appeals for the United States) in the federal courts of appeals for the District of Columbia, the Court of Appeals for the District of Columbia, and the District Court of Columbia, or to the extent the Court of Appeals for the District of Columbia has committed any error of law in a specific case, the Court of Appeals for the District of Columbia, or the Court of Appeals for any district court, or the Court of Appeals for the District of Columbia, or the District Court of Columbia, to enter an order upon the giving of a bond by the party presenting the appeal, and with such terms and conditions as the Court may deem proper.
"A short time ago we spoke to you about the latest annual report of the American Telephone and Telegraph Company. One section of that report gives a glimpse of the work going on these days in the Bell Telephone Laboratories, a job that seems to call for special mention. The report says, in part:

"'The science underlying electrical communication is at the very heart of modern war. It is responsible for plane locators, submarine detectors, gun-fire control systems, communication between planes moving in the air and tanks on the ground and ships at sea, and the means of quick control of vast numbers of men and units of equipment, as well as for the instantaneous communication in a war front stretching around the world. The contest between "the scientists of free people" and those of the Axis powers is one of the real battles of the war. "Bell Telephone Laboratories have increased activity and thrown much of their effort to advancing the art of war. With 5000 employees, the Laboratories are contributing notably to the country's military strength, not only in the field of communication but also in allied fields where radio devices and other tools of telephony are indispensable. They have undertaken more than a hundred research and development projects for the Army, Navy and National Defense Research Committee. Several of their scientists are on leave of absence with the Government and a considerable number of the technical staff and executives are serving on a part-time basis as consultants and committee members. Back of these men and the defense activities of the Laboratories are the scientific knowledge and skills accumulated over years of continuous research and development."

"We thought you might like to know how 'the scientists of free people' who work in the Bell Telephone System are making their contribution to victory."

This is a quotation from THE TELEPHONE HOUR, a regular program heard every Monday night over the N.B.C. Red Network. Since the beginning of radio broadcasting, the Bell Telephone Laboratories and the radio industry have teamed together to improve the quality and scope of radio as a means of mass communication."
It is indisputable that, at least since 1930, the Court of Appeals has been staying orders both of the Federal Radio Commission under § 116 of the Radio Act of 1927, and of the FCC, under § 402(b) of the Communications Act of 1934, whenever stays were regarded as necessary. To be sure, in some cases, the Radio Broadcasting decision, supra, did the Court of Appeals ever refer to the grant of a stay order. The situation is not hard to find. The power to stay as a purely equitable power, truly imbued in our judicial system, so consonant with the historic procedures of federal appellate courts, that there was no necessity for the Court of Appeals to justify its settled practice.

The considerations of policy which are invoked are as fragile as the legislative materials are inapposite. It is said that the nature of the orders reviewable under § 402(b) makes the grant of a stay order manifestly inappropriate since a stay would in effect involve the judicial exercise of an administrative function. An example is afforded of an appeal from an order denying an application for a construction permit or a station license, or for modification or renewal of a license. Of course, no court can grant an applicant an authorization which the Commission has refused.

As late as February 23, 1939, the Commission stood its position as follows: "The Commission has not opposed in the past, and does not now oppose, the special status in the course wherever they were found to be appropriate, without objection by the Commission. Indeed, the Radio Broadcasting Co. v. Federal Radio Commission, 67 F. 2d 595, decided June 19, 1933.

Orders Issued

The witness testified that the victims were found a few minutes later while he and his family were listening to WOW's 12:45 p.m. Mon.-on-the-Street program. Program Manager Harry Burke verified exact times of the programs.

**RADIO MAP**

30 April 13,

BUFFALO 12,000,000

Eastern

WKBW

23, 1939,

Boston Broadcasting

Federal Communications

Boston

Charleston, WEST VA.

represented by

...because with

**NEWSPAPER AD**

DETROIT'S LEADING INDEPENDENT STATION

Serving an ever-increasing number of exacting national advertisers... because with...
Some statutes are wholly silent; some turn to a court review into an automatic stay, so as to provide that the commencement of a suit shall not operate as a stay; the court may order, in its discretion, so as to provide; some authorize the reviewing court to grant a stay where necessary. Significantly, the recent Emergency Price Control Act of 1942 explicitly provides the power of the reviewing court to enjoin enforcement of the administrative orders. Pub. Law 421, 76th Cong., 1st Sess.

The various enactments in which the staying power is made explicit, as well as the statutes that are silent about it, afford debating points but no reliable aids in constructing a case for or against the classification of the exigencies of war.

We conclude, therefore, that the Congress by § 402(b) of the Communications Act of 1934 has not deprived the Court of Appeals of the power to stay—a power as old as the judicial system of the nation. We do not of course go beyond the question whether the court may,

1. Recognize the existence of the power to grant a stay.

We are not concerned here with the criteria which should govern the Court in exercising that power. Nor do we discuss whether a stay would or would not be warranted in the particular case at bar. The latter is a question of fact for the appellate court.

The question certified to us is answered in the affirmative.

So ordered.

Mr. Justice BLACK took no part in the consideration or decision of this case.

The industries of “Peoria,” (16 prosperous central Illinois counties) have switched to war production, with expanded payrolls. No special war plants among these 172 Peoria industrial establishments. Instead, most of them have been producing vital civilian goods for generations—will be tremendously BUSY filling the “post-armed forces” demands of a victorious American democracy. Here’s a market in which you’ll want to anchor your product—because of its . . .

**SALES STABILITY!**—Now, and for the years to come.

That’s what keeps so many national network and spot advertisers renewing contracts—extending schedules—on WMBD! Now’s the time to entrench and HOLD YOUR market with the DOMINANT station serving “Peoria area” Write!
Installation is easy when you choose a G-E FM broadcast transmitter. All parts of each unit are fully assembled at the factory. Only a few of the heavier components are disassembled for shipment. All you need to do is set the transmitter in place and attach power lines, controls, audio input, and antenna transmission line. The 50-kw transmitter proper (shown above) takes only 63.6 sq ft of floor space; the 1-kw, only 9.5 sq ft. Our complete line of matched transmitters includes ratings of 250 watts, and 1, 3, 10, and 50 kw.

You can relay programs from studio to main transmitter with practically no loss of original brilliance with this General Electric 25-watt S-T transmitter (for use in the 330-344 mc band). Frequency swing, ±75 kc for 100% modulation, meets F.C.C. requirements.

Proved at our station for use at yours
FM station monitoring is made easy with this multi-purpose unit. It provides: direct reading of center-frequency deviation (with or without modulation); direct reading of modulation percentage; instant calibration against a precision crystal standard; adjustable modulation-limit flasher; high-fidelity output for audio monitor.

For life-like aural monitoring of your FM programs use the General Electric JCP-10 monitoring speaker.

As in selecting apparatus for other types of commercial broadcasting, the foremost considerations in choosing FM equipment are dependability (continuity of service), economical operation, ease of operation, low maintenance expense, and a high standard of performance.

All of these are provided by General Electric FM transmitters and associated equipment. General Electric, Schenectady, N.Y.

Tubes developed especially for FM are another G-E contribution to FM’s progress. A pair of GL-880’s provide the ideal method of attaining 50 kw of FM at 50 mc. General Electric offers a complete line of top performers for standard broadcasting, FM, television, or international broadcast service.

General Electric and its employees are proud of the Navy award of Exellence made to its Erie Works for the manufacture of naval ordnance.
Peabody Awards

FEW IN RADIO will quarrel with the 1941 Peabody Awards selections. Like the first awards last year, radio's own "Pulitzer Prize" committee picked them well. We can think of others deserving of high recognition, notably Bert Silen, manager of Manila's KZRH and NBC's commentator from the Philippines, now probably in a Jap prison, who might well have shared the reporting award with Cecil Brown—but there is no disputing the outstanding job done by Brown in the Far East.

Gratifying especially was the selection out of what have euphemistically become known as "soap operas" for one of the two drama awards. The Peabody committee undoubtedly had in mind that picking a rare good one out of the welter of the daytime washboard dramas might stimulate better productions in that métier. Miss MichaeI's Against the Storm, sponsored by Ivory Soap, is certainly a standout for intelligence and integrity, as the committee stated, above the mediocrities in its field. Norman Corwin's magnificent We Hold These Truths, was marked as a winner from the day of its presentation.

Also pleasing was the recognition finally accorded the shortwave broadcasters, doing their job behind the scenes and with little or no hope of private gain. Handicapped from the start by silly FCC inhibitions, soon removed after Chairman Fly took office, they nevertheless went forward with international broadcasting development—and are still expanding and improving their plants—so that Uncle Sam wasn't caught napping entirely when war came and it was necessary to have facilities to counter Axis propaganda with American truth.

Power to 'Stay'

RADIO WON a thumping victory in the Supreme Court last week. It was the first case ever carried to the court of last resort by a "private litigant"—all others having been on appeal by the Government from lower court rulings adverse to the FCC.

The Supreme Court upheld the power of the U.S. Court of Appeals of the District of Columbia to issue orders staying decisions of the FCC during the pendency of appeals. The FCC had argued that the court was without such power, and the lower court itself finally divided 3-3 on this issue.

The Supreme Court decision stops dead in its tracks the FCC's consistent defiance of the lower court's interpretations of the Communications Act of 1934. It means that a station, aggrieved by an FCC decision, now can get its day in court. If the FCC's view had been sustained, an appeal from a Commission decision would be an empty, meaningless thing—and possible irreparable damage could be done before the court had the opportunity to review.

The burden of the litigation was carried by Scripps-Howard Radio Inc., on behalf of its 250-watt WCPO, Cincinnati. It sought to protect the coverage of that station. The court, without notice or hearing, had assigned WCOL, Columbus, to the same frequency. The lower court sustained the FCC contention that it lacked jurisdiction to issue the stay order, but, on rehearing before the full court, decided to certify the question to the Supreme Court.

The industry owes its thanks to Scripps-Howard Radio, and to its able counsel, Lieut. Paul M. Segal, USNR, for the successful prosecution of the appeal. Coincidentally, the case was argued before the Supreme Court by Mr. Segal, who before reported for active duty in the Navy.

ANPA Please Note!

RADIO AND THE PRESS have gone a long way since the feuding of the early 30's. Public officials, from the President down, no longer hold press conferences; they're press and radio conferences. Radio has its own galleries in Congress. It is recognized as a basic news medium everywhere, except for the few "horse-and-buggy" publishers who persist in banning radio news and program listings, or who identify commercial programs merely as "studio" or "music".

There's the situation in New Haven, where the publisher of the leading newspaper, apparently declines to run any story, even involving the war effort, if it touches radio. There are still a few newspapers, notably in the South, that won't run program logs at all.

With the press and radio so vital in the winning of the war, there is every reason to bury the hatchet for good. Both media are here to stay, and both can and should get along locally and nationally.

Even in Detroit, once a hotbed of radio-press controversy, stations and newspapers have found a way of solving their difficulties and have won the plaudits of the public. In that city Leo Fitaptrick, head of WJR, is probably already beginning to think about it and start boning up. We will make admirable operators of radiotelegraph and radiotelephone stations in administrative communications, and of course they're born switchboard and tele-type operators. In England the personnel of antiaircraft range-finding sections is exclusively women, and most of the work of watching radioloader instruments and "phonning the resulting instructions is done by them. It seems to us that inevitably there will be a call in this country for tens of thousands of them for similar work.

The possession of FCC licenses shows that the newspaper XYL [married ladies] operators have the necessary knowledge and grasp of fundamentals which will be the chief requirements in this work. We can almost go on from (Continued on page 38)

They Say...

IT IS OUR belief that, whether or not they as yet recognize their need, the Army and Navy will be forming women's auxiliary corps before another year is gone. We foresee a call to the YLs [young ladies] and OWs [old women] to enlist in the khaki and blue, much as has been done in England. They will be needed. We think, for an infinite many tasks in which their substitution, releases a man for fighting, and for the numerous jobs that they can do better than men.

We're probably ahead of our time in proposing this but it seems to us that the gals may probably be bound to think about it and start boning up. They will make admirable operators of radiotelegraph and radiotelephone stations in administrative communications, and of course they're born switchboard and tele-type operators. In England the personnel of antiaircraft range-finding sections is exclusively women, and most of the work of watching radioloader instruments and 'phonning the resulting instructions is done by them. It seems to us that inevitably there will be a call in this country for tens of thousands of them for similar work.

The possession of FCC licenses shows that the newspaper XYL [married ladies] operators have the necessary knowledge and grasp of fundamentals which will be the chief requirements in this work. We can almost go on from

How About It?

FROM our mail bag:

"Unless the Federal Trade Commission has urgent reason for checking radio copy for as frequent intervals as in the past, no doubt an immense paper tonnage, not to mention hours of time of depleted staffs of stations could be saved, if the orders for duplicate copy of all ads could be far less frequent until the war is won."

That from a broadcaster on the Pacific Coast, where they know there's a war. We think the F.T.C. could well heed this tip, particularly in view of the demand for Government economies in non-war activities.
NORMAN CLOUPTER, NBC musical critic and one of the lightest, or brightest, of the NBC's group of announcers, has been named musical director of the NBC Radio-Recording division by C. Lincoln Scott, NBC vice-president in charge of recordings. He succeeds Otto Lossing, who resigned to operate his own farm in Charleston, S. C.

PAUL WHITE, CBS director of news and special events, is in the hospital, with a bad case of arthritis. He is expected back in his office in a month or two. A CBS special, “The Voice of WGY,” has taken over his work.

GEORGE CLAPP, of the sales department of MHN, will leave April 20 to join WALB, Albany, Ga., as general manager.

FRANK ATKINSON, formerly of the WGY sales service, is now a private in the Army.

DR. LUIS JATOBÁ, chief of the Public Information section of the C. U. Naval American network division, is the father of a boy.

CHARLES E. PHELPS, of the E-UL sales staff, has received a lieutenant’s commission in the C. U. Naval American network division, is the father of a boy.

ALEX W. DANNENBAUM, Jr., sales manager of WDAS Philadelphia, has been named manager of air drama and leaves for active duty late this month.

JAMES V. MCCONNELL, NBC announcer and local sales manager, is in San Francisco on his annual tour of NBC stations presented by his organization. He will be back in New York about the end of the month.

When General Electric established KGO at Oakland and KOA at Denver, Mr. Hager organized the program and office staffs and assisted Mr. Rice in the direction of the two stations.

Unlike many who were attracted to broadcasting because they saw in it an opportunity for personal exploitation, or because of their own home experiences or training as radio operators, Kolin Hager didn’t know anything about radio and had never tried to build a receiver. Born in Groversville, N. Y., Oct. 21, 1894, he attended grade and high school in Albany. His first job, after graduation from the New York State College for Teachers in 1917, was as instructor of English, dramatics and music.

It might be explained that it was in the field of drama and music that his ambitions were early directed. He aspired to grand opera and to that end specialized in vocal music and dramatics. A hitch in the AEF in World War I enlisted his energies for a time, but even in the AEF he had a chance to display his histrionic talent as leading man of a doughboy theatrical troupe that played in France, Germany and Italy. Upon his return to these shores, he was engaged by General Electric in its sales promotion department. His job was to write and deliver pep talks to dealers and distributors of some appliances throughout the United States.

Thus when Mr. Rice was looking about for someone with the varied talents required for radio broadcasting station operation, his attention was called to this man of personable appearance, trained in music and English and a capacity for management. Hager, willing to gamble that radio might last a year or two, accepted the job. Thereafter, as long as he continued to be heard on the air, “KH” was known as “the voice of WGY.”

Kolin Hager was probably the first to inaugurate an “announcers school,” a periodic gathering for the discussion of announcer problems, pronunciation and air presentation. Many outstanding network announcers gained their first training under him, and others who entered radio via WGY have gone on to executive staffs of advertising agencies.

Mr. Hager was married in October, 1919 to Berenice Pease. They have twin daughters, Norine and Koline, age 18. While his dearest wish is to build a radio empire, his chief interest, his hobbies include golf, baseball, swimming and bowling.

ARTHUR J. KEMP, CBS Pacific Coast sales manager, has also been placed in charge of the NBC’s financial operation, in the field of radio, he will enter the NBC Sales department of the NBC West Coast operations, according to Dona N. Thorntun, Western division vice-president. Chet Doyle, formerly San Francisco timebuyer of Advertisin & Sales, has been named news manager over management of the Radio Sales office in that city. Wayne Steffner who formerly held that position, now a network account executive succeeding Ed-ward Berard and, who resigned to join the Navy.

FULTON DENT has been appointed vice-president in charge of operations of National Retail Merchants Association. Dent is publisher of monthly Spot Radio Ad- vertising, and former to an announcement by Mr. Charles Raroun, who continues as president of NRR. The latter is a three-year-old company, the Office of Coordinator of Inter-Allied Cooperative Publicity, which Mr. Dent started in 1920, was the NBC has been associated with the former Frank Presby Co. and with WJZ, New York.

PRESTON H. PUMPHEXY, former manager of agency relations of BMI radio department at EFCO, has joined the NBC relations department of World Broadcast News. At one time he was a director at NBC.

RAY C. JENKINS, sales manager of KSTP, St. Paul, has been named manager of the American Legion Military & Naval committee, which manages all events at Ft. Snelling, at the airfield and at the USO center in Minneapolis.

WILLIAM A. GRAHAM, formerly advertising manager of New England Telephone & Telegraph Co. and advertising manager of Martin Hall Co. in Boston, has joined the sales staff of WTOP, St. Paul, Minn.

TOM TURNBULL, formerly of WLV, Cincinnati, has joined the sales department of WMJ, Youngstown, Ohio, in charge of Chichester, who was inducted into the Army.

VERN A. LINDBLADE, account executive of KPAC, Los Angeles, has been inducted into the Army.

CECIL TRIGG, formerly publisher of Pioticsne State & weekly, has gone into agency management.

PETER KROD, El Paso, replacing Larry A. Fulkerson, will be retained as assistant.

JOYNT V. CARRUTH, editor and vice-president of Radio Reports, a publishing and programming company, has resigned to serve as major in the Air Force Reserve, Relations of the Army. He will be replaced by Roy T. Hamblin.

A. WALTER SOCOWOL, author of books on law, has moved his law offices to 580 Fifth Ave., New York.

FRED DE HUFF, formerly of the NBC promotion and advertising department and now in duty in the Mount Vernon, N. Y., post office, has been advanced to the grade of technical corporal.

PERRY CLEBA, commercial manager of WSJN, St. Petersburg, Fla., has been elected president of the St. Petersburg Sun papers.

PAUL MEYERS, sales man at WYWA, Wheeling, W. Va., is the father of a girl born April 4.

FRANK ARMAN, general manager of WJDI, D.C., is the father of a baby girl born March 31.

BILL KOST, of the NBC sales staff, was recently appointed by the Army Air Force as a captain. A 1926 graduate of West Point, Mr. Kost served as in the artillery before resigning his commission to enter civil life.

RICHARD O’HARE, of the Washington law firm of DeNuyse & Koplovitz, has moved his offices, of Washington, D. C., on April 6.
DONALD BRYAN, orchestra conductor, has been named to succeed Joe Rines as musical director of WMCA, New York, effective April 20. On that date Rines joins theBLUE to handle popular music programs as a director and orchestra conductor.

RICHARD KROELICK, of the MBS publicity department, has joined the Army Air Corps.

CHARLIE REYNOLDS, page of CBS Chicago, has enlisted in the Army Signal Corps.

JANE COHAN of the music department of WHBM, Chicago, has been appointed producer, replacing George Morris, now in the Navy.

MARGERY SLOAN, formerly a producer of WMCA, New York, has joined the BLUE as a senior writer of continuity for musical programs.

BLAIR WALLSER, Chicago producer of MBS and NBC dramatic programs, on leave from the networks, has received a lieutenant’s commission in the Coast Guard as a public relations officer in Chicago.

EMERSON HITCHCOCK, announcer of WWNY, Watertown, N. Y., has moved to WMBO, Auburn, N. Y., while Donald Meerson of that station, has joined WWNY.

CORWIN BAIRD has joined KOA, Denver, as head of audience mail department, replacing Howard Roberts who has been called to Army duty.

CHARLIE LANE, formerly of WLV, Cincinnati, and WGST, New Castle, Pa., has become night editor of KTR, Phoenix, succeeding Myron Drake, now in the service.

WALTER HARRIS, formerly of the announcing and engineering staffs of WMFP, Chattanooga, N. Y., and WFTL, Fort Lauderdale, Fla., has joined the new WHTI, New Bern, N. C.

JACK SWINEFORD, actor of NBC Chicago, has changed his professional name to Jack Lester and has joined the announcing staff of WMAQ, Chicago.

JOE THOMPSON, former NBC producer who entered the Army more than a year ago as a private at Fort Monmouth, N. J., has been commissioned a second lieutenant and transferred to the War Department’s radio division in Washington, where he will assist in producing the new Army Hour series on NBC.

IRWIN NAITOVE, of the continuity staff of WMCA, New York, has received an ensign’s commission in the Navy. Other staff members who have enlisted recently include Bob White, Nat Eisenberg, Paul Schiener and Hal Klein.

WARD BYRON, Chicago producer of L. W. Ramsey Co., on the weekly NBC Fibch Bandwagon, and Claire Hughes of San Francisco, were married April 7 in Encino, Calif.

DOROTHY THOMPSON
ANOTHER FAMOUS COMMENTATOR
NOW ON WING
THE DAYTON, O. STATION
NBC RED AND THE BLUE NETWORK
5,000 WATTS DAY AND NIGHT
Nat. Rep.: Paul H. Raymer

WALTER JOHNSON, Hollywood film industry representative on the weekly CBS Screen Guild Theatre, sponsored by Gulf Oil Co., following final broadcast of the current series on April 19, resumes his former post of West Coast radio director of the Corp. of America.

ROB COLVILLE, formerly of WKNY, Kingston, N. Y., has joined the announcing staff of WTRY, Troy.

TONY SHARPE, musical director of WTRY, Troy, has resigned to join the Navy as an ensign.

BEHIND
the
MIKE

ODOY Honor Swing
FOURTH ANNUAL Award of Merit of the Poor Richard Club, Philadelphia, will go to Raymond Glenn Swing, MBS news analyst, in recognition of "the outstanding job he is doing in interpreting world news to radio listeners." Mr. Swing will be tendered the award at a luncheon on May 5, given by the club, a group of advertising men. Faculty recipients of the award are Henry R. Luce, publisher of Time, Life and Fortune; Pearl Buck, author of "The Good Earth"; Westbrook Pegler, columnist.

JOHNNY GRADY, announcer of WHAT, Philadelphia, has been drafted.

RAY SCHAEFFER has replaced Shirley Mayer as press agent of WPEN, Philadelphia.

EDWIN W. TUCKER, program director of WCAU, Camden, N. J., has gone on active duty as a lieutenant in the Army Air Corps.

RICHARD T. HICKOX, announcer of WLAW, Lawrence, Mass., and brother of Sheldon B. Hickox, NBC station relations manager, married Jessie Turner, vocalist, on April 11.

JOHN C. MARSHALL, chief announcer at WLAV, Grand Rapids, resigned to join the Army. Gordon F. Kilby succeeded him.

LARRY ROTHMAN, formerly program director of WALB, Albany, Ga., is now stationed with the Coast Artillery at Camp Wallace, Tex.

ROBERT MAHAN, chief announcer at WKBW, Ulices, married Patricia Jesseau April 6 in Utica.

TED SPEARS, conductor of the Tri-State Farm & Home Hour on WWVA, Wheeling, entered the Navy April 6.

DOUG FLEMING, formerly of NBC, Chicago, has joined the announcing staff of WHBC.

DICK ANDERSON, announcer at WHO, Des Moines, joined the Army April 4. Ed Lucas, superintendent of purchasing and public relations, who became the father of a boy, March 31.

JESSIE STEARNS, formerly of the CBS publicity department, San Francisco, has joined Lee & Loeb, publicity counsellors.

IRA BLUE, sportscaster of KQW, San Jose, Calif., recently was appointed a boxing judge by the California State Athletic Commission.

BILL BALDWIN, formerly director of special events for KFWB, Hollywood, has joined the production and announcing staff of KGO, San Francisco.

VERONICA FORTUNE, continuity director of WNWY, Wheeling, N. Y., is now traffic manager, succeeding Margaret McCord.

"If you want a real catch, try KKOK St. Louis, Mo. 530 kc. same WBBM BLUE NETWORK"

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

Page 36 • April 13, 1942

BROADCASTING • Broadcast Advertising
HARFIELD WEEDIN, formerly program director of KOMA, Oklahoma City, has joined the announcing staff of KGKO, Flint, Mich., has been named studio supervisor.

JOHNNIE O'HARA, sportscaster of KQB, St. Louis, has joined the announcing staff of KGK-KEN, Keesler Field, Miss., as the radio communications man for the Air Corps. O'Hara has been a member of the Navy since 1930, and has been stationed at Keesler Field, Miss. as a corporal in the Cavalry.

BROADCASTING

BRUCE KAMMANN, NBC production director in Chicago and New York since 1930, has been named assistant to Wilfred S. Roberts, NBC eastern production manager, to be in charge of musical productions. He succeeds George Maynard, who has enlisted in the Army.

JACK LATHAM, formerly program director of KXJ, Seattle, has joined the KFJ-KECA, Los Angeles, announcing staff.

MONROE UPTON, Hollywood writer of the weekly NBC AL Pearce & His Gang, sponsored by R. J. Reynolds Tobacco Co., will join the Merchant Marine this summer as a wireless operator.

ED WATSON, formerly of KWL, Albany, Ore., has joined the announcing staff of KGWO, Quincy, Ill., recently named to the announcing staff of WATD, Quincy, Ill., recently named to the announcing staff of WATD, Quincy, Ill.

JAMES CLEAVER, announcer of WPFF, Flint, Mich., has been named studio supervisor.

CHARLES OPELLENHEIM III, formerly publicity director of Jay Thomson, New York, (clothes), has joined the press department of WOR, New York. He will be in charge of magazine contacts, and news of commercial programs, formerly handled by Richard Rich, now director of publicity of WOR.

CARLTON WIDENHAMMER, WERK, assistant to Julius F. Seabusc, vice-president in charge of program operations of WOR, New York, has joined the Navy as a lieutenant (j.g.) in communications, and is succeeded by Iras Averv, formerly night studio manager of WOR. Replacing Iras Averv in Joseph Ripley, announcer-producer of the station.

DON DUNPHY, sportscaster of WOR, New York, and Mariel Kent, secretary to John H. McNeil, manager of WJZ, New York, have announced their engagement.

JULIUS ALCIVAR, athlete and publicity director of Cre del Ecuador, member of the new CBS Latin American chain, now in this country on leave of absence, has been engaged by CBS to broadcast a weekly review of sports in the United States via shortwave to Latin America.

Look Who's Boss

DEMOCRACY has its ironical side, too! So believes Dave Laasley, formerly Pacific Coast BLUE network promotion manager, now in military training. When it came time for company review recently, his corporal was Bill Adams, erstwhile page boy of that network.

WALLY BUTTERWORTH, co-interviewer with Parks Johnson on You Pop, CBS program sponsored by Emerson Drug Co., Baltimore, for Brown-Switzer, has left the show and is being replaced by a different guest co-interviewer each week. Butterworth will announce his plans for a new radio program shortly.

Z. WAYNE GRIFFIN, has resigned as a western radio director of NBC to join the radio department of Berg-Allenberg, Hollywood talent agency.

12 Key Men of WNAC Enter Military Service

YANKEE NETWORK, Boston, reports 12 key men now in the armed forces from one station alone in its setup—WNAC, Boston. Publicity Director Al Stephenson is in the Marine; six are in the Navy and Naval reserve, including Technical Director Paul A. DeMars; Announcers Kenneth Clapp and Vincent Maloney; Reporters Kenneth Tully and Charles Carroll; John Lord, of the production staff. The five in the Army are Announcer George Cairns, Operator Andrew Hotz, Musicians Paul Zara and Robert Howlett and Maintenance Man Frank Fentross.

FRANCE LAUX, veteran sportscaster of KMOX and CBS, begins his 10th year in baseball reporting when the season opens in April. He is heard nightly over KMOX in his Sports Review. During the current season he will also broadcast play-by-play descriptions of the local American and National League games.

KTAR—first with another LEADER

JOHN WOODWORTH, recent graduate of Michigan U., has joined the continuity staff of KOMA, Oklahoma City, David Hudson, formerly announcer of KOXY, Oklahoma City, has joined the announcing staff of KOMA.

HARFIELD WEEDIN, formerly with KPAC, Houston, and Lynn Bigler, formerly of KWWT, Wichita, Kans., Tex., have been added to the WFAA-KOKO, Dallas-Ft. Worth, announcing staff.

JOHN C. DAVIS Jr., formerly with WQAA, Cedarville, Ga., has joined WMSL, Decatur, Ala., as announcer-newscaster.

AL BELL, formerly head of production at WINN, Louisville, has joined WTAD, Quincy, Ill., as head of merchandising & promotion.

ALVIN FLANAGAN, formerly of WSB, Atlanta, has joined KDKA, Pittsburgh, as a production director.

ROB AHERTON, announcer of WTAD, Quincy, Ill., recently married Gladys Johnson of Cape Girardeau, Mo.

NEAL HOPKINS, of the NBC script division has taken over the writing of Joe & Mabel, NBC show, succeeding Irving Gerson. Hopkins is an excellent writer of the program, who has been inducted into the Army.

GORDON NUGENT, script writer of BLUES, is the father of a boy. The child has been named David.

BROADCASTING • Broadcast Advertising

APRIL 13, 1942 • PAGE 37
Presto performs better

Check these reasons
Why Presto Glass Base
Discs are First Choice
of Recording Engineers

LESS SURFACE NOISE—Presto Glass Base Discs have the lowest surface noise or needle scratch of any disc made, permitting unusually high frequency response.

PRECISION SMOOTH SURFACE—Presto Discs have a plane glass base, coated in one operation with a special compound developed by an exclusive Presto formula, assuring a fine, even surface.

LONGER LIFE FOR SAPPHIRE CUTTING NEEDLES—Purity of the Presto coating compound and precision smooth surface greatly increases the life of sapphire cutting needles.

FOR ALL TYPES OF RECORDERS—Presto Glass Base Discs have a thickness of .060” to .075”, a non-warping center insert with four center holes. They can be used on all makes of recording equipment.

Sold Everywhere.
Stocks of Presto Discs are carried in principal cities by Graysby and leading radio parts distributors.

Not Affected by Age.
Presto Discs can be kept in stock a year or more without deterioration.

Research Laboratories
get the Presto Discs to demonstrate capabilities of the highest vertical and lateral recording equipment.

Majority of larger broadcasting stations and recording studios throughout the world use Presto Glass Base Discs.

---

BLOCK FOR LUCKIES

Experiment in Commercials

On Two Programs

MARTIN BLOCK, m.c. of the Make Believe Ballroom programs on WNEW, New York, has signed to give one-minute commercials for Lucky Strike cigarettes, one time only on each of the American Tobacco Co.'s network programs, Hit Parade on CBS and College of Musical Knowledge on NBC. The dates for Block's appearances have not yet been set, but will probably be within the next week or so.

Given permission to ad lib the company's messages, Block will write the plug himself, following out his belief that it is the delivery, not the text, that puts a commercial over. American Tobacco also sponsors spot announcements for Luckies on Block's own WNEW series. Agency is Lord & Thomas, New York.

Another NBC program, Pepper Young's Family, sponsored by Procter & Gamble Co., Cincinnati, has been using Block for commercials.

Swing Kings' Fling

FIRST ALL-AMERICAN dance band, made up of 14 of the nation's best known musicians, has been announced, following a nationwide poll conducted by the Saturday Evening Post via 10,000,000 ballots distributed by more than 100 radio stations throughout the country in collaboration with theatres and dance halls. The band will appear in a luncheon session in the forthcoming KRO picture "Syncopation," scheduled for June release. The orchestra includes: Benny Goodman, clarinet; Harry James, trumpet; Gene Krupa, drums; Eddie Duchin, piano; Joe Venuti, violin; Alvin Riley, guitar; Bobby Haggert, bass; Jimmy Dorsey, Tex Benecke, Charlie Barnett, saxophones; Tommy Dorsey, Glenn Miller, Jack Teagarden, and Jack Jenny, trombones.

They Say...

(Continued from page 34)

there to outline the additional things that they could profitably study to prepare themselves. They ought to know typewriting and teleprinting and the operation of a telephone switchboard. They should keep up their telephone speed. It would pay them to study hard on these, particularly u.h.f. propagation and the functioning of cathode-ray tubes. Women have proved excellent in cryanalysis and we believe that would be a valuable study too.

Already women who have some of these capabilities are being eagerly sought for Civil Service positions in various headquarters units of the military. The need will certainly grow as months go on. Those who prepare themselves will be able to make an important contribution to the job that confronts every American.—K. B. Warmer in QST.

Text of Decision

(Continued from page 31)

failure of Congress to extend the stay provisions of § 402(a) to the run of orders of this type makes sense. The Urgent Deficiencies Act, which is incorporated into § 402(a), allows a temporary stay "where irreparable damage would otherwise ensue to the petitioner."

But where appeals under § 402(b) (2), as in the instant case, are not shown to involve private rights, analogous to situations where the power to issue a stay is implied because irreparable damage may be done an appellant whose individual interest has been unlawfully invaded are inapposite. For the same reason, statistics as to the presence of this power in statutes of other administrative agencies are irrelevant, in absence of a showing that in the precise situations there involved no private rights were at stake.

And that leads to a related reason why it will not do to lean on "the historic procedures of federal appellate courts" so that an implied power to issue a stay in this type of case may be found. "The office and jurisdiction of a court of equity, unless enlarged by express statute, are limited to the protection of private rights."

In re Ryerson, 224 U.S. 360, 224. All constitutional questions aside (Massachusetts v. Wooden Hearts, 214 U.S. 340) we should require explicit, unequivocal authorization before we permitted an appellant who has no individual substantive right at stake in the litigation to obtain a stay to pro--
talk the public interest. Repeated at
ttempts of private litigants to obtain a
special stake in public rights have
been consistently denied. See Mass-
achusetts v. Mellon, 262 U. S. 447;
Sprat & Son v. United States, 281
U. S. 249; Alabama Power Co. v.
Ickes, 302 U. S. 41; Greenwood Elec-
tric Power Co. v. Tennessee Valley
Authority, 301 U. S. 128; Atlanta v.
Ickes, 308 U. S. 537; Singer & Sons v.
Union Pacific R. Co., 311 U. S. 265.
The attempts to obtain a stake in the
"historic power" to issue a stay in
this type of case will be, in the end,
unsuccessful, we should assume just the
contrary. Not even a conceivable
appeal on the part of the Commissi-
on should lend support to this
departure from the established
principles. For that reason alone § 462(b) should be read narrowly
and restricted.

He had a word for it!

He had a word for it!

"THRILLED" when I looked at the WWVA records and saw the terrific job you did on our close-out campaign!"

Radio News Wire of UP
Covers Texas, Nebraska
WITH THE extension last week
of the United Press radio news
wire circuit to radio stations in
Texas and Nebraska, UP reports its
direct service is provided to sta-
tions in 45 of the 48 States. Dallas
and Omaha were added at the
same time to the list of 44 radio
bureaus now linked directly with
UP's transcontinental transmission
system.

In Texas, the wire extension
makes the news and radio feature
services of UP available to six
new stations — WACO, KAND,
KTSA, KABC, KNOW, KTEM —
bringing to 27 the number of Texas
stations served by UP. The Ne-
braska extension carries the trans-
continental radio circuit across the
length of the state, as well as
through Wyoming and Colorado,
adding to the wire KGNP, EGK-
y, and KFBC. This is the first time
the radio wire report has been
available to stations in Central and
Western Nebraska and the State of
Wyoming.

Sneaks
PREVIEWS of new radio shows are now an established
practice at WINs, New York, after a successful experi-
ment with Sneak Previews, a test
presentation of programs which have been audited
and accepted by the station. WINs requests listeners to
send in their reactions to the previews of its shows,
with the intention of drawing use-
ful suggestions for improvements.

CLEM McCARTHY, well-known ra-
dio and newswave turf announcer, who
will again broadcast the Kentucky
Derby on CBS this year, has been
signed by WAFR, Chicago, to broad-
cast daily, running description of all
races from tracks in the Chicago area
starting April 25. McCarthy has been
signed as an exclusive feature by the
station for a minimum of 27 weeks and
is being sold on a participating basis.

 typographical Error
IN THE LISTING by Prof. Helzer
of the "20 Best Radio Ads" published
in the March 30 Broadcasting, WWL
was inadvertently credited with the
ads identified with New Orleans. The
call letters should have been WWL.
WWL was properly credited else-
where in the list for its ads included
among the 20 best.

"all writs" statutes should be
limited to the protection of its jurisdic-
tion. If, as here, construction of a new
act is completed pending appeal by
another licensee, the court's jurisdic-
tion is not impaired, though we as-
sume that it has jurisdiction of the
appeal and that appellant has a cause
of action on the merits.

If the Commission has committed
an error of law, it must be to
the degree of the court and revise its
order. But to allow the court to go
beyond that and find an implied power
to issue a stay in this type of case is
to distort the statutory scheme. 32 Air
L. Rev. 224. Jealous regard for the
administrative role and function in
this field will leave to Congress any
enlargement within constitutional limi-
tes of the judicial power.

Mr. Justice Murphy joins in this
dissent.

Typographical Error

Radio News Wire of UP
Covers Texas, Nebraska

50,000 WATTS SOON!

5,000 WATTS...

5,000 WATTS...

WHEELING, W. VA

"BLUE NETWORK...5,000 WATTS"

B l a i r R e p r e s e n t s U s N a t i o n a l l y

April 13, 1942 • Page 39
**Purely PROGRAMS**

**FEATURING** former Postmaster General Farley in the role of a Congressional candidate, the new dramatic series *Celebrity Theater* started April 10 on the BLUE. Subsequent programs will feature different prominent figures in lead roles. Scheduled to appear are Jerome Weidman, John Vandercook, Lowell Thomas, Louis Solot and Rex Stout.

**Camp Stuff**

THREE PRIVATEs recently inducted from network and advertising agency ranks have joined in producing a camp talent variety program every Saturday, 11:05 to 11:30 a.m., over WAVE, Louisville, featuring the armored Force Replacement Training Center at Fort Knox.

The program is written and directed by Private Edgar H. Kobak Jr., formerly with NBC, New York, assisted by Robert S. Maurer, formerly with Henry J. Kaufman Adv., Washington. Private Harlow F. Dean, formerly with NBC, New York, produces the program. Ingredients feature the weekly winner of the “All-Star Nite,” a humorous episode in the life at the Replacement Center... an interview with a private... a musical number... and a special “Zip Your Lip” dramatization for soldiers and civilians.

**Bombs Over Cincinnati**

USING four of Cincinnati’s five stations—WSAI, WKRC, WCKY and WCPO—the Hamilton County Council for Civilian Defense is acquainting local citizens with possibilities that might arise from an air attack. The series, *Bombs Over Cincinnati*, uses statistics and drama to ennoble air raid ward- en and fire fighter duties, the hospitalization setup, the scrap conservation phase, duties of women and children, etc.

**Camera Questions**

A PROGRAM for photographers, titled *Camera Club of the Air*, starting on W71NY, FM station of WOR, New York, features a board of photography experts, who will answer questions sent in by listeners, in addition to personal adventure stories by guest news photographers. The broadcasts will be conducted by Walter Engel, station staff photographer, formerly with the Saturday Evening Post, *Time and Life*.

Iowa Agrarians

LOCALIZED aspects will be added to the National Farm & Home Hour by KSO, Des Moines, which will add its own farm program, Andy’s Farm Forum to immediately follow the national broadcast. Iowa farm authorities and visiting celebrities will be featured.

**Essay Contest**

UNDER direction of Bernice Williams Foley, educational director of WKRC, Cincinnati, and Dr. G. H. Reavis, assistant superintendent and director of curriculum for the Cincinnati Public Schools, *Inter-American Student Forum* was launched on WKRC April 4. Students in Cincinnati high schools will interview Latin American representatives and the station, on the program, will promote the nationwide essay contest, “What Inter-American Cooperation Means to My Country.” WKRC will present the winning contestant in its area with an inscribed watch and will present bronze plaques to each of 12 students whose essays are chosen for national and state consideration.

**Around the Block**

WAR-TIME protective measures and civilian defense jobs in representational city blocks of Chicago are presented in dramatized serialized form on Our Block, weekly quarter-hour on WBBM, Chicago. Script by David Politz and David DeKoven of the OCD is planned to reflect current changes in defense needs and to stimulate public interest in home front war activities.

**Sports for Late Shifts**

SERVICE to the 25,000 defense workers in the Cleveland area whose late afternoon and night shifts deprive them of baseball games, racing and other sports events is the nightly Sports Final of WGAR. The 45 minute program at 11:15 p.m. gives play-by-play resumes of the Indians’ ball games and other sports reports.

**STROKE OF THE PEN** signifies the giveaway of a $1,000 defense bond in addition to two $25 bonds each Tuesday morning on WPEN, Philadelphia, starting April 28. The giant giveaway, tying in with 50 independent movie houses in the city, is sponsored by the Victory Radio Theatre Co. Arthur Simon, WPEN general manager, signs the contract calling for the weekly disbursement of bonds for victory. Onlookers are organizers of the cooperative theatre company sponsoring the program, David W. Yaffe (center) and Robert Levin.

**Victory Variety**

VARYING each program to include dramatic groups, entertainers, organization speakers and industrial groups, WICC, New Haven, on April 13 begins the WICC Victory Theatre. The quarter-hours will be based on the “victory at home” theme presenting various facets of morale effort in the New Haven sector.

---

**In St. Louis**

**More MUSIC**

**More NEWS**

**More SPORTS**

**Than Any Other Network Station**

**ST. LOUIS KWK**

**MUTUAL**

---

**BROADCASTING** • **Broadcast Advertising**
CIVILIAN DEFENSE education is the purpose of Before the Bombers Come, now broadcast by KGW, Portland. Each program opens with a transcription of the President's declaration of war and messages urging cooperation from Oregon's Governor Charles A. Sprague and Portland's Mayor Earl Riley. Following this three defense officials answer questions put to them by Robert Smith, author of Oregon's official air raid instruction pamphlet. All material is taken from this text and listeners are asked to have their pamphlets handy during each week's program. Written by E. Anthony Browne, KGW continuity chief, in collaboration with Smith, the series is scheduled to last for three months.

* * *

Stamp Giveaway
A DEFENSE STAMP giveaway show was started on WIP, Philadelphia, April 6, by Tappin's, local credit jewelry firm. The program, I Am An American, presents a transcribed dramatization of an event in American history. Contestants must answer true and false questions based on the broadcast. Only those who are members of the sponsor's I Am An American Club may compete for prizes. Names are selected from the membership blanks, which are secured without reservation at the stores and at the station.

* * *

Are You A Genius?
QUESTIONS posed by Ernest Chappell, as the "studio genius," feature the CBS Are You A Genius series beginning April 13. Chappell asks the question, gives the contestants time to write answers during a musical interlude and then tells the answer. Contestants rate themselves—a 75 point score earning the title of assistant genius while a 90 score rates an associate genius title.

* * *

War Problems
QUESTIONS regarding effects of the war on citizens such as blackouts, rationing and consumer problems are being answered on the twice-weekly program, Winning the War, on WDRG, Hartford. Program is conducted by Harvey Olson who heads a new WDRG information bureau securing information from the various Federal bureaus.

Anti-Rumor
BENRUS WATCH Co., in cooperating with the Navy, is one of the first big advertisers to lend advertising space to the anti-rumor campaign. For the next few weeks, many Benrus announcements are being devoted to listener messages urging Americans to avoid gossip and to kill rumors that may be helpful to enemy agents, according to J. D. Tarcher & Co., New York, the agency.

Problems of Nations
PROBLEMS faced by the United Nations are basis of extemporaneous discussions on the ABCD News Forum, recently started on BLUE Pacific Coast stations. Repeating the American, British, Chinese and Dutch viewpoints in the weekly half-hour news analyses are John B. Hughes, Hollywood news commentator; Miles Mand, English author recently returned from Europe; Dr. Hu Chang, former Chinese ambassador to various European countries; John DeBee, former war correspondent for the London Daily Telegraph, and a native of Holland. Emanating from Hollywood, series is produced by Clete Roberts, network's Western division news and special events director.

* * *

Bond Contest
TO STIMULATE sale of savings stamps and bonds, KDYL Salt Lake City, brought a competitive angle into the sponsored Victory Legion program which urges telephone subscriptions for bonds and stamps. Alvin G. Pack, KDYL writer, conceived of a contest between pairs of prominent citizens in sales raising. For example, Fred Tedesco, a commissioner of the city, appeared last week and challenged Ab Jenkins, racing mayor, to a bond selling contest. Tedesco called all of his friends urging them to pledge bond and stamp purchases. Then Jenkins was to try to break Tedesco's sales record.

* * *

Timed for Workers
TO PROVIDE entertainment for defense workers whose dinner hour comes between 1 and 3 a.m., KGW, San Jose, Cal., has started Bridge to Victory. CBS network shows presented earlier in the evening are rebroadcast by transcription.

* * *

Vital Statistics
ENTERING its seventh year on WILL, Urbana, Ill., is the Blessed Eventer program. Show, sponsored by four local business concerns, opens with a transcribed baby's cry and then announces all recent births, engagements, weddings and anniversaries.

* * *

Cookies Sans Sugar
SUGARLESS COOKIES is the timely item now being offered by Maida Marshall on her Budget Brigade, participation show on KLZ, Denver. Recipe is supplied by makers of Rockwood Chocolate Bits, one of the sponsors.
SLANTED exclusively to Southern Californians, contest offer on the weekly CBS Hobby program, sponsored by Colgate - Palmolive - Peet Co., received extensive regional promotion and merchandising through a tie-up between KNX, Hollywood, and Radio Life, local fan magazine. Listeners and readers were asked to write a letter explaining their respective hobbies. Wide use of store displays was employed, with heavy spot announcement schedule on KNX. Trade agreement was effected with the Los Angeles City Playground Hobby show held in March whereby letter event was plugged on KNX, in return for distribution of display cards offering free copies of Radio Life.

In Time of War PERSONALIZED war announcements, or special copy written in the style of a personality or program on WOR, New York, have been compiled by the station's promotion department in a small pamphlet "Words For War," for distribution to members of the broadcasting industry. The samples, written by the WOR continuity department, fit every type of broadcast, such as weather, sports, review, farm period, quiz program, or concert music.

'Open House' Recipes COLLECTION of 42 recipes out of 17,000 sent in by listeners during the past 42 weeks has been published by WCCO, Minneapolis, in connection with its Saturday Morning Open House. The book sells for 15 cents.

RISING HIGH is Cunningham's News Ace thermometer of consecutive programs, now past the 15,792 mark. The program averages 123 times weekly on five occasions: WWJ-WJBK, all Detroit, and WCBK, Pontiac. Newscast, sponsored by Cunningham's Drug Stores Inc., Detroit, started March 17, 1940, and the company reports the program as primarily responsible for record sales increases. The program is also used for worthwhile causes such as Red Cross drives and Treasury bond sales. Gathered around the thermometer are (1 to r) Jules K. Salomon, director of purchasing; Nate S. Shapiro, president; C. B. Larson, vice-president, all of Cunningham's and Lawrence J. Michelson, advertising executive of Simons-Michelson Co., Detroit.

Merchandising & Promotion
Coast Hobby—War Words—MacArthur Discs
CBS Schedules—All-American Boy

Program Book
CBS Program Book is now issued quarterly instead of monthly, with supplementary correction sheets, reporting all changes in programs, to be sent out for the second and third months of each quarter. With the first quarterly issue—Spring, 1942—CBS also enclosed a reply card "in order to limit these mailings to those who find the material valuable." Move was made in anticipation of shortages of the heavy glass paper on which the book is printed.

General's Voice
MBS is sending to clients and agencies a catalog of the network's broadcast of Gen. Douglas MacArthur of March 21, first time since the outbreak of war that his voice had been heard in the United States. Records are cut for use on home phonographs, making what Mutual terms "a permanent memento of a notable program."

New Listener Logs
REVISING the format of its program listings, W65h, Hartford FM station, now mails the logs in small booklets to more than 600 listeners who requested them.

Bab-O Premium
A PREMIUM OFFER for buyers of Bab-O Cleanser, now being announced by B. T. Babbitt, New York, on the company's David Harum program on NBC and CBS, includes "Aunt Polly's Double Reminder Book," an engagement calendar, and an assortment of 12 greeting cards, return for a Bab-O wrapper and 25c. Agency is Duane Jones Co., New York.

Meet the Merchant
TO PROMOTE public interest in downtown business firms, KROW, Oakland, Cal. recently started Monday Night Blue's Party, a thirty minute salute to merchants. Each week a different block is selected and the stores in that area honored. Birthdays and institutional celebrations receive special attention and a representative business man appears on the program.

"All-American Boy"
CLEVELAND'S "All-American Boy" is being sought on the Jack Armstrong program for Wheaties General Mills on WHK, Cleveland. Each week for seven weeks one of the seven boyfriends in the contest will nominate a boy for the award. The winner will be chosen May 20 and the winning boyfriend will receive a trophy.

Looking for a Premium?
Investigate how you can build from 10 cents to an exclusive premium, sales promotion or good will program with Poster Stamps. Replaces metal or plastics. Quick production, fast action. Ties in with products, travel, resorts, patriotic, interesting, strong appeal. National, State or Local. Send for case histories, detailed information on How You Can Use Poster Stamps Effectively at Low Unit Cost.

Mid-Sates Gummed Paper Co.
2515 S. Damen Avenue, Chicago, Il.
FEWER PROGRAMS
OFF FOR SUMMER

DESPITE reports to the contrary, fewer commercially sponsored programs will be withdrawn from NBC during the summer than at any time in recent years, according to Clarence L. Menzer, New York national production manager of that network.

On the West Coast this past week to attend a San Francisco meeting of network operated and affiliated stations, he declared that heavy advertisers learned from the last World War that discontinuing advertising for the duration and re- starting at the war’s end is false economy since a fresh start must be made and all previous gains in establishing a trade mark are swept aside.

He further added that national advertisers are agreed, although they may not have the same acts, that continuation of radio campaigns to plug name and sell good- will proves a sound investment for the future.

Grove Placing on 80

GROVE LABS, St. Louis (Chil- tonic), is placing one-minute announcements and programs on approximately 90 southern stations to start about May 15. George Durum, media director of H. W. Kastor & Sons, Chicago, is on a two-week trip visiting stations in connection with the schedules.

JOHN T. ADAMS, formerly head of Adams & Adams, New York, national representatives, has been appointed radio director of the New York office of Russell M. Seeds Co. Adams has sold and produced programs for many network advertisers, starting with the show sponsored by Atwater Kent Co. in 1925. He served as director of radio for Erwin Gower & Co., New York, and later became vice-president and general manager of the Texas State Network.

WALLACE TELFOR, media buyer of J. Walter Thompson Co., New York, has been transferred from Montreal to the Toronto office. M. Casab will replace him at the Montreal office.

MISS RAE R. ELBRICH has been appointed timebuyer of Franklin Bruch Adv. Agency, New York.

W. P. SMITH, formerly in charge of radio production of Charles W. Hoyt Co., New York, has been named radio director of the agency and also will handle timebuying, heretofore managed by D. W. Conlee Jr., who has been inducted in the Army.

Now Tracy, Kent & Co.

W. I. TRACY Inc., New York, with no alteration in ownership or personnel, has changed its name to Tracy, Kent & Co. Officers are William Irwin Tracy, chairman of the board; Frank S. Kent, vice-presi- dent; Hugh Donnell, vice-presi- dent. F. D. Plumb is radio director of the agency.

KOB to Free & Peters

FREE & PETERS have been named exclusive national representatives of KOB. Albuquerque by T. M. Pepperday, president. Station which operates with 50 kw. daytime and 25 kw. at night on 770 kw., has an application pending to step up power to 50 kw.
FOLGER’S PROGRAM DONATED TO WPB

SETTING a precedent in West Coast regionally sponsored radio, Folger’s Black Coffee (No. 1285), through its radio PR and sales promotion agency, American Home Front, on 6 CBS Pacific Coast stations (KKNV, KAFV, KFTY, KACC, KFFY), Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday, 12:15-12:30 P.M. (PST).

With Folger’s contribution to the War Production Board, the Government’s portion of the three-weekly program will be titled The War Production Board Reports. Besides interviews, the series is to contain information written from official reports and material supplied by various Government agencies. John Nelson, radio director of Raymond R. Morgan Co., Hollywood, will conduct the series. John Reddy of CBS Hollywood news bureau has been assigned writer. Arthur B. Cohn will announce.

America’s Home Front will be carried by Folger Coffee Co., Inc., Hollywood, for three months and replaced the Best Boys series which was dropped with entry of the United States into the war when the Government banned use of telephones and other means of radio shows. Format of the public service series fits into that of the War Production Board program being launched tomorrow.

Heileman Campaign

HEILEMAN BREWING CO., La Crosse, Wis. (Old Style Lager), has placed one-minute singing spot announcements on various networks with the theme Keepin’ Pitchin’.

12 times a week on WQFL, Chicago; WCCO, Minneapolis; 6 times a week on WOW, Omaha; KFBI, Bismarck; KABR, Bismarck; KDSS, Bismarck; KEGA, S. D.; KGI, Butte; KFTH, Wichita; WOC, Davenport; KISO, Grand Island; WTVN, Ackley; KFW, WKBH, La Crosse. Half-hour program Monday through Saturday at 5:30 a.m. Times of broadcast will be placed on WCFL and WCCO. Agency is L. W. Ramsey Co., Chicago.

Fur Storage Promotion

TO PROMOTE its annual for storage campaign, I. L. New York furrier, has started 20 announcements weekly on WABC, New York, as well as two morning programs, Sweet Music and Happy Days, and evening spot announcements on WOR, New York. Company plans eight-week campaign, with announcement of one hour daily, on the Moral Weekday program on WNEW, New York, the Mutual Library of America and the Mutual Radio Network of WHOM, Jersey City, WGBB, Newport, Port., L. W. WHN and WINS, New York. Ad studio is handled by New Kashuk, advertising director of Fox.

FRIDERIC L. LACKENS, advertising manager of The Hays Corp., Michigan City, Ind., has been appointed to the presidency of the National Industrial Advertisers Assn. to fill the vacancy created by the resignation of Mrs. W. G. Ottenberg, advertising manager of the Ohio Brass Co., Chicago.

The Business of Broadcasting

WINS, New York

Harrach’s New York, Men’s coats, 6 weeks, thru Emil Mogol & Co., N. Y.
Beechnut Packing Co., Canajoharie, N. Y. (pump), 6 weeks, thru Newkemett, N. Y.
Eliot, Frank (baked products), 7 weeks, thru Joseph Katz Co., Balti-
Fels & Co., Philadelphia (Nashta soap and chiff), 6 weeks, thru weeks, thru.
Kellogg’s, Battle Creek (breakfast cereals), 6 weeks, thru Joseph Katz Co., Balti-
Pett & Ryan, Los Angeles (coke), 6 weeks, thru J. W. Thompson, Chicago.
Kellogg’s, Battle Creek (Corn Flakes), 6 weeks, thru J. W. Thompson, Chicago.
Kellogg’s, Battle Creek (breakfast cereals), 6 weeks, thru J. W. Thompson, Chicago.

WBWM, Chicago

Quaker Oats Co., Chicago (Sparkle), 6 weeks, thru Ruthrauff & Ryan, N. Y.
United Drug Co., Boston (Retail products), 6 thru Street & Finney, N. Y.
Lady Esther Co., Chicago (cosmetics), 6 weeks, thru Pedlar & Ryan, Los Angeles.
California Fruit Growers Exchange, Los Angeles, 6 weeks, thru Street & Finney, N. Y.

Kellogg’s, Battle Creek (breakfast cereals), 6 weeks, thru J. W. Thompson, Chicago.
Kellogg’s, Battle Creek (breakfast cereals), 6 weeks, thru J. W. Thompson, Chicago.
Kellogg’s, Battle Creek (breakfast cereals), 6 weeks, thru J. W. Thompson, Chicago.
Kellogg’s, Battle Creek (breakfast cereals), 6 weeks, thru J. W. Thompson, Chicago.
Kellogg’s, Battle Creek (breakfast cereals), 6 weeks, thru J. W. Thompson, Chicago.
Kellogg’s, Battle Creek (breakfast cereals), 6 weeks, thru J. W. Thompson, Chicago.
Kellogg’s, Battle Creek (breakfast cereals), 6 weeks, thru J. W. Thompson, Chicago.
Kellogg’s, Battle Creek (breakfast cereals), 6 weeks, thru J. W. Thompson, Chicago.
Kellogg’s, Battle Creek (breakfast cereals), 6 weeks, thru J. W. Thompson, Chicago.

FOOTBALL

Guest Army Men to Sing
On Spitalny Girl Shows
BREAKING a tradition of seven years, the 13 Army and Navy bases along the eastern seaboard, each man will be brought to New York to sing in the show and will receive $100 War Bond.

The best singer will be chosen by the thirty girl musicians, and will be awarded any equipment needed by his camp or base recreation division up to the amount of $500. And it is to be, sponsored, as weekly, thru McCann-Erickson, Chicago.

Rainier Brewing Co., San Francisco, 6 thru, thru Buchanan & Co., Los Ana-
Newell Gutfredt Co., San Francisco (drops), 3 thru, thru Botsford, Constantine & Gardner, San Francisco.
ManchesterSonyCo., New York (Swell heart soup), 8 thru, thru Franklin Stu-
WMAG, Chicago

Froster & Gamble Co., Cincinnati (Lava soap), 26th thru, thru Boldy, N. Y.
Milk Foundation, Chicago (distributors asociation), 6 thru, thru McCann-Erickson, Chicago.

Lever Bros., Cambridge, Mass. (Libby), 6 thru, thru Ruthrauff & Ryan, N. Y.

Black Coffee (No. 1285) has been advertised weekly on the New York radio stations.

WOR, New York

L. N. Renault & Sons, Egg Harbor, N. J. (wine advertising), thru Samuel C. Crout, N. Y.

WJZ, New York

Robert & Horman Brewing Co., Staten Island, thru Samuel C. Crout, N. Y.

Folger’s program is broadcasted daily on the Mutual Radio Network.
R. R. FARYON, vice-president of Lord & Thomas, Chicago, resigned April 6 to join the Quaker Oats Co., Peterborough, Ont., as vice-president and general manager. He joined the agency in 1932 and for five years was president of L & T, Toronto. He left Canada two years ago.

Faryon to Quaker Oats


BORDEN Co., New York (milk and milk products), has started Oleie Oils With You on KHOD, El Paso. Program features Mrs. Ollie Landen, society editor of the El Paso Times, heard Wednesdays at 10:30 a.m. and features news of topics and personalities of interest to women.

BREWING CORP OF AMERICA, Cleveland, has selected WXYZ, Troy, N. Y., to introduce Carling's Black Label Beer in the Eastern New York area on the Carling's Musical Party, Wed., Fri., and Sat. evenings at 7:45 p.m. Contract for 26 weeks was placed direct.

HIBBS CLOTHING Co., Salt Lake City, has begun The Sports Parade, twice-weekly sports and men's fashion program, on KDLX, Salt Lake City.

THE New York Post, to announce its change in format April 6 to a daily tabloid, used one-minute spot announcements April 4-6 on four local stations — WOR WMCA WHN WQXR. Agency is Lord & Thomas, New York.

NELSON BROSH, Chicago (furniture) on April 10 will start quarter-hour crowd interviews in the broadcast booth following broadcasts of all the Chicago Cubs and White Sox home games on WCFL, Chicago. Agency is George Schurman Co., Chicago.

BRANDRAM-HENDERSON, Montreal (paint), has started a spot announcement campaign on a number of Canadian stations. Account was placed by Stanfield Blankie Ltd., Montreal.

ANACIN Co., Jersey City, has renewed News of the Day, over WEVD, for another 13 weeks, Monday through Friday at 9:45, beginning April 6, placed through Joseph Jacobs Jewish Market Organization.

WMAQ is the station most Chicagoans listen to most.

WMAQ is the station which carries 7 of the 8 most popular programs on the air.

WMAQ is the station most people in 33 important trading centers listen to most.

WMAQ is the Chicago station listened to most in 9 metropolitan centers.

WMAQ is the station that most people in 123 counties of Illinois, Indiana, Michigan, Iowa and Wisconsin listen to most.

And as a consequence, it is the best vehicle for your sales message in the Nation's second market.
USO Enlists Radio Aid
In War Fund Campaign

AIMING at a War Fund Campaign for $32,000,000, the USO has enlisted the aid of radio. Through Neville Miller, NAB president and chairman of the National Radio Committee of USO, arrangements have been made with personalities, programs and stations for complete cooperation. Among the first of the national shows to join the campaign is "Hobby Lobby." On April 18, Elman will urge listeners to visit USO clubhouses and volunteer aid. Other arrangements have been worked out with local stations for presentation of spot announcements and specially-transcribed five-minute and half-hour programs through July 4, the campaign's end.

A MUSIC publishing company has been formed by Art Ford, record show announcer of WMCA, New York in association with Tommy Candell, arranger and band leader. The firm will be known as Candell-Ford, with offices at 1074 Broadway, New York.

About-Face on Radio News in Detroit

After three years finds Press friendly

AFTER holding "thumbs down" on radio for three years, Detroit newspapers are reported to have done an about-face. For the last month legitimate radio news has been given just consideration.

This change of heart is reported, is due to a three-year fight conducted by Leo Fitzpatrick, vice president and general manager of WJR, Detroit. From the time the ban was put into effect Fitzpatrick has argued with the publishers to little avail. From time to time he succeeded in getting in with promotional stunts but nothing of a definite nature was accomplished until two months ago.

In February the WJR head made a reciprocal arrangement with the Free Press and the columns to exchange space in their columns for time on the air. For both papers he wrote columns of "radio gossip," giving the reader interesting facts about the folk on the air. Very quietly, at the bottom of the column, was the line: "This Adv. prepared and paid for by WJR."

Letters Show Wishes

Several thousand letters, it is said, were received by the "Free Press" and "Tines" and by WJR, acclaiming the new column and revealing that listeners were hungry for news of their radio favorites. Much of the fascination of the column was due to the fact that no favoritism was shown WJR. Publicity was given to all stations and networks.

Always a crusader for cooperation between press and radio, Fitzpatrick started a round-table discussion called "In Our Opinion," sponsored by the "Free Press" and WJR each Sunday. All sorts of subjects have been discussed.

Newspapers, Stations Cooperate

On April 5 the program featured S. L. A. Marshall, military analyst of the Detroit News; Royce Howes, military analyst for the "Free Press," and Edgar A. Guest, the poet, in urging unity in the war effort.

WWJ, Detroit, cleared time and broadcast simultaneously with WJR.

China Relief Program

As a "Sendoff" for the nationwide campaign to raise $7,000,000, United China Relief on April 11 will sponsor a one-hour program on 125 Blue stations, 9-10 p.m., which will feature a message from President Roosevelt to be read by Archibald MacLeish of the OFF, and an address by Wendell Willkie. Arrangements for the broadcast were made in cooperation with the Radio Executives Club of New York, and include an appearance by the noted stage team of Alfred Lunt and Lynn Fontanne, as well as comedian Bob Hope. Music for the program from New York will be by Frank Black's Orchestra, and from Hollywood by David Brockman's Orchestra.

Meet the LADIES

Connie Porreca

Like the famous "Let George Do It," "Ask Connie" is a phrase of great importance and meaning, especially around the studios and offices of WOV in New York. The hearing house for traffic, media, sales and programming, Connie Porreca's desk is a well of rate cards, correspondence, sales plans and programs. She is also in charge of office, personnel and general supervisory details.

Demure and attractive, Connie Porreca started in radio in 1933 as secretary to the commercial manager of WCAU in Philadelphia. Next, she went to Transamerican Broadcasting & Television as secretary to the vice-president. In a short time Connie was transferred to the sales department in charge of research, statistics and promotion.

In 1938, Miss Porreca went to Hearst Radio and when Elliott Roosevelt resigned as president to take over the Texas State Network, she went with him as his secretary. Two years ago Connie came to WOV, where in a short time she catapulted herself to a spot where nothing happens without someone first saying, "Ask Connie."

CBS Pays $54,466 Total To Departing Employees Entering Armed Forces

UNDER the plan adopted late in 1940, by which employees entering the military service receive a maximum payment of six months salary if they have been with the company more than six years, CBS up to Dec. 31, 1941 paid 136 employees entering service with the armed forces an aggregate of $54,466.

This was disclosed in the annual report of President William S. Paley, made last week. Mr. Paley reported that the board of directors has voted to extend the plan through July 1, 1942, and will also continue throughout 1943 its policy of assuming the cost of insurance coverage of employees included in the company's group insurance plan.

To assist employees at moderate earning levels in meeting the rising cost of living, the company at the beginning of 1942 increased salaries of all persons employed before Oct. 1, 1941 who as of Dec. 15, 1941 were earning $75 a week or less and who were not then being paid under union scale. Such increases are based on 10% of weekly salary up to $30; 15% of weekly salary from $30 to $60; and 15% of weekly salary from $60 to $90. The maximum increases received by any eligible employee under this formula amounted to $4.25 per week.

Zias Leaving Law Firm To Enter Naval Reserve

COMMISSIONED an ensign in the Naval Reserve, Joseph F. Zias, Washington attorney, reported for active duty in the Navy last Wednesday. Ensign Zias has been associated with the law firm of Loucks & Scharfstein since March, 1937. A native of Bradford, Pa., he was a 1933 graduate of the University of Michigan. He was president of the Student Council. He received his law degree at George Washington Law School in 1938.

Rockhill Producers

ROCKHILL RADIO Inc., New York, has announced its organization to create and produce radio programs, live and transcribed. Joseph Tenenbaum, who will head the new firm, announced that it has acquired the offices, facilities, and recording studios formerly occupied by Radio House Inc., 18 East 50th St. Associated with the new company are Stuart Buchanan, CBS director, Stanley Wolf, former CBS writer, and Ted Cott, creator of So You Think You Know Music. The West Coast office is located at 6305 Yucca St., Hollywood.

Gillette Resumes Fights

GILLETTE SAFETY Razor Co. (Boston), resumes MBS exclusive broadcasts of Prizefights on NBC. Broadcasts from Madison Square Garden in mid-May. The series has been interrupted with the arrival of the circus in the Garden last week. Scheduled for May 15 is the bout between Sammy Angott and Alie Nocks, lightweights, followed by the Bob Pastor-Martini Menangi heavyweights. The first weigh-in will be the evening of May 29, between Ray "Sugar" Robinson and Marty Servo takes place May 28. Agency is Maxon, Inc., New York.

SQUEEZE PLAY enacted here is a scene from Movie's End, current production of Charleston's famous Kanawha Players in West Virginia. Actors are Jack Comfort (left), commercial manager of WGSTV, Charleston, and Leslie Gorrall, announcer and former Broadway actor, applying the squeeze with fiendish delight.

CBS Report

(Continued from page 20)
can people is being fired, and their love for democracy quickened by all that radio brings them in its incomparably vivid way to inform their intellects and stir their hearts.

"In addition to doing all it can to help the people win both the war and the peace, radio must preserve much of its normal program structure. Spiritual values must be nourished in these critical times by religious programs. Broadcasts of the world's great music can soothe and bring relief to millions in a nation at war. Radio must also supply light and gay music, programs of fun and frolic, because buoyancy and laughter help to win wars.

Service for Victory

"For the duration, Columbia's first task since Dec. 7 has been and will continue to be, to make radio serve the cause of victory. Today more than ever before it is the people who will shape the world, and it is the people throughout America who listen. So, simply and swiftly and flexibly, we shall strive to keep responsive to the ever-changing needs and opportunities of a great democracy at war.

"To the people of the allied countries in the ranks of the United Nations, Columbia will carry, in its international shortwave programs, the swing and the spirit of our armed forces as they relentlessly press home the war to our common foes, and the surge of democratic devotion by the people at home who spur them on. To the people of our neighbor nations to the South, Columbia's new Latin-American network will speak of our mutual ideas and purposes.

"To secret listeners in lands now under tyrant heels, Columbia will carry a message of hope and deliverance. To other secret listeners in the aggressor countries themselves, Columbia will give facts and figures denied them by dictator-dominated broadcasting agencies, carrying to them the truth that makes men free to conquer the lies that are of the essence of totalitarianism. Free American radio will help the United States win this war."

Dr. I. Q. Shortwave

ANOTHER SHOW to join the list of sponsored programs shortwave to service men outside the U.S. via NBC international stations WRECA and WNB in Dr. I. Q., now heard on NBC in behalf of the Vitamins Co., New York, for Victory Plus. Agency is Great Ad. New York. Nineteen programs are now being broadcast to soldiers and sailors abroad.

The NBC Blue Network Station

SAN DIEGO 600 Kilos.

The fastest growing BIG city

You cannot reach this rich San Diego market without KFSD, notwithstanding any claims to the contrary.

Over half of the residents of San Diego depend entirely on local stations for their radio service.

There is a lot we can't say about San Diego - but we can say:

- The people are here: 330,000 in the city and over 100,000 more in the County.
- They're working at war-industry wages! What a market!
- Are you in?"

WRVA COVERS RICHMOND AND CO.

NORFOLK, VIRGINIA

WITH 50,000 WATT

BOTH DAY AND NIGHT

COLUMBIA NET WORY

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

BROADCASTING  Broadcast Advertising

April 13, 1942  Page 47
BRITAIN'S BATTLE OF THE AIR

"V" Symbol a Radio Contribution, Article in
'Saturday Evening Post' Reveals

RADIO contributed the V to World War II. In the current issue of the Saturday Evening Post, William D. Bayles describes this as part of the British radio effort in an article titled "London Calling, Goebbels' Jamming."

Practically unknown 25 years ago, the article relates, radio has become a vital arm of offense in World War II. So much so that the Axis and the United Nations alike wage a daily battle of words on all wavelengths designed to create doubt, destroy confidence and prepare listeners for the inevitability of their respective doctrines.

The V Battle

The V symbol was originated, Bayles states, by a Belgian announcer, Victor de Lavelaye, who tried it out in his country long before it became a universal symbol of free people everywhere. Britain's radio strategists fell upon it at once and considered its value from every conceivable angle before finally putting it into practice.

In connection with the V campaign, for example, he describes the considerations of various languages necessary before the campaign was actually started. Greece had no V in its alphabet nor did Poland or Yugoslavia. At first Norway objected to use of the V, preferring instead an H for Haakon. Autocratic authority solved this with the slogan, "Ville Vinne," which is translated literally. Greece adopted the Ν in spite of its meaning victory and yet possesses the form of the V.

The V campaign is directed by a British broadcaster whose alias is Col. Britton. Regularly each Friday evening he broadcasts his instructions to V followers throughout the continent. Through his programs which are translated into ten languages, sabotage and resistance of all kinds have been instigated. Now he is even leading a campaign on local quislings throughout the conquered lands. Positive material reaches Britton which enables him to name quislings accurately. A short time later it is not uncommon to learn that they have died mysteriously, one way or another.

In spite of Nazi terrorist tactics, this program and others are listened to and there are two sources of evidence for this contention. Mail comes in regularly and secret British sources even determine the reception at different points throughout the continent.

Mr. Bayles' article covers the entire range of British broadcast activity including other broadcasters as well as the general lines of British propaganda technique in addressing various nations.

Censorship Bans News of Race Riot

Restriction Lifted by Army
But Ryan Refuses Release

ON THE GROUND that the news value was not sufficient to compensate for the resultant harm, the Office of Censorship continued the radio "no publicity ban" on the race riot at Fort Dix, N. J., April 3, according to J. Harold Ryan, assistant director of censorship in charge of radio.

The Army Radio Branch first advised "no publicity" on the story, after a call had been received early Friday morning on the brawl which resulted in three fatalities and several woundings. After the facts became known, the ban was lifted, but Mr. Ryan ordered it "continued and sustained." It was pointed out at the Censorship Office that there was precedent for such action, a similar black-and-white incident having developed several months ago in a Louisiana camp. Axis propaganda, it was pointed out, has tended to emphasize purported racial difficulties in this country.

Ed Kirby, chief of the Radio Branch of the Army, declared that from time to time a new situation arises in which, until full facts are known, it appears wise for the War Department to request "no publicity." He explained the Fort Dix story was brought to the attention of the Radio Branch about 3 a.m. Friday.

Later in the day, when details of the incident were available, Mr. Kirby said, the Department lifted the previous restrictions on broadcast. "From then on it became a matter for decision by the Office of Censorship," he said.
Station in Mexico Avoids U. S. Tax

U. S. Appellate Ruling Finds Income Levy Not Applicable

MEXICAN border stations selling time primarily to American advertisers are not required to pay income taxes to the United States, under an opinion handed down April 3 by the U. S. Circuit Court of Appeals for the Fifth Circuit, sitting in New Orleans.

Affirming a split decision of the Board of Tax Appeals in a case involving the former XEPN, at Piedras Negras, Mexico, across from Eagle Pass, Tex., two of the three circuit judges held that none of the former station’s income “was derived from sources within the United States”. The amount of tax sought to be recovered by the Commissioner of Internal Revenue was approximately $90,000, for the years 1936 and 1937.

Operated by Branch

XEPN was operated by a Mexican company, but W. E. Branch, an American, was the actual operator. Mr. Branch, identified with several border stations, now is authorized to locate a new 150,000-watt transmitter at Juarez, across from El Paso, on 800 kc. The State Department protested the assignment [BROADCASTING, March 30].

The litigation was initiated in 1939 with Robert Ash, Washington tax attorney, representing the Piedras Negras Broadcasting Co., operating the former XEPN. After the Board of Tax Appeals opinion in favor of the Texas station had been rendered, the Commissioner of Internal Revenue took an appeal to the Circuit Court. Circuit Judges Hutcherson and Holmes concluded that even though 95% of the station’s income was derived from advertisers within the United States and bank accounts were maintained both in Texas and Mexico, the books and records of the station were in Mexico and the only XEDO was across the border. It concluded, therefore, that all of the services rendered by the station in connection with its business were performed in Mexico.

Gadget Chance

RAPID growth of electronic gadgeteering for the duration is the prediction of Charley Golenpaul, in charge of jobbers and distributors for Aerovox condensers. Although many hams are and will be engaged in wartime activities Golenpaul nevertheless asserts that those remaining at home will be busy with electronic gadgeteering possibilities. He foresees the possibility of such developments as light-beam telephones for converting over long distances, various applications of the photoelectric principle, and the like.

H. L. Wilson in Army

HERBERT L. WILSON, consulting radio engineer and head of Allied Research Laboratories, New York, has been called to duty as a captain in the Army Signal Corps. For the duration his firm will be carried on by associate engineers Edward A. Daubert and Raymond Fuleihan. Wilson is in the general development division of the Signal Corps.

TREASURY DEFERS ‘WAKE UP AMERICA’

PLANS of the Treasury’s Defense Savings Staff to dramatize the now famous Scripps-Howard editorial “Wake Up America—It’s Late” were dropped a week ago because of the swiftly changing national scenes; it was learned in authoritative quarters.

The postponement order, announced April 2 after a dramatized version of the editorial had been recorded, came from “high Treasury officials.” The cancellation was ordered on 718 stations carrying the Treasury Start Parade, but too late to prevent its broadcast on a number of the stations.

Labor Offended

The editorial, first published in the Pittsburgh Press, was widely reprinted and dealt with alleged impediments to the country’s war effort. Labor organizations, it is understood, took umbrage and this reaction resulted in the cancellation order. Treasury attaches the broadcast to the station only has been postponed, but the general feeling is that it has been killed.

Treasury Defers ‘Wake Up America’

Officially, it was stated that the whole picture changed between the time orders were issued for transmitting the program and the scheduled broadcast date. Consequently, it became “untimely”. The dramatization, transmitted by World Broadcasting System, started Frederick March and Janet Gaynor, among others.

‘Lutheran Hour’ Rests

USUAL summer hiatus of The Lutheran Hour on Mutual will start after the April 19 broadcast, with the series to return to its network early this fall. Featuring talks by Dr. Walter A. Maier, the program is sponsored by the Lutheran Laymen’s League, St. Louis, and heard Sundays 1:30-2 p.m. on 58 MBS stations. Agency is Kelly, Stuhltman & Zahrntz, St. Louis.

Kathryn Crayens Honored

KATHRYN CRAYENS, who conducts Jesus Through a Woman’s Eyes, on WNEW, New York, has been awarded first prize by the Ann. of American Pen Women for the best published magazine article to be written by a woman. Her prize-winning article “Helen Keller Pities the Real Unseeing”, was published in the magazine section of the New York Times June 23, 1940.

WIAC

580 Kc. • 5000 Watts

“First on all Puerto Rico Dials”

Box 4504

San Juan, P. R.

BROADCASTING • Broadcast Advertising April 13, 1942 • Page 49
Radio's Functions

In War to Feature Ohio U Convention

Leading Figures to Take Part In Educators' Meeting

FUNCTION of radio in the war will dominate the 13th Annual Institute for Education by Radio, May 3-6 at the Deisher-Wallick Hotel, Columbus. Authorities in the field of education by radio will participate at the four-day session, of which W. W. Charters, honorary director; I. Keith Tyler, director, and M. Margarite Ralls, secretary, will be leaders.

Opening the meeting May 3 will be a general discussion of radio in wartime at which effectiveness of Government use of radio will be the topic. Technique will be that of the MBS American Forum of the Air, with these participants: Theodore Granik, Forum director, chairman; Edward L. Bernays, public relations counsel; J. Harrison Hartley, chief, Radio Section, Navy Office of Public Relations; Ed Kirby, chief, Radio Branch, Arny Bureau of Public Relations; Robert J. Landry, Variety; William B. Lewis, Office of Facts & Figures; Roger N. Baldwin, director, American Civic Liberties Union.

News Discussion

At a general session May 4 radio news reports and comments will be the topic, with Arthur J. Klein, dean, College of Education, Ohio State U., presiding. Speakers will be Morgan Beatty, BLUE; H. V. Kaitlenborn, NBC; Gregor Zierer, WLW, Cincinnati. Following will be a panel with these additional participants: James Casidy, director of special events, WLW, WSAG, WLW; G. W. Johnston, director of news and special events; A. A. Schechter, NBC director of news and special events; Paul W. White, CBS director of news broadcasts. Awards will be announced for the sixth American exhibition of recordings of educational programs.

Work-study groups will take up problems in agricultural and home-making broadcasts, headed by G. E. Fergus, inland production, Agricultural Publications, Ohio State U., and John P. Neville, U. of New Hampshire; broadcasting by national organizations, with Henriette K. Harrison, national radio director, National Council YMCA, New York, as chairman; children's programs, headed by Sidomie M. Gruberg, director, Child Study Asan. of America; religious broadcasts, with Louis Minsky, National Conference of Christians & Jews, as chairman; recordings with school groups; with Elizabeth Goudy, Los Angeles County Schools, as chairman; research in educational broadcasting, with Paul F. Laserafie-Fedon, director, Office of Radio Research, Columbia U., as chairman; school broadcasting, with John W. Gunstream, Texas Dept. of Education, as chairman; college courses in radio, with co-chairmen, Kenneth Bartlett, director, Radio Workshop, Syracuse U., and Warren Scott, U. of Southern California.

Section meetings will consider in-school broadcasting, with Kathleen Lardie, Detroit public schools, presiding; NAB, with President Neville Miller presiding; National Assn. of Educational Broadcasters, with President Harold A. Engel presiding; cooperative approaches to educational broadcasting, with Robert H. Hughes, Mountain Radio Council, presiding; teacher education in radio, with A. L. Chapman, U. of Texas, presiding; broadcasting for women, with Margaret Cuthbert, NBC program director, presiding; the negro, and radio in education, with Walter N. Ridley, Virginia State College for Negroes presiding; advertising agencies; radio and wartime morale, with Mr. Bernays presiding.

A general session May 5 will cover radio drama in wartime. Presiding will be H. P. McCarty, director, WHAC, U. of Wisconsin. Speakers will be Norman Corwin and Arch Obober. Work-study groups will continue the May 4 discussions and a special section meeting will cover the Columbia Workshop, with Davidson Taylor, CBS vice-president, presiding. At the annual dinner a testimonial will be paid to Walter Damrosch. Tilms Trammell, NBC president, is scheduled to present the Damrosch Music Scholarship.

HOW TO CARE FOR RECEIVERS

OPM Offers Listeners Some Suggestions on Keeping Sets in Working Order

WITH THE April 22 deadline for fulltime conversion of receiver manufacturing close at hand, the Office of Price Administration last Tuesday released a list of practical suggestions on the care of home radios for the duration.

The suggestions are felt to be of extra value in view of the doubtful outlook for replacement parts manufacturing. Stations may find it helpful to broadcast the suggestions from time to time so listeners will keep their sets in top condition despite the emergency.

The OPA full text follows:

Make sure that the radio is not placed with its back flat against the wall. Tubes, transformers, and resistors heat up, and free circulation of air is required to prevent overheating. Leave an inch or so between the cabinet and wall.

Check the set's electric cord and plug. The plug should fit firmly into the wall socket and the wires leading to it should be intact.

Check connections also on nearby electrical appliances and lamps. Loose connections on nearby gadgets cause static. Sometimes moving a nearby appliance or lamp farther away will help reduce interference.

If the radio crackles, check the aerial and ground wires to determine whether they are broken in any place or are rubbing against other wires or trees or metals.

If you have not set up a ground connection and your radio is raucous, fix one up by connecting a wire from your radio ground to a water or gas pipe. Do not use your gas pipe as a ground.

If you have an outside aerial, make sure that it is equipped with a lightning arrester. Even small aerials are sometimes struck by lightning—"not lightning—may ruin a set, especially if they are by-passed by the arrester.

Check the set's tubes, to see that they fit firmly in their sockets. Occasionally what may seem to be a bad tube is merely a good tube that is fitted loosely into its socket.

Clean the dust out of your set often. A hand vacuum cleaner will help.

If your radio's performance is unsatisfactory and none of these home adjustments help, it's time to call in the repairman.

These points should be observed:

1. Keep all receiver parts clean by using a dry cloth or better a vacuum cleaner. These parts should not be cleaned with water.

2. These parts should not be cleaned with water.

3. These parts should not be cleaned with water.

4. These parts should not be cleaned with water.

5. These parts should not be cleaned with water.

6. These parts should not be cleaned with water.

7. These parts should not be cleaned with water.

8. These parts should not be cleaned with water.

9. These parts should not be cleaned with water.

10. These parts should not be cleaned with water.

KFAI, Alaska Station, Given Power Increase

TO AFFORD increased coverage in Alaska, a vital defense area, the FCC last Tuesday on its own motion granted KFAI, Fairbanks, a construction permit to increase its power from 1,000 to 6,000 watts on 610 kc.

The station had applied for a power increase to 6,000 watts on its present 610 kc. assignment, despite the fact that no application was pending.

The grant was made contingent upon both KFAI and KFRC, San Francisco, also assigned to 610 kc, effecting modification of their antennas "to reduce interference in the light of experience." San Francisco is some 2,600 miles from Fairbanks.

Cliquequot Club Spots

CLIQUEQUOT CLUB, Mills, Mass., on April 9 will hold a one-minute program, Tuesday released by Radio Office, of Special Events, for a panel on radio's relations with the Army Bureau of Public Relations, on the topic, "The Army in the Field of Public Relations." The program will be broadcast, with Paul F. Lazarsfeld, director, Radio Workshop, as master of ceremonies.

Trott to Return

BOB TROUT, CBS correspondent in London, is leaving this month to return to Australia, Turkey, Egypt, Malta, Australia and New Zealand, broadcasting from those countries en route. His place will be taken by Edward R. Morrow, chief of CBS European staff, who starts a series for International Silver Co. April 18 as the summer replacement for its CBS Silver Theatre Show.

Gen. Mills, Lever Games

GENERAL MILLS and Lever Bros., have made arrangements with WJWB, Washington, for the broadcast rights to all New York Giants games, home and away. Previously the station had purchased the rights from the baseball club for a reported $200,000 (Broadcasting, April 6). Lever Bros. will broadcast the opening game April 14 and the sponsors will alternate throughout the season. Arch MacDonald will announce, assisted by Joe King. Radio Leagues is agency for General Mills and Ruthrauff & Ryan represent Lever Bros.
Kolin Hager Elected Director
At NAB 2d District Meeting

War Broadcasting Committees for Each Favored;
Support Is Pledged to Government in War Effort

RESOLUTION to create war broadcasting committees for each state to carry on and extend the work being done by district representatives of the NAB Defense Committee was adopted unanimously at the 2nd District meeting in New York last Friday. The resolution also stated the broadcasters' pledge to support Government agencies working in the war effort, and two additional resolutions were adopted pledging unanimous support of BMI and full confidence in the NAB.

The committee framing the resolutions consisted of Kolin Hagers, WGY, Schenectady; John V. L. Hogan, WQXR, New York and Elliott Stewart, WIBX, Utica.

Hager Elected

At the biennial meeting Kolin Hager, manager of WGY, was elected director of the 2d District for a two-year term, replacing Clarence Wheeler, WHEC, Rochester, whose term in office expires this year. (For more on Mr. Hager see page 35.) The elections committee consisted of William Fay, WHAM, Rochester; Michael Hanna, WHCH, Ithaca; and Cecil D. Mastin, WNBF, Binghamton.

After a review of the NAB's activities in the present emergency and its actions since Dec. 7, 1941, date of the attack on Pearl Harbor, by C. E. Arney Jr., assistant to Neville Miller, NAB president, Col. H. C. Wilder of WSYR, Syracuse, and 2d District representative of the NAB Defense Committee, gave a report on college training of radio technicians for the emergency.

Three representatives of music copyright companies discussed the music situation. Carl Haverlin, station relations director of BMI, announced that 621 stations have signed BMI licenses to date, representing 85% of the dollar volume of the industry.

Stating that 140 publishers, the majority of whom are American companies, are now members of SESAC, Leonard Callahan, legal representative of the firm, reported that 836 stations have SESAC licenses. He also pointed out the danger stations face in playing some music without checking specifically who the copyright owner may be, often a separate company from the publisher of the music or the licensing society of which the published is a member.

John G. Paine, general manager of ASCAP, expressed the opinion that the "ASCAP-radio music problem is solved forever" and that "difficulties which have arisen in the past few months have been mostly ASCAP's fault." A new ASCAP "philosophy" has come out of the radio fracas, he stated, the Society's policy now being "to stress the service angle rather than the rights problem." He announced that new ASCAP program of song-writing, merchandising and selling aids to enlighten the industry on how to use ASCAP music would be ready for release the week prior to the NAB convention in Cleveland, May 11 [BROADCASTING, March 23]. Mr Paine concluded that the government paid $964,000 had been distributed by ASCAP to its 1350 members at the end of the first quarter of 1942.

District representatives heard "off-the-record" talks by Robert K. Richards, Office of Censorship, and Lieut. Morgan Reichner, USNR, the Defense Committee, gave his report.

The non-mem is solved that each number be in exact 120 steps to the minute tempo, this being the accepted marching rhythm of all branches of the armed forces.

Standard coupled with the requests asking Joe Colling, conductor of the Military Band, to use that tempo. Mr. Colling accomplished this by using an ingenious gadget resembling a wrist watch. The device transmitted 120 vibrations per minute to the arm of the conductor facilitating the giving of the exact beat. As a result all Standard band recordings are in the regulation march rhythm.

As another gesture in the war effort, Standard has been shipping gratis to the Army all returned libraries which are in good condition. The Army in turn has been sending back 100 records to the stationing throughout the world.

-BMDFOODS Inc., New York, has appointed the Joseph Jacobs Market Market Organization as advertising and merchandising counsel in the Jewish field, Campaign just released includes Melody Box over WEVD, New York.

BVC Session Considers Problems Facing Radio BROADCASTERS Victory Council held one of its periodic meetings in Washington last Thursday and discussed over-all industry affairs.

BVC decided that since it is representative of all five trade groups in the broadcasting field, it would not enter an appearance before the House Interstate & Foreign Commerce Committee hearings on the Sanders Bill, scheduled to begin April 14, unless unforeseen circumstances develop.

Present were Chairman John Shepard 3d, Yankee Network; Executive Secretary D. L. Taylor, KGN, Amarillo; John E. Petzer, WKZO, Kalamaooz; James D. Shouse, W.L, Cincinnati; Walter J. Damm, WMJ, Milwaukee, and Eugene C. Pulliam, WIRE, Indianapolis. Vice-Chairman George B. Storer, Fort Industry Co., was absent because of illness.

Brown & Spectr Dissolve BROWN & SPECTOR CO., New York, formed March 1, 1942, by a merger of Raymond Spector Co. and Brown & Thomas Adv. Corp. [BROADCASTING, Feb. 23], has dissolved and separated into the two original companies, as of April 10. Brown Co. is at 10 Rockefeller Plaza, office of the dissolved company, while Raymond Spector Co. returns to its former quarters at 32 57 St. Dan Rodgers, who served as radio director of Brown & Spector during its six weeks of operation, returns in that capacity to Raymond Spector, where he was employed before the merger.

Elwood to Coast

JOHN W. ELWOOD, manager of the International Division of the American Broadcasting Co., has been transferred to the networks Pacific Coast division where he will report to Sidney N. Strots, vice-president in charge, for special assignment.

WBNX

5000 Watts

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

New York City

FOR DEFENSE • FOR DEFENSE

IT SELLS FASTER IF IT'S

4. "Meet the Spanos" Broadcast

WBSA'S SALES AIDS

1. Street cards and 5. Tuxedo Covers
2. Neon Signs 6. Downtown Window
3. Display Cards 7. Hoop-organ
New Business
SHIRRIFF’S Ltd., Toronto (marmalades) on April 7 started Fan Parade on CPCF, Montreal; CKDO, Ottawa; OPRF, Toronto. Agent: Cockfield Brown & Co., Toronto.

Renewal Accounts
PURE OIL Co., Chicago, on May 11 begins for 52 weeks H. V. Kellerman, on 30 NBC stations. Also Tuesday, adding Mon. Wed. and Fri. at 7:45-8:30 p.m., to broadcast from Saturdays. Program will then be broadcast Mon. thru Fri. at 7:45-8: Agency: Leo Burnett Co., Chicago.


Network Changes
CAMPBELL SOUP Co., Camden (concentrated soups), on May 1 discontinues Luxap Rose on 52 CBS stations, Mon. thru Fri., at 7:30 p.m. Agency: Ward Wheelock Co., Philadelphia.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Wings King Size Cigarettes), on April 10 replaced Captain Plague & Sergeant Quirt with CPRF, from Fort Lauderdale 945 NBC stations, Fri., 10-10:30 p.m. Agency: Russel M. Seeds Co., Chicago.

CBS ‘41 Payments
OFFICERS and directors of CBS received payments for services in all capacities totaling $708,781 during the accounting year ending Jan. 3, 1942, stockholders were informed last week in a notice calling the annual meeting of stockholders at the company’s offices in New York May 13. William S. Paley received $322,155, Edward Klauber $102,400 and Paul W. Keston $82,943. The total of $708,781 included compensations also to the other 25 officers and directors as well as legal payments to Rosenberg, Goldberg & Coln in the amount of $92,325 and to Burns, Carriere & Walker $45,000.

INSTRUCTION in the Chinese language is being given in KITV, Phoenix. Quarterly-hour program, titled "The Chinese in a World War," is conducted by Herbert Cole, meteorology instructor for Chinese air chutes currently training in that area.

ENLISTING TOGETHER 18 months ago, the Southwesterners, whose quartet renditions were formerly aired on WKY, Oklahoma City, have been carrying on in the interim. Their songs have been featured on many programs of the 44th Infantry Division on KBBX, Abilene, Tex. However, the Air Corps and marriage are about to break up the organization with Corp. Bob Barry (left) and Sergt. Billy Hale (right) expecting calls into the flying branch, and Sergt. Owen Stinnett (left center) recently becoming a beneficent. Sergt Arnold Nored, the fourth member, remains in the 120th medical regiment to carry on.

Belgian FM Series
LATEST SPONSOR to sign with the seven FM stations of the American Network throughout the Northe are the Belgian Information Center, New York. This hour April 16 starts a quarter-hour weekly program of information on Belgian colonies, their resources and history. To be heard Thursdays, 5:45-6:00 p.m., the broadcasts will be presented on the FM stations in New York, Philadelphia, Hartford, Albany, Schenectady, Boston and all New England. Agency handling the account is Gotham Adv Co., New York.

Sterling Latin Series
STERLING PRODUCTS International, Newark, in preparation for an extensive radio campaign in South America, is sending five representatives, experienced in the radio field, to that country to line up stations interested in carrying a schedule of soap operas, variety programs, script shows and other types of programs. Four have already left for Mexico, Colombia, Venezuela and Peru, and William J. Steinschneider, president of the company is on route to Chile. The programs, all to be broadcast locally in Spanish, will promote SPM’s drug product, with special emphasis on its aspirin product, Mejoral.

Cowan COI Aide
LOU COWAN, owner of Quiz Kids and public relations specialist of Chicago, on duty as a civilian consultant to the Radio Branch of the War Dept. last week was loaned to the Office of the Coordinator of Information at the request of Robert E. Sherwood, assistant director in charge of international broadcasting.

Allison Heads Promotion Contest
Allison Announces Plan for Annual NAB Competition
KEYED to the "Radio and the War" theme which is expected to dominate the NAB convention in Cleveland this month, the outline of the NAB annual Station Promotion Competition is being sent out to all stations by M. F. (Chick) Allison, promotion and publicity chief of WLW, Cincinnati, and chairman of the NAB Promotion Display Committee.

"This plan," Mr. Allison said, "is being offered at the Office of Facts & Figures and they are heartily in accord with its purpose and will cooperate to the fullest extent.

Four Types of Competition
Competition, under the plan, is divided into four groups and certificates will be awarded in each group to large, medium and small stations: (1) Certificate of award to the station which has most effectively educated its audience concerning the war effort; (2) certificate of award to the station which has most effectively inspired its audience to continue its support of the war effort; (3) certificate of award to the station which has made substantial contributions to progress in the art of broadcast advertising.

Three points of the competition rules are:
1. There will be no limit to the number of individual displays that any station can enter.
2. All panels must be received at the Hotel Statler in Cleveland by Friday, May 14.
3. If you wish displays returned, please be sure to pack in a carton or crate which can be opened without damaging. All shipments will be returned freight collect following the close of the convention.

INFORMATION panels will be 35 wide and 44 high and, due to the method of display, must be composed vertically. Panels must be constructed with flat back and any type frame being constructed approved by Chieftain. There are no other restrictions in the matter in which your panel can be presented, imagination and ingenuity have full play.

Each panel must bear somewhere on its face the station call letters and the competition class number in which it is being entered--1, 2, 3, or 4.

Address all shipments to: M. F. Alli- son, NAB Promotion Display, Hotel Statler, Cleveland.
BROADCASTING as NBC work ASCAP, fees. American. The WLW staff actually agreed by sales Warren Jennings manages the organization up necessary requirements Mr. Shouse cavalry that formerly announcer York, Connecticut, New acts, the exhibitors asked for its board has been such for Transamerican's president national representative will be sold been by KROC, Carlisle, will have been heard on the air. Its board, 1500 through its public address system will have a 10 month. Charges by Denny, H. O’Hare, Naval air who shot down six Jap bombers at Pearl Harbor. In St. Louis, he prepared the recording from a Mutual network program from the Far East in which he participated and presented it to her. Public health is the aim of KILZ, Denver, it was a special presentation of speakers during the current drive by the Colorado Women’s Field Army for the Prevention of Cancer.

SON’S VOICE on a record is now the cherished possession of Mrs. Selma Heidt, a son of Lieut. Edward H. O’Hare, Naval ace who shot down six Jap bombers at Pearl Harbor. In St. Louis, he prepared the recording from a Mutual network program from the Far East in which he participated and presented it to her. Public health is the aim of KILZ, Denver, it was a special presentation of speakers during the current drive by the Colorado Women’s Field Army for the Prevention of Cancer.

**The Memory of This Dance**

by Ben Selvin and Bob Effros

Already recorded by

- Glen Gray
- Horace Heidt
- Hal McIntyre (Decca)
- (Columbia) (Victor)
- Tony Pastor
- Ginny Simms (Bluebird) (Okeh)

**A Little Bell Rang**

by Joan Whitney and Alex Kramer

A new number by a team of Hit Parade headliners

**Coming!** Two songs of great promise soon to be released:

- **Starlight Sonata**—by Helen Bliss and Henry Manners
- **Sweet Talk**—by Robert Sour and Una Mae Carlisle

**Songs that KEEP ’EM LISTENING!**

**Broadcast Music, Inc.**
580 Fifth Avenue
New York City

**BMTI • BMI • BMI • BMI • BMI • BMI • BMI • BMI **

**Broadcasting** • Broadcast Advertising

April 13, 1942 • Page 53
**Decisions.**

**APRIL 5**

KFBAR, Fairbanks, Alaska—Granted CP increase 5 kw directional.

KREI, Lufkin, Texas—Granted modification of license to change hours from day- to-night to full time.

KXKE, Albuquerque, N.M.—Granted consent assignment license to WINX Broadcasting Corp.

WTNC, Minneapolis, Minnesota—Affirmed action 327-42 denying petition for indefinite postponement; denied petition review.

WCSB, Chicago, Illinois—Granted petition to reorganize and grant application for new 5 kw radio station located at 1510 kcs.

**Application.**

**APRIL 3**

WRDO, Augusta, Maine—Granted CP increase 250 watts.

WOW, New York:—Authority transfer.

**FCC Washington Office Shifted to Accommodate Communication in WPB.**

TO MAKE SPARE FOR THE WPB Communications Branch at FCC headquarters in the New Postoffice Bldg. in Washington, D.C., several branches of the FCC are being moved locally.

The entire accounting department, with the exception of Chief Accountant William J. Norfleet and a few principal aides, has been moved to the New Postoffice Bldg., to the former Champlain Apt. building at 1424 K St. N.W. The vacant section on the second floor of the New Po Bldg. is to be taken over entirely by the WPB Communications Branch with a personnel of about 75. Mr. Norfleet will occupy three offices on the seventh floor of that building, formerly used by the Commission personnel division, since removed to the first floor.

At 1424 K St., the accounting department has the first three floors with the FCC Foreign Broadcast Monitoring Service to occupy the top four floors within a fortnight. The FBM is moving from its present quarters at 701 St. N.W.

In the New Po Bldg., the FCC technical monitoring service (National Defense) which is not in residence, will take over additional space on the eighth floor with the commercial license section taking over offices occupied by the data section. The latter division is to move to 1319 F St. N.W. The common carrier engineering section having moved from the first to the seventh floor in the New Po Bldg. and the Commission antenna section a short while ago, will soon leave that building, moving to 316 F St. after FBM has vacated.

**Chicago FM Grant.**

CHICAGO'S eighth commercial FM station was authorized when the FCC last Tuesday granted a construction permit for new facilities in the Windy City to WHFC Inc., operators of WHFC in adjacent Cicero. Assigned was the 48.3 kc. channel to cover 10,850 square miles and call letters will be W83C. Application had originally been designated for hearing but the FCC last week granted a petition for reconsideration and grant.

**TECHNICAL RULES MAY BE LIGHTENED.**

TO RELIEVE the plight of stations growing out of the shortage of technicians, several plans for further relaxation of FCC rules regarding maintenance of transmitter technicians were discussed at a meeting of Domestic Broadcast Committee No. IV of the Defense Communications Board last Wednesday in Washington.

The proposals, with the committee members favoring them, have been referred to DCC. In essence, they provide that a person with "limited knowledge" of technical matters be permitted to operate a station, provided a competent technician is on call. The committee also discussed a number of wartime broadcasting plans, which were referred to sub-committees for further consideration or to the DCC for action. The most pressing problem, affecting smaller stations particularly, is that of the scarcity of technicians. Adoption of any of the several recommendations by DCC should result in beneficial relaxation of operators' rules, according to Neville Miller, NAB president and chairman of the Domestic Broadcast Committee.

**Signal Corps Hunts Radio Technicians.**

**Nationwide Tour Is Planned To Expand Personnel**

TO RECRUIT technically trained Phobots, a group of officers and civilian personnel of the Signal Corps in mid-April will start a six-week nationwide tour to recruit engineering personnel which they will meet with radio and telephone engineers, technicians and service- men in 11 key cities. Meetings are planned to open in Chicago, opening in other cities and engineering, technicians in the various areas. Officers of the recruiting unit will officiate at the meetings, discussing the various Signal Corps branches in which there are employment opportunities for civilian engineers.

With several thousand trained men needed, the civilian jobs cover engineering, installations, maintenance and operation of Army communication facilities. At each meeting Signal Corps officers will hold personal discussions with applicants. A representation of the Civil Service Commission will work directly with the Signal Corps personnel officer to arrange for immediate employment of all qualified applicants.

**Chicago Session.**

The first of the series of meetings is to be held on or about April 19 in Hollywood. Other cities on the itinerary include San Francisco, Denver, Dallas, New Orleans, Atlanta, Cincinnati, Pittsburgh, Cleveland, Boston, New York and Philadelphia. Exact dates of the meetings are to be announced locally, or they may be obtained through the offices of the various Corps Area Signal Officers.

The first meeting of this kind, held in Chicago March 16, was attended by 200 technical and operational engineers and technicians in the Chicago area. Ten applications made at this meeting for civilian Signal Corps jobs were accepted within a short time. At the Chicago meeting Leslie Atlass, CBS vice-president, assured CBS technicians that their jobs with the network would be available upon their return to civilian life after completing a Signal Corps appointment. [Broadcasting, March 23.]

Representing the Signal Corps at the meetings will be Col. Fred G. Miller, of the Signal Corps Supply Service; Maj. John Holman, of the Signal Corps Plant Division, formerly New England manager of NBC and CBS over-all engineering manager, KDKA, Pittsburgh; Capt. C. O. Dunklee; Lewis Kendall, of the Signal Corps Maintenance Division, at one time with RCA and later in his own promotion business; Austin Applewhite, Service, formerly with NBC and CBS, and representatives of Signal Corps laboratories.
CONSERVING MIKEMAN is Bob Perry, conductor of the popular 590 Club of WORL, Boston, who refuses a lift to the studio from Helen Russell, another staff member. Bob uses his bike to and from work to save rubber and is an expert cyclist, having pedalled some 900 miles on a tour of the British Isles back in 1934.

WPB Building Ban
(Continued from page 7)

if the scarce materials to be used in them can be put to more effective use in the war program."

Priority Assistance

Where priority assistance is granted by WPB, authority to commence construction will be issued by J. S. Knowlson, director of industry operations, on appropriate forms of orders in the "P" group, as the announcement said. Preference ratings already extended on PD-1 or PD-1a forms, or any other "P" orders than those listed in the L-41 order, do not constitute authorization to begin construction, WPB said.

No specific mention is made of radio in the order. However, it is embraced in the "$5,000" group, which includes commercial, industrial, recreational, institutional, highway, roadway, subservice and utilities construction, whether publicly or privately financed.

WPB said that the action was taken because the war requirements specified a shortage of materials for war production and construction. It is necessary, in the national interest said the order, that all construction which is not essential, directly or indirectly, to the successful prosecution of the war, and which involves the use of labor, material or equipment urgently needed in the war effort, be deferred for the duration of the emergency.

The order goes much further than the SPAB policy announcement of Oct. 9, 1941. In that announcement, WPB stated, it was made clear that no priority assistance would be given to non-essential construction. In the new order, however, it is provided that no construction may be started except in the few specified cases, without permission.

Apparently tying into the WPB ban, which had been reported imminent for several weeks, was an unprecedented action of the FCC last Tuesday indicating that installations of auxiliary or space transmitters by broadcast stations, except where there is a definite military need, will be banned for the duration as a means of conserving critical materials.

WITH Affected

The FCC designated for hearing the application of WTH, Baltimore, for authority to install a duplicate transmitter. It marks the first time such a step has been taken. In the past, auxiliary transmitters were virtually automatic.

It was learned at the FCC that since the "freeze order" specifies installations only where primary service is lacking or where essential repairs and maintenance are involved, auxiliary transmitters, as normal installations, are not deemed essential. Where the military authorities regard duplicate installations as essential, such as in the case of "key" stations designated by interceptor commands, the authorizations will be made.

The formal order sets out that the term "begin construction" means to initiate construction "by physically incorporating into any construction material which is an integral part of the construction". The term "cost" was defined as including the total cost of labor and material, including equipment, architects', engineers' and contractors' fees, insurance charges, and financing costs.

The paragraph limiting construction and requiring specific authorization specifies that no person shall "begin construction, or order, purchase, accept delivery of, withdraw from inventory or in any other manner secure or use material or construction plant in order to begin construction", unless the prescribed requirements are met.

The $5,000 limitation, as applicable to radio, covers the aggregate cost over a 12-month period. No person, under the order, will accept an order for, sell, deliver or cause to be delivered, material or construction plant which he knows, or has reason to believe, will be used in violation of the terms of the conservation order.

In applying either for priority assistance or for authorization to "begin construction", the order specifies, the applicant should also submit additional information as to the necessity for the proposed construction, any exceptional hardships which the restrictions of the order impose upon him, the effect on employment conditions, if the application is denied, and any other pertinent facts.

Any person willfully violating any provision of the order, or who willfully furnishes false information to the director of industry operations in connection with the order, "is guilty of a crime and upon conviction may be punished by fine or imprisonment," Order L-41 provides. In addition, any such person may be prohibited from making or obtaining further deliveries or from processing or using material under priority control, and may be deprived of priority assistance by the director of industry operations.

Training for 1-As

AFFORDING prospective draftees an opportunity for specialized communications work in the Army, the ESMDT-NAB radio technician courses are now being offered to 1-A men so that they can receive the preliminary training before entering the Signal Corps for intensive study. After enlisting in the Army Reserve Corps, men with the proper qualifications are enrolled in the technician training courses and are allowed to continue at their old jobs until they have completed this phase of the program. The men are then free from draft into active service until the ESMDT-NAB courses are completed. Failure to keep up with the requirements of the courses will cause the return to draft of any enrollee to his former status, it was said.

Senator Votes Help To Small Business

No Opposition Is Registered As Measure Goes to House

PROVIDING for the mobilization and protection of small business in the war effort, the Senate bill (S-2250), passed April 1 by a vote of 82 to 0 after two days of stormy debate, is expected to assist smaller manufacturers and dealers in the radio field who have been either seriously affected or put out of business entirely by the recent "freeze" order. The conversion order effective April 22.

The bill, sponsored by the Senate Committee on Small Business—consisting of Senators Murray (D-Mont.), chairman; Maloney (D-Conn.); Ellender (D-La.); Head (D-N.Y.); Stewart (D-Tenn.); Capper (R-Kans.); Taft (R-Ohio)—provides for setting up within the War Production Board a Smaller War Plants Corp. with capital of $100,000,000 to be controlled by a board of five directors appointed by the President and a production chief. Also to be provided by the bill will be a special deputy whose sole responsibility will be to look after the welfare of small concerns.

Aid for Small Firms

In addition to other duties the special deputy will work with the Director of Civilian Supply to the end that wherever possible the manufacture of civilian necessities shall be done by small businesses which are found not readily convertible to war production.

At the WPB hope was expressed that the new setup would assist small manufacturers in radio receiver and equipment fields; also that some assistance may be given assemblers who may not be able to receive war subcontracts because they lack certain facilities.

The bill now goes to the House and for Presidential signature before becoming effective but it was felt on Capitol Hill that in view of the overwhelming Senate vote no difficulty would be in the House. No action is expected, however, until after April 13, when Congress reconvenes.

KSDH

50,000 WATTS CLEAR CHANNEL Exclusive NBC Outlet MINNEAPOLIS * SAINT PAUL Represented Nationally by Edw. Petry Co.

April 13, 1942 • Page 55
WMAQ CELEBRATES 20TH ANNIVERSARY

A TWO-DECADE history passed in review at WMAQ, Chicago, managed and owned by NBC, celebrated its 20th year on the air April 13 with a special half-hour evening program carried by the network and featuring Fibber McGee & Molly, Amos 'n' Andy, Vie & Sade—all of whom climbed up the first rung of the radio ladder on the station back in the 1920s.

William Hedges, NBC vice-president in charge of station relations, who was one of the first commercial managers of station, and Judith Waller, NBC Midwest public service director, the first manager and announcer, also spoke.

Chronologically WMAQ, which claims to be the oldest station in Chicago, started operation April 13, 1922 in an obscure corner of the Fair Store, and was jointly owned by the department store and the Chicago Daily News until 1931 when it was purchased by NBC.

F. K. Wrigley, owner of the Chicago Cubs, acknowledges that through the efforts of Judith Waller, play-by-play baseball on a daily basis was started from Wrigley Field June 1, 1925 when Hal Totten broadcast a game between the Cubs and the Pirates.

This year, Mr. Totten starts his 58th year of broadcasting the games. In 1928, came the station's first transmission of a new broadcast which featured John Gunther, then Chicago Daily News correspondent in London. Over a period of years the station as the Chicago key outlet of the network has been a training ground for a number of present NBC executives.

Civil Service Commission Issues Veto On Appointment of Ed Cooper by FCC

A PPPOINTMENT of Edward Cooper of Montana as assistant secretary of the FCC has been vetoed by the Civil Service Commission on the ground that his background and experience did not qualify him for the post.

In notifying the FCC that the appointment has been disallowed, the Civil Service agency said it had an available register of applicants who could meet the requirements and that therefore it could not sanction the appointment under the established rules. There was no criticism of Mr. Cooper, but it was pointed out that he was not studying operational matters, which constitute the primary functions of the FCC assistant secretaryship.

Sought by Fly

An aide to Senator Wheeler and a former newspaper correspondent, Mr. Cooper was sought for the FCC post by Chairman James Lawrence Fly. The FCC at a meeting in later January unanimously approved the appointment, subject to Civil Service registration. Mr. Cooper since July 1938 had been chief of staff of the Senate Interstate Commerce subcommittee investigating telegraph merger matters. He is well known in Congressional and newspaper circles.

First public word of the Cooper rejection came April 3 when Senator George D. Aiken (R-Vt.), a member of the Senate Civil Service Committee, addressed the Senate on purported "evasion of Civil Service rules." He said it had been reported to him that the FCC had requested the CSC to certify Mr. Cooper for the assistant secretaryship and that since he could not qualify for the job "the qualifications were changed so that they might fit him, rather than requiring the applicant for the job to fit the qualifications."

Senator Aiken inserted in the record an exchange of correspondence with Harry V. Mitchell, CSC president, dealing with the proposed appointment. He said it appeared to him that this was an instance of an "attempted flagrant violation of the principles of Civil Service for the purpose of putting into this $5,600 job a man who could not qualify for it."

Mr. Aiken added that he was not criticizing the applicant himself and that he had heard he is "very capable in his own line of work, even though he could not qualify under the existing job-sheet for this particular job. The fact remains, however, that according to the job-sheet, the FCC did request the qualification of one who is apparently a lobbyist at $5,600 a year."

On April 6, however, Senator Aiken corrected this latter statement, asserting that he had apparently failed to make himself clear at one point. He asked unanimous consent to have the language changed with respect to the "lobbying" allegation to read:

"The fact remains, however, that according to the job-sheet, the FCC apparently did request the qualification of a lobbyist at $5,600 per year."

The assistant secretaryship has been vacant since the spring of 1941 when John B. Reynolds, now general manager of WKWK, Wheeling, W. Va., resigned after a decade. No announcement has been forthcoming from the FCC since the CSC rejection of Mr. Cooper's qualifications.

Blue's Own Switchboard

AS A FURTHER STEP in eliminat-
its ties to NBC, the BLUE last week started service on its own telephone switchboard in New York, an-nouncing its new phone number. Circle 7-5000, with station breaks on WWJ, in its New York key. April 4-6. Separate exchanges were opened simulta-
taneously at BLU headquarters in Los Angeles, when the new network in Delaware 1900; San Francisco, Gray-
stone 6565; Hollywood, Tuxedo 5175.

MANN HOLINER, Hollywood pro-
ducer of Hentor & Bowles, in collabo-

Blue Coast Outlets Acclaim Progress

Find Programs Improved at San Francisco Meeting

THAT BLUE has made definite gains in program structure and popular acceptance since completion of its separation from NBC was the unanimous report of the 34 station executives from five Western States who attended the network's first regional meeting of affiliates, held in San Francisco April 2-3.

Don E. Gilman, vice-president in charge of the Western division, presi-
ded and in the discussions on the major topic of the meetings—bethe-
ter program structure—told the af-
filiates' representatives that the network alone cannot furnish all programs and they were invited to submit their most salable programs for network presentation.

Sales Progress

Mr. Gilman added that here-to-

Blue's Own Switchboard

Blue Coast Outlets Acclaim Progress

Find Programs Improved at San Francisco Meeting

THAT BLUE has made definite gains in program structure and popular acceptance since completion of its separation from NBC was the unanimous report of the 34 station executives from five Western States who attended the network's first regional meeting of affiliates, held in San Francisco April 2-3.

Don E. Gilman, vice-president in charge of the Western division, presi-
ded and in the discussions on the major topic of the meetings—bethe-
ter program structure—told the af-
filiates' representatives that the network alone cannot furnish all programs and they were invited to submit their most salable programs for network presentation.

Sales Progress

Mr. Gilman added that here-to-

Easy Anthem

TAKING the national anthem antho-
norano and giving it to the people, WTMJ, Milwaukee, is pres-
senting the Star Spangled Banner in a different form. The new version, written by Maj. Howard Bronson, music director of the War Dept., and Dr. G. S. Howard, associate professor of music at Penn-
sylvania State College, has been dropped from B flat to A flat. The revision was sung out four of the WTMJ programs during the recent Music Edu-
cators' National Conference.

UP News

WCKY

WCKY

Rex Davis

Pete Davis

TERRELL DAILY

TERRELL DAILY

WICKY

Cincinnati

Page 56 • April 13, 1942

BROADCASTING • Broadcast Advertising
WTTM, IN TRENTON, BEGINS OPERATION

OPERATING in conjunction with WFFG, Atlantic City, with which it shares ownership and a network, the new WTTM, Trenton, N.J., went into operation April 2. WTTM was granted last July 30 to the Trenton Broadcast Corp., for 1,000 watts on 920 kc.

Among its 11 stockholders, each with 9.08%, are Charles Quinn, local attorney; president; A. Harry Zogol, president of WFFG as well as the New Jersey State Broadcasters Assn.; executive vice-president; Richard Endicott, general manager of the Steel Pier in Atlantic City and WFFG; George A. Hamid, owner of the Steel Pier; and Elmer H. Wene (D-N.J.), minority stockholder in WFFG who is currently seeking to purchase control of WSNJ, Bridgeton, N.J. [BROADCASTING, April 6].

Mr. Zoog has relinquished his managership of WFFG to actively take charge of WTTM. Dick McGinley heads the WTTM commercial department which includes Dick Granville and Edward Fitzpatrick.

Mill March, program director of WFFG, directs the program department of WTTM, sharing time between the two stations. Lee Stewart, from WFFG, has been named traffic manager and continuity director and Thompson Durand, also from that station, is musical director. Announcers are Arthur Bolin, formerly of WIBM, Jackson, Mich.; F. Russel Gilbert, from NBC; Ford Armstrong; Jay Selvin.

WFFG’s chief engineer, Blair Thron, also is chief engineer of WTTM. His staff includes: Bill Betz and Charlie Drock, both formerly of WFFG; George Keck, from WAZL, Hackensack, New Jersey; Steve Verlardi, previously of WESX, Salem, Mass.; Aaron Sloan; Hans Gutke. Studios are at 35 W. State St. Plans are being formulated for a new regional network with WTTM as the key station. Already wires have been set up between WFFG and WTTM.

MAURICE ROSENFIELD

PROMOTION and production lessons learned in the motion picture industry are in the forefront when a new show is planned for a client by Maurice Rosenfeld, timebuyer at the Toronto head-office of MacLaren Adv. Co. He is a firm believer in the fact that not only must a program be tailored to the needs of the advertiser, but it also must be thoroughly promoted among public and retail outlets.

Rosenfeld came to radio after two years on the production end of motion pictures in Hollywood and the promotion of British films in Canada. He joined McConnell Eastman & Co. at Toronto to handle one account using radio, and a year later in 1938 was offered a post in the radio department of the MacLaren agency, which was handling more radio accounts.

One of his first jobs was to put on an audience participation show for a credit jewelry chain of stores, staged in Canada up to that time, with 1,400 persons in the theatre. A radio version of Bingo, Credit on the Air, was developed, and so well did it go over that he was asked to produce a similar show for other credit firms in Cleveland and Detroit.

Currently he is producing Blended Rhythms for Tucket Ltd., Hamilton tobacco firm.

Rosenfeld does not need to go outside his office for auditions, having supervised last year the building of a studio and control room adjoining his office, the only one in operation by any Canadian agency. He handles radio advertising for Canada Dry, General Motors, Dalglish Ltd., People’s Credit Jewellers, and Tucket Ltd. He has helped in booking stars of stage, screen and radio in New York for various of Canada’s war financing shows.

Brought up in Toronto, he entered the motion picture business shortly after graduating from high school in 1924. Sports-minded, he enjoys fishing and hunting most. He is 58, married and father of two, a girl 11, boy 9.

Court Decision

(Continued from page 10)
court. However, if it grants an application for modification of a license, an appeal lies under Section 402(b) to the Court of Appeals for the District of Columbia.

"Both cases," said the court, "give rise to the same kind of issues on appeal. Both orders are equally susceptible of being stayed on appeal. As the legislative history of the Act plainly shows, Congress provided the two roads to judicial review only to save a licensee the inconvenience of litigating an appeal in Washington in situations where the Commission’s order arose out of a proceeding not instituted by the licensee."

The majority concluded that where Congress wished to deprive the courts of the historic power to stay the enforcement of an order pending the determination of an appeal challenging its validity, it knew how to do it: once it has done so—"in the Emergency Price Control Act of 1942—a statute "born of the exigencies of war."

ELECTION CHECKUP

Sought in Senate

ADVOCATING that Senatorial candidates be required to give detailed information about the amount of radio time donated or purchased which would act as a double check on the FCC’s routine enforcement of the “equal opportunity” clause of the Communications Act, the Senate Privileges & Elections Committee in its report sent to the Senate April 3 devoted two instances from the customary procedure.

It was also advocated that committee members be given the privilege of sending special investigators to the scene of any purported infringement of election laws so that the investigators to have the same authority to conduct investigations as would be given subcommittee members appointed by the parent committee.

However, the recommendations advanced by Chairman Green (D.-R.I.), ostensibly were designed to bring to light any discrepancies that might be missed by the FCC’s enforcement of the “equal opportunity” clause. The FCC asks for specific information only when a definite complaint has been issued against a licensee. Chairman Green’s suggestion would require that candidates, networks and stations file detailed statements regarding any time used by the candidate, donated or otherwise.

CBS Blood Donors

TEN MEMBERS of the CBS publicity staff did their patriotic bit April 2 at the New York Red Cross Blood Donation station, each giving a pint of blood. The group included: Louise Ruppel, director of publicity; Hai Rong, Wil Mcreus, Jack Handford, Michael Bos- cia, Helen Bratrud, Charles Ben- zecker, Thomas Fyran, Ann Harding, Medea Strasser, Jack Holins.

365,000 people make the Youngstown metropoli- tan district the third largest in Ohio.

WFMJ

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

Headley-Reed Co., National Representatives

March 19, 1942 • Page 57

Baltimore’s Blanket!

18 hours a day, we knock on over 200,000 doors! One of the nation’s most lucrative markets . . . served intact to you! Penny for penny—coverage better than any! Write for plentiful proof!

WCBM

The Blue Network

Baltimore, Maryland

Natl. Rep.—Fararson Co., N.Y. & N.C.

LISTENING TO WFDF Flint Michigan, suddenly I get recruiting spots before me eyes—and in a jiffy I’m all set, too.

CBS Blood Donors

TEN MEMBERS of the CBS publicity staff did their patriotic bit April 2 at the New York Red Cross Blood Donation station, each giving a pint of blood. The group included: Louise Ruppel, director of publicity; Hai Rong, Wil Mcreus, Jack Handford, Michael Boscia, Helen Bratrud, Charles Benziger, Thomas Fyran, Ann Harding, Medea Strasser, Jack Holins.

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

Baltimore’s Blanket!

18 hours a day, we knock on over 200,000

Baltimore, Maryland

One of the nation’s most lucrative

LISTENING TO WFDF Flint Michigan, suddenly I get recruiting spots before me eyes—and in a jiffy I’m all set, too.

CBS Blood Donors

TEN MEMBERS of the CBS publicity staff did their patriotic bit April 2 at the New York Red Cross Blood Donation station, each giving a pint of blood. The group included: Louise Ruppel, director of publicity; Hai Rong, Wil Mcreus, Jack Handford, Michael Boscia, Helen Bratrud, Charles Benziger, Thomas Fyran, Ann Harding, Medea Strasser, Jack Holins.

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

Baltimore’s Blanket!

18 hours a day, we knock on over 200,000

Baltimore, Maryland

One of the nation’s most lucrative

LISTENING TO WFDF Flint Michigan, suddenly I get recruiting spots before me eyes—and in a jiffy I’m all set, too.

CBS Blood Donors

TEN MEMBERS of the CBS publicity staff did their patriotic bit April 2 at the New York Red Cross Blood Donation station, each giving a pint of blood. The group included: Louise Ruppel, director of publicity; Hai Rong, Wil Mcreus, Jack Handford, Michael Boscia, Helen Bratrud, Charles Benziger, Thomas Fyran, Ann Harding, Medea Strasser, Jack Holins.

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

Heard on 720 Stations

LATEST FIGURES released by the Office for Emergency Management reveal that the transcription series, You Can't Do Business With Hitler, based on the book of the same name written by Douglas Miller, is now being broadcast by more than 720 of the 923 authorized stations in the country.

The 18th disc of the 26-episode series was cut on March 28 and the OEM reports that the recordings were in the hands of stations in the first week of April. The discs are distributed on a four-a-month basis. The series is written by Frank K. Telford, who is also the producer, and Elwood Hoffman.

"Tillie" on the Air

COMIC STRIP "Tillie the Tanner" has been adapted for a radio feature bearing the same title and is heard on CBS weekly as a sustaining feature. The cartoon has been nationally syndicated by Klig Features since January, 1921, and now appears in more than 350 U. S. newspapers in addition to being syndicated throughout South America.

WILLIAM L. SHIRER, CBS commentator and author of Berlin Diary, Gregor Ziener, WVL news analyst and author of Education for Death, and Wallace R. Dietz, foreign correspondent and author of People Under Hitler, are the co-writers of "Life, Love and Death in Nazi Germany," a tripartite, 26-week half-hour radio serial, which will be heard on a nationwide basis starting May 1.

42 to 1

FOR COVERAGE FOR QUALITY FOR RESULTS
Use Powerful . . .

BROADCASTING • Broadcast Advertising

Page 58 • April 13, 1942
Peabody Board of Judges

1942 WINNERS of the George Foster Peabody Awards for Outstanding Meritorious Public Service were selected by the Advisory Board composed of: Top row (l to r), Jonathan Daniels, editor, Raleigh (N.C.) News & Observer; Bruce Barton, president, BDIO, New York; Norman H. Davis, chairman, American Red Cross; Edward Weeks, editor, Atlantic Monthly. Second from top, Alfred A. Knopf, publisher, New York; the medal itself; Virginia Dalley, editor, Richmond (Va.) Times-Dispatch. Third row, Mark F. Ethridge, vice-president, Louisville (Ky.) Courier-Journal and Times; Grace Moore, opera singer; Mrs. Marjorie Peabody Waite, president of ‘Yaddo’ and daughter of George Foster Peabody; Waldo Rosen, editor, New York Times. Bottom row, John E. Drewry, dean, Henry W. Grady School of Journalism, U. of Georgia, responsible in conjunction with the NAB for the awards; John F. Bennett, president, AAAA; John W. Studebaker, U. S. Commissioner of Education; Dr. S. V. Sanford, chancellor, University System of Georgia, ex-officio. Inset is the Peabody Award plaque.

country's war policies among friend and foe alike.

Setting an example of cooperative yet independent enterprise, they geared their activities to the national emergency by expanding, coordinating, and energizing their operations months before Pearl Harbor. So well were they prepared in this respect that the actual transition to wartime operation involved only the swift and smooth adaptation of added facilities.

Now, as then, their signals transmit around the clock the voice of America, in the form of information and entertainment, in more than a dozen languages to a worldwide audience that includes MacArthur's men in the foxholes of Bataan and our armed forces elsewhere overseas, to a conquered and oppressed Europe hungry for signs of hope and encouragement, and to our good neighbors to the south and our other allies everywhere.

Tribute to Padilla Is Paid by Sarnoff

Mexican Statesman Guest at Luncheon Given by NBC

STRESSING the importance of Inter-American understanding, both during and after the war, David Sarnoff, president of RCA and chairman of the board of NBC, paid tribute to the important role in Latin American affairs played by Dr. Ezequiel Padilla, Secretary of State for Foreign Affairs of Mexico, who was guest of honor at a luncheon April 8 given him by NBC at the Ritz-Carlton Hotel, New York. Dr. Padilla is on his first official visit to this country.

"Today the people of Mexico and of the United States are united in a common cause," Mr. Sarnoff said. "We face a common danger. All of us share a common devotion to the ideals of human freedom, upon which the political, cultural and religious institutions of our two countries are founded.

'Radio Peace'

"Because every ship, every plane, every tank, every regiment is radio-equipped, the present war has been called a 'radio war.' But I hope the day will come when we can talk about a 'radio peace.'

NBC is cooperating wholeheartedly by every means at its disposal, with the Government of the United States to use the radio waves to bind the Americas together with bonds of truth and sincerity," Mr. Sarnoff concluded.

Other speakers at the luncheon were Dr. Jame Rowland Angell, NBC public service counselor, and Dr. Nicholas Murray Butler, president of Columbia U., who welcomed Dr. Padilla to America. The guest of honor also spoke briefly.

'Production for Victory'

IN LINE with the nation's trend toward an offensive, rather than a defensive war outlook, the title of the series broadcast on MBS by Fulton Lewis jr., MRS news analyst, from the country's war production plants, has been changed from Your Defense Reporter to Production for Victory. The series is presented in cooperation with the Associated Press and Manufacturers, New York.

INTERNATIONAL SHORTWAVE BROADCASTERS

TODAY, working in close collaboration with Government agencies, 12 powerful shortwave radio transmitters are broadcasting daily from the United States to corners of the world a continuous flow of programs designed to inform listeners everywhere of the American war effort and how it is affecting the far-flung fighting fronts in Europe and Asia.

Classed among the many potent weapons of America's arsenal, psychological warfare, these facilities are operated by the six companies licensed by the F.C.C. to broadcast internationally. These companies are: CBS, Crosley Corp., General Electric Co., NBC, Westinghouse, World Wide Broadcasting Foundation.

They have combined the efficiency of program management and operation, attained over years of experience in this highly specialized field of international communications, with a close cooperation with the Government, notably the Rockefeller and Donovan Committees, and with one another to play an increasingly important role in interpreting and promoting this.
Think of quality transcription processing and you think of CLARK. That's natural as ABC. Since radio's pioneer days CLARK has been the symbol of pride of workmanship and dependability of performance. All over America electrical transcriptions bear the stamp of CLARK experience. Today nearly every sizable transcription producer is a CLARK client. How about you?

Four Stations Negotiate With Technicians Union

WORKING agreements covering broadcast technicians of four stations were announced last week by the International Brotherhood of Electrical Workers (AFL). Radio KVPV, Vancouver, Wash.; WMMB, }Montgomery, Ala.; and WJYI, Gadsden, Ala., have concluded negotiations for the technical staffs of KBP, Solna, and WJYI, Gadsden, with both agreements to provide wage increases, new skill development programs, and other conditions including vacations and sick leave with pay. Clifford T. Lee, international representative, conducted union negotiations with both stations.

Other two stations signed were KFIA, Pasadena, and KGLO, Long Beach, Calif. Both pacts were with IBET local 40, Hollywood. KFAS agreement provides for a wage increase effective last week with wage adjustments to follow six months later. KGB of Los Angeles and KGLO agreements, negotiated by W. A. Kelly, international representative, follow uniform IBET agreements.

WGAR, Cleveland, has contracted for full United Press service in addition to radio news which will be retained. The WGAR newsroom has been enlarged to accommodate five additional printers.

Experienced Technicians Sought by Marine Corps

CALL to civilians between 20 and 40 years of age with an electrical background to apply for commissions in the Marine Corps has been issued by the USMC. The expansion of the service has created a need for men to supervise and maintain radio and aircraft warning devices, allied radio equipment and installations.

Applicants should have one of the following qualifications: A degree of bachelor of science in electrical engineering; communication engineering or electronic physics awarded by an accredited college; or degree in any engineering subject and have had considerable experience in radio or electrical work completed at least two years; or completion of rated courses for maintenance of ultra high frequency radio transmitting or receiving. Those interested should apply in writing to Capt. C. W. Convery, Naval Reserve Aviation Base, Oakland, Cal.; or the Commandant, USMC headquarters, Washington.
Help Wanted

Wanted: Salesman, Account-Executive—By large eastern advertising agency. Previous experience as account executive or sales manager, with good future. Write for appointment giving full details of experience and qualifications. All applications will be kept strictly confidential. The personnel of our organization know of this advertisement. Box 373, BROADCASTING.

LICENSED OPERATOR—250 watt station needed. Want one with good records, dra... neglect. Copy Transradio Press, station break announcing. $40.00 week. Box 371, BROADCASTING.

GIRL—who knows details of radio station office in small town may find opportunity she has wanted by writing letter of application giving full personal details, education, qualifications, and experience. Box 369, BROADCASTING.

Experienced announcer—Three years or more network affiliation. Station WIS, Columbus, South Carolina. Salary—Experience. Draft exempt, draft risk small community. Box—A.

Salaries—Experience, draft exempt, draft risk to work on Blue-Spectrum Radio Affiliates. Prefers Southern. No dollars required. Salary to start. Fifteen percent commiss arrangement later. Top notch accounts guaranteed. Send full particulars in first letter to Box 362, BROADCASTING.

Wanted—Operator with broadcast license, experience not necessary. Write Box 380, BROADCASTING.

Combination Operator-Announcer—Local station Rocky Mountain area, permanent. Send full information and desires. Starting salary $130.00 per month. Box 369, BROADCASTING.

Engineer—First class, experienced, Ideal working conditions. WGGY, Newburgh, N. Y.

Transmitter Engineer—First or Second Class. No experience necessary. Good salary. WFJJ, Jamestown, New York.

Wanted—Draft exempt, competent, copy writer-announcer. No night work, Write Box 355, BROADCASTING.

Staff Announcer—Wanted on local Virginia station. Reply to Box 360, BROADCASTING.

TRANSMITTER engineer—wanted immediately. Wire draft status, experience and expected salary. WBKR, Pittsfield, Mass.

Situations Wanted

Manager-Commercial Manager—Desires to locate in or near Chicago. Experienced in local and network operation. A-1 Reference. Box 265, BROADCASTING.

Chief engineer—7 years in 5 kw. stations, construction, maintenance and operation. Draft exempt, at present, new employment. Desires change to be permanent. Box 397, BROADCASTING.

Production Man—Wide experience with small stations. Please write. Married. Box 364, BROADCASTING.

Sales Manager—With 25 years experience in national, regional and local radio, newspaper advertising selling, merchandising, promotion, now employed desires change. Personality that creates client confidence. Proven ability to draft, sell; good agency reference. Box 387, BROADCASTING.

PROGRAM DIRECTOR-NETWORK REGION—Desires change. Eight years experience, all departments. 23—Married—Child, interested in PROGRAM ENGINEER. Station Manager, Midwest preferred. Box 368, BROADCASTING.

Announcer—News, general, baseball as specialty. 26 years, married, S.A. Now employed in Pennsylvania. Has complete offer letter first letter. Box 372, BROADCASTING.

WANTED: BROADCASTING NEWSPAPER. Needed for sale of KMOX, St. Louis. Must be interested in buying a share, personal ad. Box 374, BROADCASTING.

HERE ARE MY QUALIFICATIONS—CAN YOUR STATION PROFIT WITH THEM?—12 years in radio, Licensed operator, announcing, copy reading, 6 years selling and managing small network affiliate. Not interested in small community stations that have no chance. I want to back up to life. I’m looking for a tough job with an opportunity to make money and secure a permanent connection. Box 356, BROADCASTING.

Engineer—Fort Arthur College graduate. Three years experience, telephone first, best recommendations. Salary must be adequate to meet present responsibilities. Age 39, married, Box 376, BROADCASTING.

Seasoned Radio Sales Executive—Thorough, well-rounded, advertising and sales experience. Extensive agency and advertising contacts. Box 364, BROADCASTING.

Must locate in Arizona or New Mexico. For family health. New continuity chief in network station doing more local business than three other stations combined. Have agency, sales, promotion, and copy experience. Own health and family condition不允许 change. Box 367, BROADCASTING.

Wants good steady income—With radio station or agency. Offer seven years experience, continuity writer, producer, announcer, College grad., married, deferred. References. Box 376, BROADCASTING.

ATTENTION EXECUTIVES—Interested man, 8 years radio experience, local and national manager small Station wants a chance in a larger field. Times, program, news, sports, sales. Draft exempt. Bober. Prefer South. Box 387, BROADCASTING.


Wanted to Buy

MONITORS—New or used broadcast modulation monitor and broadcast frequency monitor. Eight 833 tubes. State type, condition and cash price. Box 374, BROADCASTING.

Will Pay Good Price—For FCC acceptable frequency monitor any frequency. Farada, Amex. Dubler Miter cases, any capacities, size ratings. Give information and who will buy. Box 355, BROADCASTING.

For Sale

Approved—1000 Watt Transmitter. Box 355, BROADCASTING.

Four New Winchgard 255 Foot Towers—complete with beacons, guy wires, insulators, etc. Box 361, BROADCASTING.

Miscellaneous

If you have Facilities For portable instantaneous recording equipment—Write us giving details regarding your equipment, price and territory covered. Box 381, BROADCASTING.

Famous Fellow

JOINING in the search to locate the St. Louis youth of an unidentified p... or Tom Rooney, promotion manager of KMOX, brought youth and fame together. It started all when a St. Louis newspaper first published the picture in question. A Paramount talent scout was interested and Spot Magazine printed an appeal for the youth’s identity, directed to St. Louis readers in particular. Rooney, a reader, de-tailed his claim, on the strength of the similarity of his on his St. Louis Reporter program. A listener, James Guest, called to identify his brother Bill be fore the program’s end. Paramount is now interested in this 20-year-old Washington U sophomore who first knew fame several years ago when he won the National Baton Twirling Championship.

KDKA Creates Section To Clear War Programs CENTRALIZING authority for all war programs, KDKA, Pittsburgh, has established a new department headed by Victoria Corey, according to James B. Rock, general man-ager. Recently, Mrs. Corey has been writing special radio programs for the Pittsburgh Civilian Defense Council, as a member of the publicity staff.

As coordinator of all war programs, she will continue her services in behalf of Civilian Defense as well as doing continuity for other special programs. It will also be her responsibility to clear and prepare for broadcast the heavy sched-ule of programs and announcements in behalf of Government and private agencies now being carried by KDKA.

LEUBENS INC., Reading; has stipu-lated with the Federal Trade Com-mission to cease certain representa-tions in its candy sales.

PROFESSIONAL DIRECTORIES

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

JOHN BARRON
Consulting Radio Engineer, Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
COMMUNICATION EQUIPMENT
SANT PAUL, MINNESOTA

CLIFFORD YEWDA LL
Empire State Bldg., NEW YORK CITY
An Accounting Service Particularly Adapte d to Radio

Radio Engineering Consultants
Electronic Monitoring
COMMERCIAL RADIO EQUIP. CO., SUBSIDIARY
(Suburb, Wash., D. C.)

RAYMOND M. WILMOTT
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Intercom

RICHARD CLARK
Consulting Radio Engineers
WASHINGTON, D. C.

BROADCASTING • Broadcast Advertising

April 13, 1942 • Page 61
NAB Group Considers Means Of Stating Radio Case at Probe

Successor for Kirby Is Discussed at Meeting Along With Tentative Agenda for Annual Convention

MEETING at the Hotel Roosevelt, New York, last Tuesday, the NAB Executive Committee stepped out of its official role and reorganized for the occasion as a special advisory committee to consider the most effective plan of presentation from the viewpoint of the broadcasting industry to the House Interstate & Foreign Commerce Committee when this body begins its hearings on the Sanders Bill (HR 5497) April 14.

Purpose of the shift in committee title was to include in the planning session network representatives Edward Klawer, chairman of the CBS executive committee; Frank E. Mullen, NABC vice-president and general manager; Frank M. Russell, NBC Washington vice-president. Full NAB Executive Committee membership was present at the meeting: Neville Miller, NAB chairman; Don S. Elias, WWNC, Asheville; James D. Shouse, WLW, Cincinnati; John J. Gillin Jr., WOW, Omaha; Paul W. Moroney, WTIC, Hartford; John Elmer, WCBM, Baltimore; (Ted) Taylor, KGNC, Amarillo. C. E. Arney Jr., assistant to the NAB president, attended.

Successor for Kirby

Same group, minus Mears. Miller, Mullen and Arney, met again in the afternoon as the NAB Reorganization Committee to discuss several possible appointees for the post of public relations director of the industry trade association to replace Irwin Steingut who formally resigned last month from the position. On leave of absence for the past year as civilian advisor on radio to the Dept of War, Mr. Kirby is now becoming a commissioned officer, but will continue to head the Department's radio division.

No decision was made, it was announced following the three-hour afternoon meeting, which was adjourned until the day before the opening of the NAB National Convention in Cleveland May 11 when the Reorganization Committee will hold its next meeting.

At the morning session, Mr. Miller explained that the NAB has collected data for submission to Congress which prove the important position of the broadcasting industry in the nation today and has invited suggestions as to the best methods of presentation.

The consensus was reported as a sentiment that the present radio law is antiquated and should be altered to fit present day conditions. The broadcasting industry did not ask for these hearings, but it ought to take full advantage of the opportunity to present its case, the committee agreed.

While details of the plan of presentation discussed at the meeting were not disclosed, it is understood the group endorsed the general plan as outlined by Mr. Miller. Meeting also talked over the agenda of the forthcoming convention, which is still in the formative stage, but took no action regarding it.

Last-Minute postponement is possible in radio inquiry by house committee

WHILE PLANS were in readiness for launching hearings April 14 before the House Interstate & Foreign Commerce Committee on the Sanders Bill (HR 5497), possibility of an eleventh hour postponement was foreseen by Congressional observers. Absence of a quorum of the committee because of the quasi-recess of Congress might result in a short deferment, it was pointed out.

As Broadcasting went to press Chairman Lea (D-Cal.) intended to open the proceedings promptly April 14 with initial testimony of the Federal Communications Bar Assn., which has urged revision of the 1934 Act.

Cox-Fly feud

Meanwhile the House Rules Committee, considering the Cox Resolution (HRes 426) for a sweeping investigation of the FCC, was faced with a somewhat similar recess contingency. The Committee may meet this week, with plenty of action indicated because of the bitter feeling between Rep. Cox (D-Ga.), author of the resolution, and FCC Chairman James Lawrence Fly.

MBS Billings up

MBS billings for March totaled $1,063,444, an increase of 106.4% from the total of $491,14,1 at the beginning of the quarter of 1941.

More Women at controls

PREPARING to replace men at studio control posts if war demands for technicians necessitate it, WBAM, Chicago, on April 6 placed four women in studio control spots for a test. They are Isabelle Fairchild of the music department; Rose Hilliard of the statistical department; Eleanor Horn, holder of an FCC operator's license; Patricia Lunch, new to radio.

Disclosure that the Dept. of Justice is investigating charges of alleged improper activities of Rep. Cox from the published representation of WALB, Albany, Ga., brought from the Congressman the promise that he would answer the 'attempted smear' on the floor of the House. Chairman Fly is scheduled to make another appearance before the Committee at its next meeting (Broadcasting, April 6).

If there is no adjournment of the Sanders Bill hearings, first witnesses are expected to be former FCC Chairman E. O. Sykes, as president of the Bar Assn., and Herbert L. Bingham, Washington attorney, former president, and chairman of its legislative committee.

NAB President Neville Miller is expected to appear later, probably the following week, since it has been indicated the committee will sit only two hours a day on Tuesdays, Wednesdays and Thursdays. Mr. Miller discussed with the NAB Executive Committee at a meeting in New York last Tuesday the scope of the industry's presentation.

Both NBC and CBS have announced their intention of presenting testimony. Because arguments have been made to the Supreme Court of the United States during the week of April 27 on the chain-monopoly rules, the networks have been asked to defer their presentations until the argument is completed. Thus, their appearances may be postponed until early May.

Other industry groups are expected to present testimony. The National Broadcasters Victory Council, which heretofore has taken the position that it would be inadvisable to discuss the law during the war emergency does not plan to testify.

Chairman Lea has announced his intention of inviting the FCC to present testimony. There is the possibility that the Cox Resolution will ultimately be referred to the Lea Committee, as a means of avoiding duplication of effort. If that is done, the Committee may retain its power to investigate.
"NO MANUFACTURER CAN AFFORD TO ENTER INTO THE POST-WAR PERIOD WITHOUT ALL THE GOOD WILL HE CAN POSSIBLY LAY UP"

We recognize fully that no human being is so wise or so shrewd that he can forecast what the social and economic conditions governing business may be when the emergency is over.

"All that intelligent management can do is to emerge with plants ready to produce at the lowest possible competitive cost, with its present products improved by research and new products planned and tested, and, finally, with the name of the company engraved in letters of good will on the mind of its public, its customers, and its prospects.

"Management generally is recognizing that whatever conditions may be after the emergency, they certainly are going to be tough, and no manufacturer, however experienced or well established, can afford to enter into the post-war period without all the good will he can possibly lay up."

(AAAA–ANA Joint Meeting, November 14, 1941)

★ To the great names in American business whose continued advertising is a flaming symbol of faith in America's future . . . whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station.
STANDOUT NEWS COVERAGE

LOCAL
STATE
NATIONAL
WORLD

DENVER
5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO.
AND WKY, OKLAHOMA CITY & REPRESENTED BY THE KATZ AGENCY, INC.