Radio has been called upon to fulfill a destiny that it has prepared for through years of peacetime service. • American radio has taken on a vital job. With transmitters throughout the nation reaching to crowded cities and remotest farms—wherever there are people—Americans are informed...on the instant...of the victory effort. • Radio, the free American way, in war as in peace, is doing its job well: A vital job of linking a determined nation in an united effort. • On the eve of the 20th annual convention of the National Association of Broadcasters, Station WLS salutes its fellow stations throughout the nation, proud of our affiliation with them in a common purpose—Victory, final and complete.
More than 100 types of tubes for use in Commercial Broadcasting, Point to Point Communication, Ultra High Frequency Transmission, Electro Medical Apparatus, High Voltage Rectification and many Industrial Applications.

Now, this is a WAR!

"A TOTAL WAR! A war in which the fighting man DEPENDS upon radio for his information, his orders and his very life.

"And that odd-shaped bottle is an ultra-high frequency, high-power, air-cooled transmitting tube. Thousands of these, as well as other AMPEREX types, are in 'front line' service.

"Folks back home subordinate their civilian requirements to such military needs. It's an 'all-out' war calling for sacrifices from all of the people."

AMPEREX ELECTRONIC PRODUCTS

79 WASHINGTON STREET

BROOKLYN, NEW YORK
Get All 3 in Hartford

There's no need to settle for one loaf in Hartford, when your appropriation can afford three! Get WDRC's bountiful combination of coverage, programs and rate—and do the big job called for in this important market. WDRC's Primary Area is Connecticut's 1st Market—more than a million people with the highest Effective Buying Income in 48 states. Write Wm. Malo, Commercial Manager, for the facts and figures.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
Praise from Pasadena

Sales for you right here...

You get both with:

WWL
NEW ORLEANS

50,000 watts -- clear channel

It's interesting to know that your Deep South programs over this 50,000-watt, clear-channel station will be heard and appreciated in the depths of the Canadian wilds and by long-distance fans everywhere.

But it's far more important to realize that through WWL you dominate New Orleans and a big slice of the prosperous Deep South.

The greatest selling POWER in the South's greatest city


Get better results in the big farm markets (without being soaked) by using KFAB. Farm listeners like KFAB. It's "their" station. You can "clean up" on Monday or any other day. You need KFAB for thoroughly bright, sparkling sales throughout Nebraska and her neighboring states.
BLACK DIRT AND BEETHOVEN

Should you happen in Frank Jenkins' home anytime soon, you'll probably be impressed with a Louis XIV chair, a library including the works of Shakespeare and a period cabinet modern radio. Frank, lean and bronzed, will prove a delightful conversationalist, discussing with equal ease, Socrates and Schopenhauer or black dirt and Beethoven.

No. Frank Jones is no college professor, no industrialist, or man of the arts. Frank is one of the six million farmers who have been educated, entertained, and enriched through the speakers of their 9,470,900 radio sets.

Yes, the old adage is true. "Radio has meant a lot to the farmer." But there is another side to the story.

"The farmer has meant a lot to Radio."

Enthusiastic and loyal, he and his family are the most consistent and avid radio listeners of any single group in the United States. They respond quicker and in greater numbers to advertisers' messages than any other radio class (witness, for example, the 60,000 letters that poured into WSM week after week in response to one farm show . . . the "Grand Ole Opry.")

This unswerving faith has played such an important part in the success of Radio that advertisers competing for their share of the farmers' $10,352,000,000.00 spendable income rarely ask: "What medium?" Rather . . . "What station?"

A part of the great Fifth Estate, WSM, whose coverage is half urban and half rural, is grateful to the American farmer for his zealous loyalty to WSM and WSM advertised products.

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.
Now CBS wins awards for icing, too

We're used to getting scrolls and medals for our programs—that's our regular business. But here we are getting awards for promotion and publicity support we give our clients' programs!

In Billboard's Annual Radio Exploitation Survey, CBS was first among all networks—and CBS was first again in the Billboard Publicity Survey.

What Billboard calls exploitation, however, we call program promotion—a carefully planned campaign to stimulate local interest in sponsored programs. It's part of the service that CBS stations voluntarily give to clients—something not called for in contracts—just icing on the cake.

All of which indicates that there's much more to our network than studios, "mikes" and antennae...that our clients get much more than time.

Moreover, four individual Billboard awards were made to CBS stations:

WEEI, Boston, first place among regional stations for program exploitation; second place to KLZ, Denver.

KNX, Los Angeles, first place for outstanding exploitation idea of the year.

WBIG, Greensboro, N. C., first place for outstanding exploitation in the line of civil service.

Columbia Broadcasting System
how to start an unvicious cycle

The path of the pioneer is fraught with peril but the reward for success is high. On December 1, 1941, WMCA began to broadcast hourly news bulletins from The New York Times. We felt it was a sound decision: The listener could easily remember the time (every hour on the hour), the news source was of the highest integrity and the station could be quickly located (first on your dial).

WMCA’s pioneering has been richly repaid. Two separate surveys made in March 1942 by Crossley and Fact Finders reveal almost identical results:

351,360 different homes listen to New York Times news bulletins on WMCA every day.

More people are listening to WMCA and more advertisers are spending more money because more listeners are buying more of their products. That’s what we term an unvicious cycle and that’s why WMCA, today, is the number one station for any New York spot schedule.

America’s leading independent station

WMCA New York

First on your dial... now first for news

Western Representative: Virgil Reiter & Co., Chicago
Who else could tell so

"BUY U.S. WAR SAVINGS STAMPS AND BONDS."

"EVERYONE SHOULD DO HIS JOB BETTER—FASTER THAN EVER BEFORE."
America is depending on its Broadcasting System—and on you men of radio who direct this tremendous power—to set the whole nation in motion, to inform, to cheer, to strengthen the will to win.

Western Electric has provided many of the facilities for accomplishing this important task. Western Electric takes even greater pride in its present job of producing vast quantities of communication equipment for the United Nations.

The station is new ... the technical facilities are the finest. More important is the personality behind KXEL. He is an old and respected friend of the Iowa radio audience. With 50 K.W. clear channel, a potent voice carries your broadcast message to the heart of the world's No. 1 agricultural area. It is a market with tremendous purchasing power ... rich ... active ... receptive.

JOSH HIGGINS
BROADCASTING CO.

Joe DuMond, President
Insurance Building
Waterloo, Iowa

JOSH HIGGINS SAYS:
"I am glad to be back with my neighbors ... happy to bring them a service tuned to the pulse of those families on farms and in cities in this area to whom radio means so much."
Follow the Right Course with WPEN
PHILADELPHIA
"The Station That Sells"

5000 WATTS • 950 ON THE DIAL
Well over 2,500 musical selections in the Basic Library... meets every musical program need without tiresome repetition of selections... an endless procession of well-balanced programs... basic kept new and fresh by constant deletion of old and outmoded music.

Every selection is recorded by the definitely superior Orthacoustic method, which provides a frequency range of from 30 to 12,000 cycles, with the absolute minimum of distortion... the utmost in realism... Discs made of the new wonder material, V-257... unbelievable wearing qualities, amazingly low surface... Superior quality is confirmed by the many FM stations now using Standard.

Standard Radio supplies far more selections each month than any other service... over 100 every month, released twice each month to assure freshness... In addition to adequate coverage of ASCAP music, Standard still supplies the largest monthly release of BMI and non-ASCAP music.

More valuable, more appreciated under war conditions than ever before is Standard's time-and-trouble-saving filing and indexing system... Today, when stations are on the air more hours per day, often with depleted staffs, program directors rely on Standard's simple yet complete filing system to help them build programs and assemble discs with a minimum of time and effort... No other system offers as much information on selections, or in such available form.

The Standard Radio Program Library is famed for "the commercial touch"... the vast musical resources of the Library lend themselves easily to the creation of sparkling, sponsorable shows, and Standard's Continuity Service provides a wealth of ready-built shows (64 per week), which are complete to original opening and closing themes!
STANDARD RADIO'S
Leadership in Library Service

6-Names
Standard's impressive list of "big-names" is tops in transcriptions:
Ray Noble and his Orchestra, Bob Crosby and his Dixieland Band, Alvino Rey, Freddie Martin, Jack Teagarden, Duke Ellington, Ozzie Nelson, Abe Lyman, Dave Rose, and Ted Fio Rito—the brightest stars in the popular music firmament...and names of equal brilliance in the Concert, Vocal, Novelty, Instrumental and Hillbilly fields.

7-Showmanship
That rarest of all radio attributes—Showmanship—characterizes all Standard Radio production...the result of inspired selection of talent and its unique projection...There is a touch of the different and unusual in Standard Radio...a distinctive "something" that catches on with both sponsors and listening public.

8-Merchandising
Offered as a bonus to Standard Radio subscribers, Standard's SPOT-ADS are often a worth-while source of increased income—especially significant in these times...These short, clever dramatized commercials are readily salable to leading classifications of local sponsors, and are being used with sensational success by hundreds of stations.

9-Publicity
News stories, glossy photographs and newspaper mats on all outstanding Standard artists are supplied in kit form...Twice each month fresh material is supplied on new artists or releases.

10-Largest list of Subscribers
In the last analysis the measure of the merit of any library service is its list of subscribers...Standard Radio has more subscribers than any transcription library service: 278 stations in the United States, 10 in Canada, 8 in Mexico, 3 in South America, 7 in Central America, 1 in Hawaii, and a few others like Singapore, Manila and Radio-Paris...who will be back later!

At the STATLER HOTEL
on deck for the Convention
in SUITE 631
MAY 11-14
Arthur B. Church
President, KMBC, Kansas City

We don't know who coined the words "station personality" but we do know that Arthur Church was about the first man in America to develop such a thing for his station. To begin with, it was Arthur Church who pioneered many of the industry's present-day ethical standards, by which the radio listener is now so universally assured of clean and palatable entertainment. With that philosophy, with the famous Arthur B. Church Programs, and a dozen other individual features, Arthur Church's KMBC has originated more than 3000 network shows — has built a station personality that is unique in America.

"Personality", according to Webster, is that which constitutes distinction of person; individuality. Here at Free & Peters, we are constantly striving for a corporate "distinction of person" that is a little bit different from that of any other outfit in this business of radio-station representation. We want to be known for the thorough, competent, dependable and "heads-up" job we do. We want to be distinguished by the sincerity and trust-worthiness of our policies, our recommendations, and our people.

Merely to feel that way is, we believe, fairly distinctive. And judging by the way our business is increasing, you agencies and advertisers recognize the distinction, too. That's what gives us the biggest kick of all, here in this group of pioneer radio-station representatives.
1,100 At Cleveland for War Convention

20th NAB Meeting to Tackle Problems Of Industry, Hear Federal Officials

THE NATION's broadcasters and their satellite operators—1,100 strong—have convened on Cleveland for the 20th annual convention of the NAB May 11-14, to learn how to harden themselves for operation on wartime rations and at the same time keep inviolate a free, competitive system of broadcasting.

The keynote, from the drop of President Neville Miller's gavel Monday morning, will be "Radio in Wartime", with a blue ribbon slate of governmental public relation chieftains on hand to expound their ideas of peak war performance. It will be something more than ordinary speechmaking, however, because the military high command appreciates the potency of radio in a war economy and seeks furtherance of the effort to mobilize radio as a sort of fourth arm of the war offensive.

Government Ghosts

Were the industry able to get all-out for war operation and forget the headaches of crackdown regulation, litigation, labor incursions and other crusades and disagreements that stem from Government and private organizations, which evidently don't realize a war is on, the convention agenda would be simple. But all these elements are present, plus the threatened downward spiral of business and a smattering of intra-industry disension provoked in some measure from Government quarters evidently operating on the "divide and rule" philosophy.

From the standpoint of industry interest, there has never been a fuller convention agenda. This is reflected also in the fact that advance reservations, according to eleventh-hour reports from C. E. Arney Jr., NAB secretary-treasurer, and John Patt, WGAR president and chairman of the housing committee, indicate a gross attendance of about 100 more than the record-amazing total of 1,000 last year. Voting delegates may reach 450, another record.

There will be many celebrities among the speakers and guests. The keynoters include such outstanding men in public life as Archibald MacLeish, director of the Office of Facts & Figures; Paul V. McNutt, Federal Security Administrator, and head of the new War Manpower Commission; Byron Price, Director of Censorship; Hon. Humphrey Mitchell, Minister of Labor of Canada, who will be in civilian dress.

Wearing brass and braid will be military personnel Maj. Gen. A. D. Surles, director, Army Bureau of Public Relations; Rear Admiral A. J. Hepburn, director of Navy public relations; Maj. Gen. F. G. Beaumont-Neibitt, British Army staff; Brig. Gen. Lewis B. Hershey, director of Selective Service; Capt. L. P. Lovette, office of Navy public relations; Lieut. Col. Ed Kirby, former NAB public relations director and now chief of the Army radio branch.

To say that there is no controversy over the present direction of the NAB under the guidance of Neville Miller would be a misstatement. How potent this opposition will be, and how much of it was incubated by developments at the convention a year ago, when FCC Chairman James Lawrence Flye came to grips with President Miller and Mark Ethridge, WHAS, Louisville, who has performed as the industry's drafted mentor since 1938, remains a conjecture.

A reorganization committee, designated last March by the NAB board to look into "streamlining" of the trade association, has been functioning. It will report to the new board of directors, which meets Thursday, after the 20th convention adjourns sine die Wednesday. There will be a dozen new members of the board—six elected at district meetings since the last convention and six "directors-at-large" to be elected at the convention itself on Wednesday.

Status of Networks

Chances are there will be a minimum of agitation on the floor over NAB's reorganization. The only "politics" on the agenda deal with the controversy over election of the major networks to active membership, as opposed to a proposal that they be given semiactive memberships, with nominal dues, which would sharply cut the NAB's budget of some $225,000. The board itself, at its momentous meeting last March, voted that networks be given active membership and pay dues on the same scale as individual stations (i.e., on their income brackets, which would mean about $24,000 a year for NBC and CBS, and about $5,000 for the Blue, with MBS not figured since it isn't in the NAB).

The directors proposed also that the networks be entitled to membership on the board on equal footing with any other qualified entity, but that the executive committee be abolished. Opposing this plan of the directors is the proposal by-laws amendment of John Shepard 3d, Yankee Network president and chairman of the Broadcasters Victory Council, a coalition of the various trade groups in broadcasting admittedly created to serve on the Washington front because of expressed dissatisfaction of NAB's relations with Chairman Flye. Called by some a buffer created largely at the instigation of Chairman Flye, BVC officials have stated that it is an interim organization which will serve only until NAB is revamped.

Mr. Shepard would deny the network ship is set up as the right to have any network officer or employee serve as a director-at-large, of which there are six. Network managed and operated stations, under his plan, would have to take their chances in having one of their officials elected a director at district meetings.

Complications developed, however, when NBC President Niles Trammell 10 days ago (BROADCASTING, May 4) opposed active membership, but insisted that networks be not discriminated against in directorships-at-large or otherwise. He lashed out at those who have alleged "network domination" of the NAB. The Trammell and Shepard positions are not far apart.

CBS thus far has not made any change in its position. Heretofore, it has insisted that networks are entitled to full rights and privileges, including active membership and board representation. The action taken by the board last March, sustained in general the CBS position. William S. Paley, CBS president, will be present in Cleveland, heading his network's delegation.

The Industry's Future

Precisely what the reorganization committee will propose, of course, is not known. Many convention eye will be turned to this committee, headed by Don S. Elias, WWNC, Asheville, who was drafted as a sort of industry balance-wheel, for the answer. Other committee members are John J. Gillin Jr., WOW, Omaha; Edward Klauber, CBS executive committee chairman; Howard Lane, KFBIK, SACramento; John Elmer, WCBM, Baltimore; Paul W. Morency, WTIC, Hartford, designated as an alternate.

The streamlining talk has dealt with the retention of an outstanding public relations expert to steer the industry course. There has even been talk of a top-most reorganization, with a "practical broadcaster" to head the association either as president or chairman of the board, and with President Miller to act as chairman. Given by some a buffer created largely at the instigation of Chairman Flye, BVC officials have stated that it is an interim organization which will serve only until NAB is revamped.
sume policy direction. Mr. Miller, drafted as the NAB’s first paid president in 1936, is under contract until 1944. He had been preparing in advance along with the annual reports of other department heads, commented that the industry “has come to pass some remarkable strides during the past 12 months.” The result of multitudinous activities connected with the war, successful conclusion of the present phase of the copyright controversy, defeat of the discriminatory tax on radio and the start “of what we hope will be a successful effort to secure a long needed revision of the radio law.”

Copyright is on the convention agenda, but it takes a back seat, with ASCAP and BMI now in competition. The degree of competition, Mr. Miller said, will be determined by attention for the convention May 11-14. Broadcasters, he estimated, will save a sum conservatively estimated at over $40,000,000 during the past five years (eight years). On the mooted public relations issue, Mr. Miller related that Ed Kirby, public relations director who had been loaned to the Army more than a year ago has “merited a commission as a lieutenant colonel!” and will not be available to carry on public industry public relations activities, a field in which he has done “excellent work.”

“We propose to devote the ac-
tivities of this department,” he said. “Complete plans for a well-round public relations program will be announced in the near fu-
ture.”

While war and wartime opera-
tions are the theme of the con-
vention agenda, broadcasters are confronted with a host of problems related to physical aspects of operation cropping from war-time restrictions. Containment of critical materials and the shortage of trans-
mitting tubes has many broadcast-
ers on the verge of distraction.

While the situation is admittedly serious, and there is an underlying conservation-pooling program for equipment is deemed inevitable, the spreading of rumors about dire things to come has proved
detrimental. There has been talk about the Government lopping off many sta-
tions in each metropolitan area as a means of conserving power (until now disclaimed as unfounded, since radio is a public power hog); that stations will be cut off to con-
serve equipment (likewise dis-
claimed at this stage, since there are still replacement parts and ma-
terials procurable); that the FCC is about to launch a program-
cleansing crusade hitting at every-
thing under the sun, to keep its staff busy with other activities; or that the FCC is about to launch a program-
cleansing crusade hitting at every-
thing under the sun, to keep its staff busy with other activities; or

Other Problems
Aside from all these disconcert-
ing factors—some rumor, others in the same vein—the industry knows it is in for a sei-
ge. The ban on materials for the manufacture of recordings and ul-
limate of transcriptions presents a sizable worry. There’s the un-
certainty about newspaper own-
ship, still in the FCC’s bosom, and likely to remain there until Con-
gress decides the issue, particularly since it has taken an interest in it during the Sanders Bill hearings running before the House Interstate & Foreign Com-
merce Committee.

The nation’s broadcasters are looking for assurance from the headline speakers that there is no intention of disrupting private broadcast operations, and they will probably get it. But no such reas-
uring word will come from the FCC or from President Roosevelt’s Defense Communications Board, both headed by Chairman Fly. He won’t be at the convention, having rejected Mr. Miller’s invitation to

**Fly to Stay Away**

FCC Chairman James Lawrence Fly will be absent from Cleveland during the NAB convention May 11-14. The chairman, who was probably the angriest man in St. Louis during the convention a year ago, said last week he would not attend the con-
vention, and not be in Cleveland while the conven-
tion is in session, and would not take part in any of the NAB’s activities. He had been invited to address the convention, but advised Assistant Governor Miller, with whom he had the never-to-be-forgotten “dead nerve” race last year, that he was sorry that “circ-
stances will not permit me to take part in the work of the convention.”

Kirby, public relations director who had been loaned to the Army more than a year ago has “merited a commission as a lieutenant colonel!” and will not be available to carry on public industry public relations activities, a field in which he has done “excellent work.”

“We propose to devote the ac-
tivities of this department,” he said. “Complete plans for a well-round public relations program will be announced in the near fu-
ture.”

Concluding his report, Mr. Miller asked, "What of the future?" Ra-
dio today stands higher in public esteem than ever before, he com-
mented. He continued:

"Its record of constructive, ag-
gressive cooperation in the Gov-
ernment’s war program is one of which we can all be proud. We have progressed far enough to have tested our policies and they have proved to be wise and sound and a credit to the experience, the ability and the patriotism of the ind-
ustry.

Radio Will Endure

"Undoubtedly, there are difficult days ahead, but we are sure that radio will continue as a privately owned, competitively operated busi-
ness, and will emerge from the war with a record of public service which will bring out in clearer out-
line than ever before the advan-
tages of the American System of Broadcast Ad-
vertising and its capability to serve a nation of a radio which is free and untrammelled, subject only to the will of the people it serves."

**Advance Registration for NAB Cleveland Convention...**

*(With Hotel Reservations Reported)*
Censor Foiled

FAN MAIL in the form of a postcard engendered out of Nazi-occupied Paris recently came to Edward Beck who broadcasts daily in French over WGEA, Schenectady, General Electric shortwave station. The postcard is of a type which regulations allow to be sent between occupied and unoccupied France carrying messages of a strictly personal nature. Presumably it was sent in care of a mutual friend of Beck's in care of an unoccupied city and its message escaped the censor. "It is a very long time since we have had news from you, but fortunately from time to time we hear the sound of your voice."

Morton, J. A., KIRO, Seattle, Statler.
Moyer, J. R., KVGO, Miami, Mont., Statler.
Moyer, Molly, KFEL, Denver, Statler.
Muhar, A. J., Tacoma, Statler.
Mutual Broadcasting System.

Nasman, Lee E., WMJ, Youngstown, O.
Nasman, L. E., WKBN, Youngstown, Statler.

New, John, WFTF, Norfolk, Statler.
Newgrounds, W. K., Daven Co., Newark, Statler.

O'Fallon, Eugene P., KFEL, Denver, Statler.
O'Hara, John W., WIZO, Kalamazoo, O.
Orr, F. A. & Mrs., WFAA, Dallas, Statler.
Orr, Wallace, N. A. Yer, & Son, Philadelphia, Hollenden.
Outler, John, WSB, Atlanta, Statler.
Palmer, Col. R. J., WHO, Des Moines, Hollenden.
Palmer, Fred A., WCKY, Cincinnati, Statler.
Pangborn, Arden X., KEX, Portland.
Patt, John, WQAR, Cleveland, Statler.
Patt, Ralph H., WPAF, Portsmouth, O.
Pease, Franklin O., Video & Sound Enter- prise, Kansas City, Carter.
Peterson, J. J., Broadcasting, Chicago, Statler.
Pearl, Leslie, WBL, Baltimore, Statler.
Pearson, John E., Chicago, Statler.
Pefferke, L. G., WCES, Springfield, Ill., Statler.
Person, John E. and W. Van., Williamsport, Pa., Cleveland.
Petersen, Eldridge, Printer's Ink, New York, Statler.

Phillips, Chas. F., WFRL, Syracuse, Statler.
Phillips, Jennings, NBC New York, Statler.
Pillard, Howard E., WSFA, Montgomery, Ala., Statler.
Poger, John W., WHBF, Rock Island, Statler.
Pribble, Vernon H., WTAM, Cleveland, Statler.
Priebe, Robt. E., KRSC, Seattle, Statler.

(Continued on next page)

That Selling Station
For Kansas' Biggest,
Richnest Market

K F H
W I C H I T A

CBS - 5000 Watts Day and Night

CALL ANY EDWARD PETRY OFFICE

BRIDCASTING - BROADCAST ADVERTISING

May 11, 1942 · Page 125
Consider the value of transcription processing and the possibilities it offers. It is not just a matter of quality, but also a matter of efficiency and productivity. Think of CLARK as your trusted partner in transcription services. We provide high-quality transcription services tailored to meet your specific needs. Whether you require audio-to-text, text-to-speech, or any other type of transcription, CLARK has you covered. With our experienced team of transcriptionists, we ensure accuracy and timely delivery, so you can focus on your core business while we handle the transcription tasks. Contact us today to discuss your transcription needs and explore how CLARK can help you achieve your goals.
Network Officials Point to Flaws in Regulatory Statute

(Continued from page 24)
the newspaper-ownership case were involved but the U. S. Court of Appeals for the District of Columbia in a detailed dicta, made no bones about expressing its views in opposition to any interference with newspaper-ownership of stations.

Mr. Miller suggested the committee migrate from the FCC whether it has the power to issue such regulations, pointing out that Judge Thomas D. Thacher, chief counsel of the Newspaper Radio Committee, at the opening of the hearings last year essayed to have the Committee decide that point but that the Commission's general counsel held the facts would have to be procured before a determination could be made of the jurisdictional question. He expressed surprise at this procedure.

Up to Congress

Mr. Miller said while the Commission had taken pains to say that it had not made up its mind, there was "great apprehension" among newspaper owners that the FCC majority is trying to develop a legal proposition where newspaper ownership would be held contrary to public policy. Personally, he said, Congress should declare the public policy to be followed.

Chairman Lea interposed that the Newspaper Radio Committee would testify on the Sanders Bill May 19. It is expected Harold V. Hough, chairman of the committee, Judge Thacher and Sydney M. Kaye, associate counsel, as well as several representative publishers owning newspapers will appear.

Asked by Rep. Sanders regarding the proposal that networks be licensed, Mr. Miller said CBS President Paley had recommended such a step in his testimony last year before the Senate Interstate Commerce Committee.

Declaring he had never made a detailed study, Mr. Miller said, however, he thought the danger of such a step would be in the field of censorship. Networks are in a sense programming organizations, he said, and he felt that Congress should move warily before extending such authority.

Finally, Mr. Sanders asked the NAB president about his views on network ownership of stations and whether there should be a limitation on the number. Here again Mr. Miller said he had never given any study to the question though he had heard of criticism leveled against the networks owning any additional stations. He observed that networks felt they should own stations in key cities but declared that he had "no particular opinion that would be of any great help to the committee."

Mullen Asks Free Radio

Appearing as NBC's introduc
tor witness, Edward Hidalgo, Washington counsel, made a brief opening statement, pointing out that Mr. Mullen would appear as principal witness because of the illness of Niles Trammell, NBC president. Mr. Trammell is in Florida recuperating from a recent surgical operation. He introduced Mr. Mullen as a 20-year-old in radio and as former farm director of NBC who instituted, among other outstanding programs, the National Farm Dome Hour.

Before graphically portraying to the committee by color slide the status of American broadcasting, Mr. Mullen offered the committee NBC's complete cooperation in its study and consideration of radio legislation. He emphasized the importance of a free radio in wartime, as well as during peace, and said it was essential to remember that like a free press, a free radio depends upon the financial support of the advertiser.

During his affirmative presentation, Mr. Mullen only once touched on the highly explosive issue of time options, now ennobled in litigation before the Supreme Court on the question of jurisdiction.

"It is obvious that if a network is to be of value to the advertiser it must make it possible for him to reach all his markets with his program simultaneously at all points," Mr. Mullen said. "If the network is unable to deliver even one or two principal markets the entire program may be called off. A national network can offer advertisers this opportunity of simultaneous coverage of all markets only if it can be assured uniform clearance of time on its affiliated stations," he said.

Orderly Procedure

Emphasizing the importance of uniform time clearance, Mr. Mullen demonstrated the requirements of any advertiser may change radically from year to year. Without such an orderly marketing procedure of network time, he said, the smooth operations of a network would be impossible and "it is questionable whether most national ad

The boss said, "Get an ad in BROADCASTING for the NAB Convention Issue." "What, in this size space?" "Yep." Here it is: The Government is spending 100 million dollars in San Bernardino, California, the home of Mutual-Don Lee KFXM. Hmm, have enough space left to say that John Blair is our front man.

THE FOURTH CHIME

NBC Signal Rallied Personnel

Last Dec. 7

NBC had its own radio alert for World War II, which went into play on that fateful Sunday, Dec. 7. This was revealed by Frank E. Mullen, vice-president and general manager of NBC, in testimony last Tuesday before the House Interstate & Foreign Commerce Committee. Here was his story:

"Within two hours after the first Japanese bomb fell on Pearl Harbor, radio was in action service. At NBC a fourth chime was added instantly to the famous three-chime signature which goes out over the air at the end of every program. A pre-arranged emergency signal to all engineers and key personnel to report immediately to their posts for special duty. Radio stations all over the country went on immediate voluntary 24-hour service, broadcasting special bulletins from all parts of the world."

Advertised would consider the use of network broadcasting at all!" The result, Mr. Mullen predicted, would be "a greater revenue affecting the program service which networks are now able to render to the public through their affiliated stations. American advertisers and their agencies, Mr. Mullen declared, are cooperating with radio by contributing program time, talent and skill to the war effort in a coordinated effort. He pointed out the war service of network broadcasting goes beyond the domestic field with shortwave service to all corners of the world and with special repeat performances for our expeditionary forces the world over."

Dealing directly with the legislative issue, Mr. Mullen stated in concluding his formal testimony that in any approach to revision or clarification of existing law, preservation of the American System of broadcasting should be the dominant principle.

"This system should be stimulated to improve the character of its public service by a clear definition of radio's rights and duties," he said. "Radio needs this certainty if it is to discharge its responsibilities to the nation, effectively and confidently. The concept of a free radio must be adhered to if we are to emerge into post-war days as a strong and vigorous..."
agency for the work of reconstruction.

"As an ever changing art and science radio needs flexibility to permit its normal future evolution. Had it not been for the war we would now find ourselves in one of the most important technical developments in radio history."

"We were on the verge of new services and a new industry through the wider use of the ultra-high frequencies in the fields of television, frequency modulation, and facsimile, which is the broadcasting of printed material. These new services are certain to exert a revolutionary influence upon our social and economic life in years to come and will raise problems vastly greater than any problem which may exist in radio today."

"It should be remembered that the broadcasting industry is, in effect, operating under an old law so far as this progressive industry is concerned."

"The Radio Act of 1927, reenacted in substance in 1934, was conceived when the most of the present problems of broadcasting were nonexistent or unforeseen."

"While we are immediately concerned with the present problems of radio and the demands of a nation at war, legislation should envisage the future in a nation at peace. I am confident that the broadcasters of the nation will do everything in their power to meet the needs of the present and the challenge of the future."

Favors Press Ownership

Upon completion of his direct testimony, Mr. Mullen was cross-examined by several Committee members. Rep. Sanders, as the bill's author, took up the preliminary questions and proposed to the NBC executive virtually the same series of questions directed to previous witnesses, holding to do with Section 7 of his bill. Mr. Mullen said that he generally approved the proposals of the Federal Communications Bar Assn. and the NAB, as propounded in previous testimony to the Committee, proposing reorganization of the Commission and clarification of the Act.

Pressed for answers on the particular studies proposed in the Sanders bill, Mr. Mullen said his

WELCOME VEGETABLES were awarded Lew Henry (left), new baseball broadcaster for the Wheaties-Mobilgas games on WCLE, Cleveland. The broccoli-carrot-onion casserole was tendered by Jack Graney, whom Henry will assist, on behalf of the staff.

"WFDF Flint Michigan said to join you and see the world."
BROADCASTING

Mullen Tells House Probe Committee Story of Radio in Words and Pictures

A GRAPHIC illustration of broadcasting and what makes it tick was given the House Interstate & Foreign Commerce Committee last Tuesday by Frank E. Mullen, vice-president and general manager of NBC, in a one-hour colored slide show.

Acting as narrator, Mr. Mullen, one of the network's first employes who rose from the ranks, took 14 members of the Committee (the best-attended session since the hearings began) on what amounted to a personally conducted tour of broadcasting development in the United States, as compared to the rest of the world. Using Broad-

casting Yearbook, Government records and engineering studies as the sources, Mr. Mullen documented in easy primer form all fundamental aspects of broadcasting.

He pointed out that this country has 425 radio sets per thousand population, or seven times the 62 radios per thousand population in all nations. Throughout he emphasized freedom on the air as the essence of radio progress in this country, and pointed out that "a free radio industry, protected by law and free from Government subsidy or ownership, is one of our democratic bulwarks".

Explains Power

Mr. Mullen told the Committee orally and graphically, as it sat in a close-aided attention, about radio coverage, power and service. For example, he said a theoretical 250-watt station in North Dakota on 650 kc. would cover a 99-mile radius. It is in this field, he pointed out, that "very novel and attractive way of presenting testimony". Rep. Bulwinkle (D-N. C.) observed that every member of the Committee should visit Radio City, as he had done recently. Chairman Lea (D-Cal.), in behalf of the Committee, thanked Mr. Mullen for "this helpful, interesting and constructive testimony" and expressed his appreciation for the presentation.

FCC Should Have Sufficient Facts in Its Possession

The Committee should lay down the fundamental principles. Mr. Cahill also said he felt the FCC should have sufficient facts in its possession, based on past investigations, to present a report to Congress for policy determination on any future legislation.

"Do you feel," Rep. Sanders asked, "that the framework in which licenses could be obtained should be outlined by Congress and not left to the discretion of the FCC?"

Opposes Discrimination

Following Mr. Cahill's assertion, Rep. Sanders then swung to the newspaper ownership controversy. "With regard to licensing of stations," he asked, "what are your views on persons not getting licenses because they are doing business in other businesses such as newspapers?" Mr. Cahill replied that such a practice would be "undesirable" and termed it "discrimination".

"I am preparing to use the word 'discrimination', in response to a question. Chairman Lea took over questioning, with the request that Mr. Cahill indicate what was most needed for clarity of Congressional control of the FCC. The NBC counsel said one of the "great needs" was for an express statement in the Communications Act that the FCC should not have "the kind of practices of the Court of broadcasters in view of the fact that other Government agencies could apply such control."

He again pointed out that the FCC has this power under its fair trade regulations and that the anti-trust division of the Department of Justice could act on any allegations of "monopoly" and other breaches.

Mr. Cahill added that broadcasting was a "highly" competitive business and that "public taste could govern practices of broadcasting."

Rep. Wolverton contested Mr. Cahill's observation that competition would be an important factor in the business conduct of broadcasters, and in some instances there was "no competition" in broadcasting and illustrated with a theoretical case of two sponsors seeking the same network time.

He said that the networks themselves could discriminate against advertisers by not giving them a desired time. Mr. CahillConditional that despite intense competition still existed since an advertiser could go to another network for time.

Fault of Personnel

Rep. Mullen then said that the "faults" in FCC administration "might lie in the fact that Congress has not appointed per- 
sonnel who are sufficiently aware of the extent of FCC regulation." He then contended, however, that regulation of broadcasting was unnecessary since "broadcasting would not protect the rights of the people." He implied that broadcasting monopolies existed under the licensing system. Mr. Cahill said that contrary to this view the licensing regulations prevent monopolies, pointing out the limitations placed on stations' power and coverage. .

Pale Testifies

Rep. Mullen's presentation, which struck directly at the FCC's purported arrogation of regulatory power to itself, was followed closely by the committee. As during the day, the microphone was opened to a dozen members sat. Mr. Paley was frequently interrupted by committee members who sought elaboration on his contention that FCC enforcement upon freedom of radio and upon the economics of the industry.

Expressing appreciation for the opportunity to testify in connection with the pending legislation, Mr. Paley said at the outset it is not at all unlikely that before the deliberations are completed "the licenses will have been widened for a view of the whole picture of the legislative situation in which broadcasting finds itself."

And it may
well be, he asserted, “that you will consider basic changes in the fundamental radio law.”

Mr. Paley admonished the committee that radio is not perfect and that he did not believe Congress or anyone else will ever think straight about broadcasting until it is recognized that there are some limitations. The physical limitation on the number of wavelengths makes it impossible to do everything that everybody wants, he pointed out. Congress should look at a system whereby it will do the “greatest good for the greatest number” but not take the perfectionist view.

A plea that radio be kept “completely free” and that Congress should specify a legislative framework for radio which is in harmony with the Constitutional guaranty of freedom of speech—“map made by the CBS executive. He said that today freedom of the air is at least as important to the American people as freedom of the press.

Easy to Shut Off

Alluding to radio freedom as compared to the press, Mr. Paley said he had become convinced that, in Lincoln’s phrase, radio “cannot half slave and half free.” While radio has been “self-regulating” to a remarkable degree, Mr. Paley said that the sovereign right of every listener to “snap” the switch and shut off his radio or to shift his dial from one station to another” has been the greatest single factor in broadcasting’s onward march.

Mr. Paley said he did not ask that broadcasters be immune to any of the normal laws and regulations which govern and properly govern business. “I only say that the laws of broadcasting itself should be deliberately designed to make it lawful and honorable and proper and right for radio to grow and flourish. I say that the basic law of radio should be deliberately drawn to keep radio free, rather than to throttle and hamstring it by shoving it into any strait-jacket of the wrong kind of regulation.”

Striking this thesis, Mr. Paley said that broadcasters have recognized from the start that they must be subject to “traffic” regulation. This will be true so long as there is a limit on the number of wavelengths. A commission has to prescribe physical and engineering standards and to see that facilities are fairly distributed over the nation and that broadcasters stay on their assigned wavelengths. The core of the problem, he said, is “to what extent, if any, beyond the regulation of physical requirements, shall the licensing authority have the power to shape or control radio broadcasting in this country.”

Pointing to the FCC as a commission with “life and death powers over radio broadcasting stations”, Mr. Paley said that because regulation inevitably feeds on itself as does the crusading spirit, it is reasonable to expect that a commission with such powers “would be trying to regulate more and more, rather than less and less.”

Vague Language

When the radio law was first written in 1927, Mr. Paley said, the legislators apparently saw these dangers and the early law specifically denied the Commission the right to censor programs. Until recently we “all thought we knew what the radio statute meant,” he said. Then came the network rule, which, in his opinion, is “the philosophy behind in defending them, we discovered broad and bold assertions of all sorts of new powers, projected in a maze of uncertainty as to the legal recourses we had against what the Commission sought to do.”

This observation brought considerable questioning. Rep. Wolerton suggested that the network rules be described in detail to the committee in the belief that such an explanation would be helpful in considering new legislation. Mr. Paley asserted that witnesses--Judge Burns—would cover this subject. He commented that the FCC had used “some vague language in the law” as its authority for the present legislation.

Asked by Rep. Sanders to what extent the Commission had gone beyond physical limitations in regulating radio, Mr. Paley said he did not ask the network rules in his judgment go far beyond that. It had always been felt, he said, that the Commission could have “an overall look” at stations, in determining public interest, convenience and necessity. It was never thought until now, he said, that the Commission could go beyond the “general look” and get into business aspects of broadcasting.

Mr. DeWitt Given Leave For Bell Labs. Project

TACK DeWITT, chief engineer of WSM, Nashville, has taken leave of absence for the duration to work on military radio equipment at the Bell Laboratories in Whippany.

Mr. DeWitt and Mr. Bearden

N. J., Mr. DeWitt, long prominent in industry radio affairs, was connected with the Bell Laboratories before joining WSM.

His place at the Nashville station has been taken by George Reynolds, veteran WSM engineer. Walter E. Bearden, also of the WSM engineering staff, is leaving the station to do work with the Columbia Broadcasting System of the National Research Council, stationed at Lakehurst, N. J.

cause regulation inevitably feeds on itself as does the crusading spirit, it is reasonable to expect that a commission with such powers “would be trying to regulate more and more, rather than less and less.”

Business Aspects

Rep. Sanders, as author of the bill, said he thought it desirable to have some one familiar with the business aspects of broadcasting and who had the right to speak to the committee and set out those steps which broadcasters fear encroach upon their freedom.

Chairman Lea interpreted that the Blackstonian lawyer observed the legislative approach should be “what is the present law; what is the evil of it, and what is the remedy.” He said the Committee desired that sort of information from witnesses.

Returning to his prepared presentation, Mr. Paley said that after an issuance of the network monopoly rules, it was realized for the first time that the broader and the vaguer the Commission’s powers, and the deeper the broadcaster’s uncertainties as to his rights, his obligations and his avenues of relief, the more dangerous does the situation become.

Alluding to the pending litigation in the Supreme Court over the Commission’s power to make the regulations, Mr. Paley said that apart from legislation, the original act itself fell the laws “will be destructive to our nationwide system of broadcasting”. He said the courts will decide whether the present statute gives the Commission the powers it now claims for the first time since the original law was written. If decided in favor of the Commission, powers "such things were never intended for it by Congress will be placed in the hands of the Commission.” He said that students of the situation
A Real Danger

He said this is based largely on the "public interest, convenience or necessity clause in the Act, which is susceptible of limitless interpretation." "I say to you now that a responsible Commission must safeguard the nation's interests by seizing control of every phase of broadcasting regardless of the prohibitions and the silence in the present status on which we have relied so heavily in the past. This is a danger and a very real one," he said.

The very announcement by the Commission that it will not look with favor on broadcasting of a certain type will be enough to have programs of that type off the air all over the country in 24 hours. Stations must go to the Commission on many different types of petitions or applications. He said great danger exists whether the Commission can censor programs in advance or whether it is in the position to revoke a license or hand a wavelength to someone else by an ex post facto judgment that programs have not been in the public interest.

If the Commission is once able to say it does not like a particular type of advertising or jazz music or dramatic programs, or that a station should have a program from a particular network, he said the broadcaster is bound hand and foot "subject to subservient compliance or the death penalty".

"One victory for the Commission in any such judgment after the fact, and from then on its whispered wishes will be amplified all over the kilocycles in the land. So, in effect, power of censorship after publication in the hands of a licensing authority in reality can always be power of censorship before publication which is contrary to the whole theory of freedom of speech and of publication in America."

Referring to his previous testimony that the core of the problem was whether the Commission should have power to regulate broadcasting beyond necessary physical requirements, Mr. Paley said it was his sober judgment that regulation by the FCC should stop at physical requirements. He said there are laws covering the conduct of broadcasters as well as other business men and there is no governmental department charged with bringing into the courts for punishment or correction violations of those laws.

Editorial Function

In the past, Mr. Paley said, radio has taken the unpromising position that broadcasting differed from the press in one important particular, namely licensing. For that reason, broadcasting decided forever to forswear the editorial function.

He said, however, that he had changed his mind in connection with previous statements that fairness and freedom from editorial bias should be a condition precedent to holding a license, and that the Commission, if it had the power, and the Congress, if it did not, should enforce this condition upon broadcasting. He said that for a year his associates had struggled for a tenable suggestion as to how to write such a law and to create machinery to administer it without utterly destroying the freedom of radio.

"I am simply afraid it cannot be done," he said. "If I believe that whoever has this power and however it is sought to be exercised, the only result can be to throttle free speech in the very commendable effort to make it free."

He enjoined the committee by analogy why he had changed his mind. The country may be approaching a time when newspaper, because of the war shortage, will be rationed. The committee or Commission empowered to ration newsprint solely because the amount is limited would be very similar in function to the FCC rationing wavelengths because the number of them is limited.

"Now suppose such a commission or committee were permitted by statute to ration newsprint," he continued. "Suppose it were told, 'You may form your own judgment as to the fairness of the news in various newspapers in America and you may proportion the allotments of these newspapers on the basis of their relative fairness in their communities.' Can you imagine freedom of the press in America continuing to exist for 20 minutes? Or suppose, even, that some such a committee were only a sort of prosecutor and suppose it had to go before a Federal court or some other specially constituted tribunal and demonstrated that a given newspaper was unfair and therefore should suffer in its paper ration. How many newspapers do you think would be bold and brave and independent with such hazards of annihilation hanging over their heads?"

Because the facts and the expositions of all points of view reach the audience in so many ways, Mr. Paley contended there is very little real danger of unfairness and editorial bias over the air. Available studies, he said, show that listeners believe radio is fair and trustworthy. He said it was his honest conviction that while radio must be fair and must never be editorial, legislation is not necessary to bring this about.

He declared that in his judgment, mathematical measurement of fairness would not work at all and that laws or regulations prescribing this would in the end serve to make news reports and analyses "dreary, wishy-washy and tedious, would compel ignoring the breaks of the news, the relative importance of events, the comparative importance, from the standpoint of their ability to bring about action, of the various proponents and opponents of any point of view." Any effort to legislate or regulate the editorial function of radio, Mr. Paley said, would "not only fail to achieve the desired result, but will inevitably kill the thing sought to be protected."

Not Interlopers

Nearing conclusion of his prepared statement, Mr. Paley observed he had said virtually nothing about the network regulations which have held the industry "standing on its head for the past year." He alluded to the pendency of litigation on these rules, and said that briefs and copies of the record in the proceeding will be made available to the committee if it desires.

Mr. Paley also referred the committee to his testimony a year ago before the Senate Interstate Commerce Committee in connection

---

IT'S SORTA CROWDED HERE. SHALL WE TURN TO PAGE 31?

BROADCASTING • Broadcast Advertising May 11, 1942 • Page 131
with the White resolution when he went exhaustively into the sub-
ject. He said he tried to show that network broadcasting never
should be reduced to a sort of catch-as-catch-can commercialism,
driven for its survival to a sort of opportunistic competition to sell this
half-hour and that quarter-hour before somebody else could sell it.
He said he had told the Senate Committee he thought the majority
of the Commission had been able to “make us see seem to be out-
laws, interlopers and monopolists” simply because networks were not
licensed. Declaring he “rejected any such role”, he concluded that
“I believe that either through li-
censing, some words of recognition
in the statute, or somehow, net-
works richly and thoroughly de-
served to be validated and legiti-
mated by Congress.”

Removing Doubt

Returning to the stand Wed-
nesday afternoon, Mr. Paley sought
to clear up one or two points
about which committee members
had questioned him during his
previous testimony. He said that
with the issuance of the so-called monopoly regulations, it was evi-
dent the FCC was showing “an appetite” for more power. It was
evident also that the Commission was seeking to invade indirectly
the program field and that Con-
gress in redefining the FCC’s au-
thority, should clear up any doubts
or ambiguities as to the Commissi-
on’s precise powers.

Mr. Paley said he did not feel
there was any danger of concen-
tration of power in the hands of
networks through acquisition of
managed and operated stations.
While he felt the FCC did not
have the legal right to block sta-
tion sales from the standpoint of
price, he asserted it had effect-
ively done so and had made clear
its opposition to further acquisition of
stations by networks.

Emphasizing that in his judg-
ment there was no latent danger
of undue control of public opinion
by networks through ownership
and operation of stations, he
pointed out that in spite of the
fact that there have been no na-
tural limitations, only three press
associations have developed, there
are only four national magazines
with more than 2½ million cir-
culation, and there is only one
chain of
newspapers totaling more than
25.

Originating Points

It is desirable for networks to
own stations in certain localities,
he said, because of their impor-
tance as program originating
points. He enumerated New York,
Chicago, Los Angeles and Wash-
ington as desirable from that
standpoint. Moreover, there have
been instances where the network
has been unable to make a satis-
factory arrangement with affiliates
in particular markets, and there-
fore has sought to buy or lease
stations.

Beyond that, he said, it has been
found that in some cities affiliates
do not find it expedient to clear
for public service programs, fea-
sure programs, and stations of
Congress, Cabi-
net officials, and others in public
life. He said this situation led to
the acquisition by CBS some years
ago of WJSV, Washington.

Placing of a limitation on
the number of stations which networks
may own grows out of a “fear of
domination”, he said. Calling this
completely theoretical, he said no
one can prove that a network ever
has exerted improper influences.
There is no reason why a network
cannot operate a station as well
as any owner and in many instances
the operation should be better,
he declared.

If networks should at any time
acquire stations in any large num-
ber, and should evil practices re-
sult, Mr. Paley said that two safe-
guards readily could be applied,
(1) the Department of Justice
could insist on antitrust proceed-
ings if applicable and (2) Con-
gress could always legislate. Leg-
islation, he said, should be based
on evidence that can be proved and
not on future speculation.

A detailed questioning of Mr.
Paley on the scope and nature of
CBS contracts with affiliates was
Mr. Paley explained there were no
special limitations but that many
factors are taken into account.
Networks seek to avoid duplicate
coverage wherever possible, he
said. Asked whether the group of
some 400 independent stations
could not undertake another net-
work venture, Mr. Paley said there
was no reason other than the busi-
ness risks. He said there was nothing
to prevent them from go-
ing into network operation.

License Problems

Mr. Sanders brought up the qu-
estion of licensing of networks,
which Mr. Paley had recommended
in testimony last year before the
Senate committee. The CBS presi-
dent said that at that time he felt
networks should be licensed as a
means of avoiding “back alley”
efforts to regulate networks such as
is involved in the chain-monop-
oly regulation.

At that time, he said, the ques-
tion went to the network monopoly
regulations rather than the pend-
ning proposal before the House
Committee for a new radio law.
He said he felt that Con-
gress should recognize the valid-
ity of networks and license them.
Mr. Sanders declared that if his
new philosophy expounded to
the House Committee—limiting the
FCC to regulation of only physical
aspects of broadcasting—is ac-
ccepted, there would be no danger
for the licensing of networks.

Mr. Sanders took issue with this
observation on the ground that Mr.
Paley’s was making an overreach
on seeking protection against un-
necessary regulation and that his
licensing policy position appeared
to be inconsistent with that view.

As “I am talking about an entirely
free radio”, Mr. Paley said. “I
believe it will be unnecessary to
license networks if my philosophy
of regulation is accepted. If it isn’t,
then I favor the licensing pro-
cess.”

Mr. Paley observed that the FCC
“has been dealing with us through
network affiliates and ‘smeared
us obliquely’. He said that if regu-
lation were restricted to physical
aspects, there could be no danger
of such regulatory encroachments.
Asking specifically by Mr. Sanders
whether he believed in licensing
of networks, Mr. Paley said that
“if we are going to have the kind
of law we have today, yes. If not,
I do not believe licensing is nec-
essary.”

Elmer Davis Appears

Elmer Davis, famed CBS news
analyst, followed Mr. Paley to de-
defend radio’s editorial freedom.
While he read from a prepared
statement, he extemporized several
times, and observed he felt the
FCC’s indicated encroachments on
broadcasting would affect the
public interest adversely. If the FCC
gets the power it now claims it
has, he said, there would be real
danger to freedom of radio.

Mr. Davis explained he had
been in the news business off and
on for nearly 40 years, and that
since 1939 he has been with CBS
one of its regular commentators.
His principal responsibility is his
8:55 to 9 p. m. broadcast, he said.
Mr. Davis explained at length the
manner in which news broad-
casts are developed and the infinite
degree of work entailed in the
preparation of even a short broad-
cast. As one radio executive has
done it, he said, “Radio has nothing
but a front page”.

Any presentation of news re-
quires some editorial judgment, he
declared, in commenting on the
“self-denying ordinances” under
which radio networks have imposed
on themselves”. If it be said that
the broadcaster’s personal preju-
dices are likely to enter into his
selection of radio news, he said,
was true of newspaper editors,
he said.

This element of interpretation is
always at a minimum in his
own broadcasts, Mr. Davis said.
BRAIN TRUSTERS of WHBF, Rock Island, get a workout every week answering questions submitted by listeners on a novel quiz show, Stump the Staff. Deep in the start of concentration are (1 to r): Chuck Harrison, chief announcer; Woody Magnuson, program manager; Jack Sherman, originator of the show; Van Patrick, sports director; John Gilbert, musical director. For stomping the staff, listeners win War Stamps.

Millions for Sustainers

Describing CBS program service since Pearl Harbor and rigid program standards on war coverage invoked by the network, Dr. Stanton pointed out that in addition to the imposing list of special features, during the first three months of 1942 there were 1,600 sustaining network announcements made over CBS on behalf of the war effort.

As against the figure of $5,700,000 spent for sustaining program service day, Dr. Stanton brought out that in 1931 the figure was about $5,000,000; in 1936 it had increased to $3,500,000, and in 1941, despite the fact that the net-
work had more hours sold commercially, it reached the total of $5,700,000. Even in the 12 months prior to Pearl Harbor the total CBS network program time was designed almost equally between sustaining programs and commercial origination, he said.

Describing CBS' worldwide news coverage, Dr. Stanton brought out that CBS from April, 1941, through March, 1942, made over 2,000 news pickups from 70 different points throughout the world. There were 774 news pickups in the last year from London alone, he said. Dr. Stanton outlined the results of the Elmo Roper opinion-poll study of the voting of radio as a news source.

Mr. Epper's forecasts were within 1% of the actual results of the national election in 1938, he said.

Dr. Stanton broke down surveys conducted from 1938 through 1941 by Mr. Roper for Fortune Magazine, covering news preferences of the public, income groups in relation to listening, and listeners' reactions to broadcasting in this country. Influence of network affiliation on the audience, he said, is shown by measurements of listening to stations before and after they have become affiliated with CBS.

Judge Burns for CBS

Appearing as CBS' final witness, Judge John J. Burns, CBS general counsel and a member of its board, amplified previous testimony of Mr. Paley regarding FCC regulatory functions, particularly with respect to the network regulations. He maintained FCC had stepped up its authority in "many ways".

Reviewing the light punitive regulations which the FCC proposes to invoke, Judge Burns said they in effect would negate all existing CBS contracts with affiliates and thereby seriously undermine network operation.

Asked by Rep. Halleck (R-Ind.) whether he could explain "in a word" reasons for the FCC objection to network affiliations, Judge Burns pointedly asserted that the FCC has made loose accusations of "domination of affiliates" and "monopoly charges". He held these were completely without merit and insisted that though affiliates "did want more money from networks, they did not want the Government to get it for them".

Judge Burns declared it had been clearly indicated that affiliates do not desire "Government interference" and they are not in accord, by and large, with FCC views that networks either "dominate" them or had created a "monopoly". He insisted that no evidence had been brought out to show that CBS contracts now in effect work against public interest.

Contending that the networks give local stations "the kind of programs people want and which could not be put on by local stations because of lack of resources," Judge Burns accused the FCC of using "subterfuge" in its licensing policies. He said the Commission consistently has overstepped its authority as an administrative body.

Rep. Halleck said that when Congress set up an administrative body it should be allowed to conduct its affairs so long as it stayed within the limits of its jurisdiction. If such a body had been taken seriously upon itself, in excess of powers outlined by Congress, then I am in accord with the recommendation that its powers be clearly outlined," he observed.

'Very Indirection'

Pursuant to Committee request, Judge Burns distributed copies of the FCC regulations to members and called their attention to the sections which he said would "strike at contractual provisions CBS has with affiliates, providing exclusive service in given localities."

Pulling no punches, Judge Burns described the FCC operation as "a clever hit of indirection". He said the rules in effect tell the affiliates that "you are going to lose your license" in contracting with networks, rather than saying "your contract with networks is no good".

Charging that no consideration was given to the fate of the networks in the hearings in the Senate last year on the White Resolution, Judge Burns said the question of option time, the heart of an affiliation contract, was virtually ignored in those proceedings. The White Resolution, designed to stay the regulations until such time as Congress considered the Communications Act and spell out the functions of the FCC, is gathering dust in a Senate Interstate Commerce Committee pigeonhole.

Rep. Hinshaw leaned into the radio background of FCC Chairman Fly. Judge Burns said that as far as he knew Mr. Fly had had no radio background prior to his appointment to the commission. Asked by Mr. Hinshaw why Mr. Fly had been appointed chairman of the Commission, Judge Burns observed simply that his appointment to the Commission and the chairmanship were simultaneous. "What then would qualify Mr. Fly as a radio expert?" asked Mr. Hinshaw.

"Well, he attended law school when I did," Judge Burns replied. "But perhaps that would act rather as a deterrent."

Stations Afraid

Answering a cross-fire from Reps. Halleck and Hinshaw, Judge Burns said the manner in which the FCC had worked the regulations made it difficult for affiliated stations to challenge the FCC's authority. Few stations are going to "bow to the will of the Commission", he said, but are going to "bow to the will of the Commission". Beyond that, he said it was most difficult for any private organization to attempt to prove in court that an administrative body has gone beyond its powers.

He attacked particularly the action of the FCC in opposing any sort of review of the regulations. The Commission sought to dismiss the proceedings, he said, on the purely technical ground that its actions were not reviewable and that the regulations did not constitute an order. He described this as the first time a Commission, within his recollection, had attempted to assert such broad powers.

The FCC seeks only to procure from Congress a grant of power sufficiently broad to permit it to ignore Congress thereafter, he declared. By using the element of "indirection", he said, the Commission seeks to assert power over station contracts through threatening stations on renewal of license. He said the FCC should have gone to Congress for this authority.

The Commission, from the practical point of view, is "in the driver's seat, except where it acts without a shred of reason," said Judge Burns. Rep. Hinshaw said that this means that all stations are subject to the will of the Commission, to which Judge Burns assented. He added that with the FCC holding the power of life and death over licensees, unless they are made of "heroic stuff" they are not going to "take on the Commission". Asked by Rep. Brown whether it

1,000 TINY PLANES

CBS Ceremony Marks Receipt
Of Students' Models

A BLACK future for the enemy was symbolized May 2 in the forecourt of the CBS Pacific Coast key station, KNX, when 1,000 scale model airplanes—all painted black—were delivered to the Navy.

These tiny models were made by Los Angeles high school boys according to an exact scale and were assembled in the shape of a gigantic V on the lawn with a Navy guard. The ceremony of delivery was released over the complete CBS network.

Cecil B. DeMille, producer of Lux Radio Theatre series and famous film director, was guest of honor and Lt. Com. E. R. DeLong accepted the delivery of the planes on behalf of the Navy.

Page 134 • May 11, 1942

BROADCASTING • Broadcast Advertising
was vitally necessary that the Commission "be in existence," Judge Burns responded simply that "that is not an overstatement." He called the FCC regulations revolutionary, emphasizing that the Commission used the prefix "no license shall be granted" to affiliates which enter contracts violating the regulations as a step that had never been taken before. He called it completely without warrant.

In this connection, Judge Burns pointed out that originally the rules did not read that way, but that Mr. Fly's many advisors and he's quite clever himself." Initially it was based on the FCC's licensing power but was turned around to make it more potent, he said, calling it a credit "to their ingenuity!"

Insisting the FCC had no authority over business practices of stations, Judge Burns pointed to the recent Supreme Court decision in the Sanders case, as well as the very terms of the Communications Act itself. All broadcasting matters are segregated under Title 5, which does not permit trouble utility common carriers where rates are regulated, he said.

Asked by Rep. Halleck about the FCC's inquiry into ownership, Judge Burns said the Commission in its rules seeks to spell out instructions against newspaper ownership of stations. "Despite what Mr. Fly says," he declared, if the Commission can exclude a network from station ownership, it can exclude a newspaper. The same would go for any other type of license, he added. If the network rules are permitted to stand, he said, there would be no question about the FCC's authority to knock off any kind of broadcast station under any given set of circumstances.

They Came and Went

Resuming the stand to complete his testimony Thursday afternoon, Judge Burns outlined to the Committee the tortuous course followed by the Commission in its so-called chain-monopoly probe, and the many changes in personnel both on the Commission and on its legal staff, which punctuated the proceedings which began in November, 1938.

Chairman Fly himself, he pointed out, never participated in the investigation proceedings, which ran from Nov. 1938, to May 1939. Former Commissioner Thompson, who participated in writing the report, sat only five days, he brought out. Three separate general counsels were employed during that period, he explained. Of the original committee of four members, he pointed out, only one—Commissioner Walker — now serves on the FCC.

The May 2 report of the Commission, which accompanied the issuance of the proposed rules, he said, did not provide a complete abolition of option time. He contended there was no testimony during the investigation on the need for option time and there never was "the slightest intimation" that it would be eliminated.

In the proceedings before the Senate Committee a year ago, at which time he said Chairman Fly retreated somewhat from the position taken by the FCC, it was generally agreed by members of that Committee there should be option time and Chairman Wheeler suggested the networks get together with the FCC to work out some acceptable formula.

An FCC Invention

He described the "non-exclusive option" embodied in the revised rules as a "contradiction in terms" and said it was "an invention of the FCC." Rep. Sanders insisted he had been the author of an option that was not exclusive.

When Judge Burns explained the rules do not bar the purchase of time by the networks but that the networks could only purchase the time at the prevailing rate, which Mr. Paley said was in effect the acquisition of sustaining time at full commercial rates.

Rep. Brown interposed that if such a procedure were followed, it would be tantamount to fixing prices. Mr. Paley said that was the inference he received.

Appraising the rule banning network ownership of stations, Judge Burns called it an "unusual exercise of administrative power." He said that through it the FCC, after having licensed stations for network ownership and operation, suddenly by a decree proposes that the station must be sold. He concluded also to the rule which in effect forced NBC to divorce its Red and Blue Networks and ultimately sell the Blue.

As former general counsel of the SEC, Judge Burns alluded to the "death sentence" by which Congress gave the Commission to force separation of holding companies. But he said the Congress surrounded the Commission's authority with compulsory safeguards of a very detailed scope.

If Congress had been "tipped off" on the technique of the FCC, he commented, it would have saved itself a lot of time by simply handing over the SEC licensing power. He described the FCC action on forced sale of stations as "unjustified in all our legal history and administrative and public experience.

After Judge Burns had read from the Act the specific functions delegated to the FCC on radio, and had pointed out there was only a hidden clause mentioning networks, he said it was obvious the FCC had "wrenched" a word here and a phrase there in its effort to regulate business aspects of broadcasting. He pointed out that Congress even went so far as to specify lighting of towers but that it did not specify regulation of business authority.

If the Commission's theory of its power over business aspects is true, Judge Burns said, then Congress could have handled the job in one sentence without a law. Now a "contradiction in terms," he said, was the FCC's approach, which "wrenched" a word here and a phrase there in its effort to regulate business aspects of broadcasting.

He said the FCC obviously had "screened and combed" the statute for support of its contention.

Commissioner Craven, described by Judge Burns as "the man generally regarded as the ablest member of the Commission," then testified before the Senate Committee that there was no consideration given to the effect of the network rules on the business aspects of broadcasting. He, along with Gov. Case, dissented from the majority action.

Loss of Incentive

If the rules become effective, Judge Burns said, all incentive to spend money on sustaining programs will be lost. The whole field would be opened up to "fly-by-night opportunists" who would be in a position to take away from established networks stations in key markets. Moreover, he said, the business would gravitate to the big stations in each market, referring to testimony of other witnesses before the Senate committee.

Judge Burns alleged the regulations couldn't have been declared the rule which in effect forced NBC to divorce its Red and Blue Networks and ultimately sell the Blue.

SECOND HUSBAND
starring
HELEN MENKEN
and
THE GOODWILL HOUR
now heard on
WING
The DAYTON, St. Station

Where But

Can You Tap the East's Best Farm Audience?

In cities ... villages ... farms ....... for miles and miles around.

GET THE FACTS FROM

W CAR
PONTIAC, MICHIGAN
or the Foreman Co. ... Chicago ... New York

The Northwest's Best Broadcasting BUY

WT CN
BLUE NETWORK
MINNEAPOLIS ST. PAUL

Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.

FREE & PETERS, INC. ... Natl. Rep.

IF YOU HAVE TIME TAKE A QUICK LOOK AT PAGE 31
Decisions...

May 2

KOB, Albuquerque—Granted application in part for extension of special service authorization to 5,998.

WJHA, Covington, Va.—Granted consent assignment of license to Earl M. Key for total consideration of $6,000. The facilities will be known as WSCC.

WGAR, Cleveland—Denied petition for reconsideration and modification of a license to change facilities to 1,210 kw. which was designated for WJW by the FCC. The new facilities will be known as WADC.

WNYT, New Haven, N. Y.—Denied special service authorization to 1,210 kw. with a one-kw. klystron.

WAAT, Jersey City—Denied for being applicable for modification of license to move main studio to Newark.

WPKO, New York—Granted to KGKO KFPT KFTR KHGL WNLN WSUI WATV WAVY WSCC.

May 3

WJMS, Ironwood, Mich.; WATW, Ashland, Wis.—Granted modification of license to change name to Upper Michigan-Wisconsin Broadcasting Co., Inc.

NEW, Roy, Nev.— Granted petition for leave to dismiss application for new CP station.

KJAN, San Francisco—Granted petition to dismiss application for new CP.

WAOI, San Antonio—Granted petition to intervene in hearing to appeal and request to file with Walmer Co. for new station in Alice, Tex.

KQAA, Albuquerque—Granted application for postentemption to 6:45-2 of hearing on applications of ALX and WAI.

NEW, Granite District Radio Broadcast Co., Morristown— Granted request to continue hearing to 6:45-2.

NEW, Fort Worth Radio Corp., Fortworth—Granted application for new station.

WOSM, Lebanon—Granted petition to intervene in hearing of Butler Broadcasting Co.

Applications...

May 6

BLUE Network Co., Inc., New York—Authority to transmit programs to CP/CPF and CEL and the Canadian Broadcasting Corp.

NEW, The Radio Voice of New Hampshir, Inc., Manchester—Application for CP for new FM station to change proposed transmitter site to a new location at St. Johnsbury. The proposed station will have an population of 2,318,333 and directional and transmitter changes.

WQCM, Columbus, O.—Modification of CP as modified for extension of community service and location dates to 11-4-41.

WJAB, Pittsburg—Modification of CP as modified for extension of complete date to 9-27-42.

NEW, John W. Chaste, Lebanon, N. J.—Application for CP new FM station to transmit an additional 4,210,000,000,000 on WJON.

NEW, John W. Chaste, Lebanon, N. J.—Modification of CP as modified for completion of CP extension to 11-21-41.

KNOV, Denver—Modification of CP for removal of CP from 1,100 kw. to 799 kw. and for changing location.

RGEI, San Francisco —Modification of CP to add 1170 kw. changing time.

WJMS, Ironwood, Mich.; WATW, Ashland, Wis.—Granted to change license.

NEW, Frequency Broadcasting Corp., Brooklyn, CP new station 65.5 mc., $1,500.00; unemployment benefits.

Hammond Joint COI

Laurence Hammon, assistant director of the CBS Ws, "The People program, sponsored by Gulf Oil Co., Pittsburgh, is broadcasting in the radio division of the Office of the Director of Information. His name is Ted Adams, one of the writers of the show, which is produced by Young & Rubicam, New York.

Theodore B. Creamer

Theodore Belding Creamer, 56, head of Theodore B. Creamer Adv. Agency, Los Angeles, died May 4 from a heart ailment. Mr. Creamer was stricken April 27 but was thought to have been recovering. Nationally known in advertising, he was the Los Angeles copy executive of Lord & Thomas on the California Fruit Growers Exchange (Sunset), Southern California All Year Club and other accounts for three years, resigning in 1930 to organize his own agency. Prior to coming west he was for 15 years with v. N. Ayer & Son, Philadelphia. Surviving are his widow, Mrs. Elisha S. Creamer, and two sons, Corp. John B. Creamer, formerly account executive of A. & S. Lyon Inc., Beverly Hills, Cal., talent service, and William A. Creamer, with the Hollywood radio department of J. Walter Thompson Co.

FOR VOLUNTARILY instituting the payroll savings plan in May of 1941, James T. Milne, manager of WELI, New Haven (left) and Patric J. Goode, precision pilot, who is also city postmaster, received a Treasury Dept. certificate at ceremonies last week. WELI joined in a statewide hookup originating at WTIC, Hartford, last Friday to inaugurate the war bond sales campaign.

Edward Ralph Goble

EDWARD RALPH GOBLE, 59, president of Stack-Goble Adv. Agency, Chicago, and former member of advertising staffs of several Chicago newspapers, died May 6 of pneumonia in Memorial Hospital, Chicago. Born in Cincinnati, Mr. Goble worked for advertising departments of Chicago newspapers, then moved to Cleveland to return to Chicago in 1910 where he became one of the organizers of the Stack-Goble Agency.

KTKG, Visalia, Cal., has appointed William D. Rambert, Chicago, its exclusive national representative.

The Service Record

21,000 Compression Cones

IN YOUR MARGIN

IN SPECIFYING "LAPP" FOR

ANTEナNA STRUCTURE INSULATORS

More than 21,000 Lapp Porcelain Compression cones have gone into service. They range from 34 cones for use on the large units shown above and recently installed in the new WAB C.W.T. In the history of these insulators, covering more than 20 years, we have never heard of a tower failure due to failure of a Lapp porcelain part. Reason enough to specify "LAPP" for tower footing insulators.

Lapp Insulator Co., Inc., LeRoy, N. Y.
Openings of New KICD Awaits FCC Approval

REPORTING that equipment for the new KICD, Spencer, Ia., has already been procured, L. W. Andrews, vice-president of the station, announced last week that definite plans for the local’s start are pending a final approval of the materials by the FCC. At that time, Mr. Andrews explained, complete staff appointments, which have tentatively been made, will be announced.

KICD was granted Dec. 16, 1941 to Iowa Great Lakes Broadcasting Co. for 100 watts on 1240 kc. and holds the distinct honor of being the first wartime new grant. Principals are Mr. Andrews and Mr. Ascomb, employee and director for old age assistance and aid to the blind, vice-president and 30.2% stockholder; Lyle W. Nolan, Ruthian (Ia.) theatre owner, secretary-treasurer, 10%; Robert G. Lexvois, assistant bank cashier. Balance is held in small blocks by 22 other business men.

Onens Heads WCM

CLARENCE N. ONENS has been named managing director of WCM, municipally owned station in Camden, N. J., to succeed the late Fred Capeeroon. The appointment was announced May 6 by Mayor Brunner. It was also continue in his present capacity of chief operator and engi-

neer. The FCC had approved WCAM since 1927. His new position does not carry a salary increase for the present, Mayor Brunner said.

RADIO CONTROL

for

RESULTS!

BROADCASTING • Broadcast Advertising

May 11, 1942 • Page 137
Plan to Combine War Information Agencies Studied

New Board Up to President; May Involve Shortwaves

PRESIDENT Roosevelt still has on his desk the project plan for a new war information setup, probably to be called the War Information Board, which may eventuate into a merger of some of the Government's informational agencies and involve also the ultimate disposition of pending shortwave operation.

That the plan is "in the mill" was definitely indicated at the White House last Friday, but it was said the President has had no time lately to give it adequate study. Despite reports that the plan would be released momentarily, it was said that it may take some time yet and it was indicated that all news stories about it so far are in the realm of conjecture.

Merger Plans

The latest story to gain currency is that the Office of Facts & Figures, Office of Government Reports and Radio, Director of Information would have all or part of their functions merged, along with the Army, Navy and War Production Board information sections. This was reported by Jerry Kuttz, whose "Federal Diary" column in the Washington Post is often authoritative.

Mr. Kuttz stated that the board would be representative of the State, War, Navy and Justice Departments and the WPB. He predicted also that a second executive order would transfer parts of the COI (Director Office of Civilian Information) to Army Intelligence and to the Office of Inter-American Affairs (Rockefeller Committee).

This report could not be verified in official sources, which stated that the ultimate plan cannot be predicted for the reason that the President hasn't gone over it yet and, when he does, may make radical changes in it or discard it altogether.

New names were added to the "dope lists" drawn up by reporters of the chairmanship of the project War Information Board. Among the new names were Palmer Hoyt, publisher of the Portland Oregonian, operating KGWE; Mr. Herbert Agar, editor of the Louisville Courier-Journal, operating WHAS; Fred Geertner Jr., managing editor of the Detroit News, operating WWJ; Lyle Wilson, chief of the Washington bureau of the United Press.

Previously mentioned [Broadcasting, April 13] was Elmer Davis, CBS news commentator; Archibald MacLeish, director of OFF; Byron Price, Director of Censorship; Walter Lippmann, columnist; Lowell Mellett, director of the Office of Government Reports.

Atlantic Coast Net Is Formed By Lafount, to Start June 15

Regional Covers Area With Third of Population Of Nation, He Says; WNEW Will Be Key

ATLANTIC COAST NETWORK, a "center-of-population" combination of stations from Boston to Washington, will begin operation June 15 it was announced last week by Harold A. Lafount, president of American Broadcasting Co., which will operate the network.

In the making for several years, the regional chain will use WNEW, New York, as the key, and will definitely include WCOP, Boston; WNBC, New Britian; WELI, New Haven; WPEN, Philadelphia. All of these stations are identified with Bulova-Lafount ownership. Mr. Lafount, former member of the Federal Radio Commission, is the directing head of the Bulova radio network, and had the regional network plan under consideration for the last two years.

There will be outlets in both Baltimore and Washington, but no statement yet has been made regarding them. It was thought likely that WWDC, Washington local, would be the capital city terminus.

So far as the shortwaves are concerned, the plan is still understood to be to place their operation under a three-man board chosen from the FCC, the Rockefeller Committee and the Donovan Committee.

KWD in Operation

Meanwhile, expansion of the shortwave system began last week with the inauguration, without any fanfare or publicity of the new 100,000 watt KWD, San Francisco, licensed to a company headed by Wesley I. Dumm, chief owner of KSFO, in that city, and KRW, in Oakland, Cal. The station is now beaming 8 to 12 hours daily to the Far East and, with its new design of antenna, will also be utilized by the Rockefeller Committee for Latin American service.

Lafount's plans for another high-power shortwave outlet in Los Angeles are going forward, it was said, and it is expected that FCC approval and WPB priority for its construction will be forthcoming. The Los Angeles outlet will be constructed first; then it is Mr. Dumm's plan to erect such station in Seattle area.

Application to Transfer WWDC Stock Is Filed

APPLICATION for transfer of 100% of the stock of WWDC, Washington's newest local, for a consideration of $110,000, was filed with the FCC last Monday.

Expeditious action is expected on the application which would transfer 15% of the station to Joseph E. Katz, president of the Baltimore advertising agency of the same name; C. Ben Yarmy, supervisor of production of daytime radio of Young & Rubicam, New York, 50 shares, and Charles M. Harrison, Sr., to S. Katz, 5 shares. Mr. Larson, under the arrangement, would become manager and leave his New York post.

Application was filed by the present owners, Holland, automotive dealer; Dyke Cullum, former Texas automotive man, and Edward M. Spence, former manager of WGBI, Baltimore [Broadcasting, May 4].

Walker Leaves MBS To Enter Hooper Firm

WALLACE A. WALKER, for three years chief statistician of MBS, East Coast, Hooper Inc., according to Fred H. Kenkel, Hooper vice-president. Mr. Walker will be chiefly concerned with the "Continuous Measurement of Radio Listening" reporting service on radio audience distribution among stations in individual markets. This service, started 23 months ago, is now operating in 37 cities.

Educated at St. Paul's and at Yale, Mr. Walker spent several years in banking and insurance before entering radio research. Prior to joining MBS he had made a number of special statistical studies for CBS.

MBS Billings Up

MBS billings for April amounted to $904,845, an increase of 88.4% over the same month last year, when billings were $580,234. Cumulative billings for the year to date are $3,920,986, up 102% from the $1,941,446 billed during the first four months of 1941.

WTMA, Charleston, S. C., NBC outlet, has increased its power from 250 to 1,600 watts, day and night. Station continues to operate on 1550 kc., but will use a directional antenna at night.

LAWRENCE J. HUBBARD has been appointed assistant research director of Crosley Inc., New York and Princeton, N. J.
SUNDAY, MAY 10

2 p.m.—Theme: "The Listener's Stake in American Radio." Chairman, Mrs. Walter V. Magee; President, Radio Council, Greater Cleveland.

2:00 p.m.—Greetings, Neville Miller, President, NAB.

2:15 p.m.—Address, "War News for Home Consumption," B. S. Bornovici, News Commentator, WJW, WJS.

2:30 p.m.—Address, "Radio, America's Eyes and Ears," WEDNESDAY, MAY 13

SUNSPOT, MAY 10

12 Noon—Sales Managers, Executive and General Committees, Parlor E.

12:30 p.m.—Broadcast Music Inc., board of directors, Luncheon, Parlor D.

2 p.m.—Research Committee, Parlor H.

Engineering Committee, Parlor F. NAB Bureau of Copyrights, board of directors, Parlor B.

3 p.m.—Code Committee, Parlor D.

4 p.m.—Wages and Hours Committee, Parlor M.

Accounting Committee, Parlor H.

7 p.m.—NAB Board of Directors Dinner, Parlor Room, Lattice Room.

8 p.m.—Labor Committee, Tavern Room.

MONDAY, MAY 11


10:45 a.m.—"Radio and the War," Byron Price, Director, Office of Censorship.

Informational Clinic

J. Harold Ryan, Assistant Director, Office of Censorship.


Rear Admiral J. H. Hepburn, Director, Bureau of Public Relations, Navy Dept.


Earl J. Glade, Chairman, NAB Code Committee.

12:45 p.m.—Luncheon, Grand Ball Room.

Speaker—Archibald MacLeish, Director, Office of Facts & Figures.

2:30 p.m.—Department of Broadcast Advertising, Sales Managers, Fine-Euclid Room.


Program of Special Sessions on Listeners Audiences

NAB Convention, Hotel Statler, Cleveland, May 12-13

TUESDAY, MAY 12

LATTICE ROOM

2 p.m.—Theme: "The Listener's Stake in American Radio." Chairman, Mrs. Walter V. Magee; President, Radio Council, Greater Cleveland.

2:00 p.m.—Greetings, Neville Miller, President, NAB.

2:15 p.m.—Address, "War News for Home Consumption," B. S. Bornovici, News Commentator, WJW, WJS.

2:30 p.m.—Address, "Radio, America's Eyes and Ears," Fred Weber, General Manager, WMB.

2:30 p.m.—Address, "Radio's Significant Place in Inter-American Relations," Guy Hiekos, Inter-American Affairs Committee.

2:30 p.m.—Address, "Radio Does a Public Service" Jennings Pierce, Public Service Director, Western Division, NBC.

3:30 p.m.—Question Period.

4:30 p.m.—Radio, Sales Modern, Room.

For delegates and individual members of Radio Council and women registered for the convention.


11:00 a.m.—Address, "Radio Education," Dr. Keith Tyler, Director of Education, School Broadcasts, Ohio State U.


11:40 a.m.—Questions.

12:15 p.m.—Lunch, Euclid-Pine Room, Streets.

12:30 p.m.—Lunch, Euclid-Pine, Room, Streets.

2:30 p.m.—"Theme, "Radio Ahead." Chairman, Mrs. Dorothy Hisy.

12:30 p.m.—Address, "Radio in Canada," Glen Bannerman, President, Canadian Assn. of Broadcasters.

2:40 p.m.—Address, "British Women in Wartime," Dr. Winifred C. Cullis, President, University of London; London, U. Keter International President Assn. of American Women.

3:15 p.m.—Film, "Ordinary People".


4:00 p.m.—Address, "Industry's Role in a World Offensive," Charles R. Hook, President, American Rolling Mills Co., Director National Assn. of Manufacturers.

SUNDAY, MAY 10

12 Noon—Sales Managers, Executive and General Committees, Parlor E.

12:30 p.m.—Broadcast Music Inc., board of directors, Luncheon, Parlor D.

2 p.m.—Research Committee, Parlor H.

Engineering Committee, Parlor F. NAB Bureau of Copyrights, board of directors, Parlor B.

3 p.m.—Code Committee, Parlor D.

4 p.m.—Wages and Hours Committee, Parlor M.

Accounting Committee, Parlor H.

7 p.m.—NAB Board of Directors Dinner, Parlor Room, Lattice Room.

8 p.m.—Labor Committee, Tavern Room.

MONDAY, MAY 11


10:45 a.m.—"Radio and the War," Byron Price, Director, Office of Censorship.

Informational Clinic

J. Harold Ryan, Assistant Director, Office of Censorship.


Rear Admiral J. H. Hepburn, Director, Bureau of Public Relations, Navy Dept.


Earl J. Glade, Chairman, NAB Code Committee.

12:45 p.m.—Luncheon, Grand Ball Room.

Speaker—Archibald MacLeish, Director, Office of Facts & Figures.

2:30 p.m.—Department of Broadcast Advertising, Sales Managers, Fine-Euclid Room.

"Radio Advertising for Depart- ment Stores."


10:30 a.m.—Business Session, Euclid-Pine Room, Neville Miller, Presiding.

"Priorities"

8:30 a.m.—Collective Bargaining," NAB Labor Relations Dept., Parlor D.

"Information Please on Spot Radio," Cleveland Ad Club Dinner Room.

Panel:

John Blair, John Blair & Co.


NAB Code Advertising.

"DCB Broadcast Planning," Neville Miller, chairman, DCB Committee on Domestic Broadcast, Andrew E. Ring, O. I. Taylor.

"Foreign Language Broadcast- ing," Alan Cranston, Office of Facts & Figures.

NAB Wartime Committee.


NAB Legal Department.

Music—Roundtable—Merritt Toppens, BMI, Tavern Room.

10:30 a.m.—Business Session, Pine-Euclid Room, Neville Miller, Presiding.


"The Bridge to a New Demo- cracy," Horrocks, candidate, Public Relations Dept., Goodyear Tire & Rubber Co.


12:45 p.m.—Luncheon, Grand Ball Room.

Paul V. McNutt, Federal Secur.

2:30 p.m.—NAB Business Session, Euclid-Pine Room. (Members only)

Taxation—Ellsworth S. Alvar, NAB Tax Counselor.

Presentation of Awards to the NAB By-Laws.

Election of Directors-at-Large, Selection of 1943 Convention Site.

Report of Resolutions Committee.

4:30 p.m.—Final Meeting, National Affiliates Inc., Salle Moderne.

7:30 p.m.—20th Annual Banquet, Rainbow Room, Hotel Carter.

THURSDAY, MAY 14

10 a.m.—Meeting of new NAB board of directors, Parlor C.

10 a.m.—NAB Annual Golf Tournament, Mayfield Country Club, for the Broadcasting Magazine Trophy.
WHERE TO GO AND WHAT TO DO
In Cleveland

DINING
With Floor Shows—Alpaca Village, Playhouse Square. D 1:15, Dinner and Supper. Dancing. Shows nightly, except Sunday. D 8:30, Supper dancing. Three shows nightly, except Sunday. Southern Tavern, 100th & Carnegie. Dinner and supper dancing. Monday, 7-9, 9; Tuesday, 7-9; Wednesday, 7-9; Thursday, 7-9; Friday, 7-10. D 8:30, Supper dancing. Two floor shows nightly, except Sunday.


Casino Terrace Room, Hotel Statler. D 1:15. Dinner and supper dancing. 1:00.

Good Food—Allendeor, 1118 Chester (downtown). Dinner 10:15, Carnegie (outlying). Dannon’s, 2446 Fairmont Blvd. (outlying).


WHERE TO GO AND WHAT TO DO
In Cleveland

DINING
With Floor Shows—Alpaca Village, Playhouse Square. D 1:15, Dinner and Supper. Dancing. Shows nightly, except Sunday. D 8:30, Supper dancing. Three shows nightly, except Sunday. Southern Tavern, 100th & Carnegie. Dinner and supper dancing. Monday, 7-9, 9; Tuesday, 7-9; Wednesday, 7-9; Thursday, 7-9; Friday, 7-10. D 8:30, Supper dancing. Two floor shows nightly, except Sunday.


Casino Terrace Room, Hotel Statler. D 1:15. Dinner and supper dancing. 1:00.

Good Food—Allendeor, 1118 Chester (downtown). Dinner 10:15, Carnegie (outlying). Dannon’s, 2446 Fairmont Blvd. (outlying).


ASCAP to Announce Program Service For Broadcasters at NAB Convention

ASCAP’s new radio program service, designed to assist the Society’s station licensees in cashing in on their investment in ASCAP music [BROADCASTING, March 23], will be formally announced to the broadcasting industry at the NAB Convention in Cleveland.

In addition to this mass presentation, ASCAP is also introducing the plan individually to station executives through a brochure prepared by Robert L. Murray, director of the service as well as of ASCAP’s entire public relations program.

As explained in the promotion piece, the service consists of a series of half-hour scripts, topical continuities with allowance for eight musical numbers, suitable for either participating or single client sponsorship.

Service is free to all stations with ASCAP licenses and three sets of programs are produced each week to prevent duplication in cities with more than one ASCAP station. While emphasizing music, service will include"song plugs or mention of the Society", the brochure states. Programs are available in 13-week packages to enable stations to plan and merchandise the offerings.

Brochure includes a copy of the June 1 script, the continuity discussing wedding customs. Attached to the script is a folder listing four suggested musical numbers for each of the eight breaks, listing the names of composers and publishers and the make, number and featured artist of one or two phonograph records of each tune. Another postscript to the continuity outlines suitable commercial copy for four types of local advertisers: Jeweler, florist, furniture store and mens’ shop.

Printed in two colors, the 11 x 14-inch pages of the book contain many photographs against a musical background illustrative of the aim of the service, "so that listeners off shopping with a song in their hearts."

Blue-and-white board cover bears the call letters of the station to whom the book is sent.

Ed Craney, ‘Disguised’, To Avoid NAB Meeting
ON THE GROUND that he’s "pretty damned disgustingly eve-" Ed Craney, operator of KGRJ, Butte, and the Z-Bar Network, has advised friends he will not attend the NAB Convention in Cleveland May 11-14. A leader among independents, Mr. Craney has figured prominently in past industry ac-

Activities will be suppressed by the BBC, and the Z-Bar Network, has advised friends he will not attend the NAB Convention in Cleveland May 11-14. A leader among independents, Mr. Craney has figured prominently in past industry ac-

Subject to change at any time, the June 1 script, the continuity discussing wedding customs. Attached to the script is a folder listing four suggested musical numbers for each of the eight breaks, listing the names of composers and publishers and the make, number and featured artist of one or two phonograph records of each tune. Another postscript to the continuity outlines suitable commercial copy for four types of local advertisers: Jeweler, florist, furniture store and mens’ shop.

Printed in two colors, the 11 x 14-inch pages of the book contain many photographs against a musical background illustrative of the aim of the service, "so that listeners off shopping with a song in their hearts."

Blue-and-white board cover bears the call letters of the station to whom the book is sent.

Ed Craney, ‘Disguised’, To Avoid NAB Meeting
ON THE GROUND that he’s "pretty damned disgustingly eve-"

Activities will be suppressed by the BBC, and the Z-Bar Network, has advised friends he will not attend the NAB Convention in Cleveland May 11-14. A leader among independents, Mr. Craney has figured prominently in past industry ac-

Subject to change at any time, the June 1 script, the continuity discussing wedding customs. Attached to the script is a folder listing four suggested musical numbers for each of the eight breaks, listing the names of composers and publishers and the make, number and featured artist of one or two phonograph records of each tune. Another postscript to the continuity outlines suitable commercial copy for four types of local advertisers: Jeweler, florist, furniture store and mens’ shop.

Printed in two colors, the 11 x 14-inch pages of the book contain many photographs against a musical background illustrative of the aim of the service, "so that listeners off shopping with a song in their hearts."

Blue-and-white board cover bears the call letters of the station to whom the book is sent.

Ed Craney, ‘Disguised’, To Avoid NAB Meeting
ON THE GROUND that he’s "pretty damned disgustingly eve-"

Activities will be suppressed by the BBC, and the Z-Bar Network, has advised friends he will not attend the NAB Convention in Cleveland May 11-14. A leader among independents, Mr. Craney has figured prominently in past industry ac-

Subject to change at any time, the June 1 script, the continuity discussing wedding customs. Attached to the script is a folder listing four suggested musical numbers for each of the eight breaks, listing the names of composers and publishers and the make, number and featured artist of one or two phonograph records of each tune. Another postscript to the continuity outlines suitable commercial copy for four types of local advertisers: Jeweler, florist, furniture store and mens’ shop.

Printed in two colors, the 11 x 14-inch pages of the book contain many photographs against a musical background illustrative of the aim of the service, "so that listeners off shopping with a song in their hearts."

Blue-and-white board cover bears the call letters of the station to whom the book is sent.

Ed Craney, ‘Disguised’, To Avoid NAB Meeting
ON THE GROUND that he’s "pretty damned disgustingly eve-"

Activities will be suppressed by the BBC, and the Z-Bar Network, has advised friends he will not attend the NAB Convention in Cleveland May 11-14. A leader among independents, Mr. Craney has figured prominently in past industry ac-

Subject to change at any time, the June 1 script, the continuity discussing wedding customs. Attached to the script is a folder listing four suggested musical numbers for each of the eight breaks, listing the names of composers and publishers and the make, number and featured artist of one or two phonograph records of each tune. Another postscript to the continuity outlines suitable commercial copy for four types of local advertisers: Jeweler, florist, furniture store and mens’ shop.

Printed in two colors, the 11 x 14-inch pages of the book contain many photographs against a musical background illustrative of the aim of the service, "so that listeners off shopping with a song in their hearts."

Blue-and-white board cover bears the call letters of the station to whom the book is sent.

Ed Craney, ‘Disguised’, To Avoid NAB Meeting
ON THE GROUND that he’s "pretty damned disgustingly eve-"

Activities will be suppressed by the BBC, and the Z-Bar Network, has advised friends he will not attend the NAB Convention in Cleveland May 11-14. A leader among independents, Mr. Craney has figured prominently in past industry ac-

Subject to change at any time, the June 1 script, the continuity discussing wedding customs. Attached to the script is a folder listing four suggested musical numbers for each of the eight breaks, listing the names of composers and publishers and the make, number and featured artist of one or two phonograph records of each tune. Another postscript to the continuity outlines suitable commercial copy for four types of local advertisers: Jeweler, florist, furniture store and mens’ shop.

Printed in two colors, the 11 x 14-inch pages of the book contain many photographs against a musical background illustrative of the aim of the service, "so that listeners off shopping with a song in their hearts."

Blue-and-white board cover bears the call letters of the station to whom the book is sent.

Ed Craney, ‘Disguised’, To Avoid NAB Meeting
ON THE GROUND that he’s "pretty damned disgustingly eve-"

Activities will be suppressed by the BBC, and the Z-Bar Network, has advised friends he will not attend the NAB Convention in Cleveland May 11-14. A leader among independents, Mr. Craney has figured prominently in past industry ac-

Subject to change at any time, the June 1 script, the continuity discussing wedding customs. Attached to the script is a folder listing four suggested musical numbers for each of the eight breaks, listing the names of composers and publishers and the make, number and featured artist of one or two phonograph records of each tune. Another postscript to the continuity outlines suitable commercial copy for four types of local advertisers: Jeweler, florist, furniture store and mens’ shop.

Printed in two colors, the 11 x 14-inch pages of the book contain many photographs against a musical background illustrative of the aim of the service, "so that listeners off shopping with a song in their hearts."

Blue-and-white board cover bears the call letters of the station to whom the book is sent.
Complaints of Timebuyers, Retail Problems on Agenda

Prominent Store Executives, Agency Officials to Take Active Part at Convention; Spot Forum

THE "15% BOYS" and their gripes will take an important part in the NAB convention. As a matter of fact the accent will be on development of new business, taking into account effects of price fixings, priorities, rationing and other war-born edicts which ordinarily would have a depressing effect on advertising budgets.

Radio, however, the truly developed, is the main object of sales managers' affections during the convention. At the opening session, after the most important issue of radio and the war is covered by representatives of the high command, the convention will take up radio advertising for department stores.

Store Experts

A panel on this subject will be led by Richard G. Meybohm, sales manager of National Retail Dry Goods Assn. On the panel will be such figures as Barclay W. Newell, sales manager, William Taylor Sons & Co., Cleveland; Edgar L. Rice, sales promotion manager, A. Polsky Co., Akron; James W. Petty Jr., publicity director, H. & S. Fogue Co., Cincinnati.

The "What Burns Us Up" breakfast session arranged by John Hymes, chief time-buyer for Lord & Thomas, as president of the Radio Executives Club, is expected to stir up the cats on the ancient art of time selling, time-buying and the chisel fringe. After the introductory remarks, there will be two semi-serious talks on "The Agency Looks At the Station," by Carlos Franco, of Young & Rubicam, and William Mailléfert, of Compton Ad. Agency. Frank Scott will handle the "What Burns Us Up" interviews with Radio Executive Club members, including the following: Tom Lynch, William Eady; Fletcher Turner, J. M. Mathes; Morten Bassett, Morse International; Tom Carson, Pedlar & Ryan; Linnea Nelson; John Thompson; John Hymes, Lord & Thomas; William Mailléfert, Compton; Mr. Franco; Bernie Prokter, Biow; Carol Newton, BBDO; George Kern, Benton & Bowles; Bill Wilson, William Rambeau; Peggy Stone, Loren Watson, Spot Sales.

By transcription, these club executives will be remote interviewed from New York to vent their pet peeves upon the unsuspecting broadcasters: Tom McDermott, N. W. Ayer; Al Taranto, Ted Bates; Bob Beeman, Black; A. Van Brown, Black; Lucy, Kenyon & Eckhardt; Arthur Sinheimer, Peck Agency; George Tremble, Marshalk & Pratt; Helen Thomas, Spot Broadcasting; Ray Elbrock, Franklin BRuck.

Dr. Harry Dean Wolfe will be one of the speakers at the Tuesday afternoon session on "Selling With Surveys." Until May 1 he was director of the Bureau of Business Research of Kent State U. However, in a major contribution of value to radio, he supervised "A Survey of Brand Consciousness and Brand Usage in Northeastern Ohio Among Middle-Aged Housewives of 14 Selected Household Products" [BROADCASTING, Jan. 19]. At present Dr. Wolfe is on staff of the War Production Board in Washington.

Other speakers at this session will be Gene Flack, of the general sales department, Loose-Wiles Biscuit Co. Long a devoted city slicker, he will talk on "Shoot the Works." Mr. Flack was selected to give a hard-hitting speech on salesmanship because he has earned a wide reputation as a sales executive.

Spot Quartz

The national sales representatives' breakfast session on Wednesday, "Information Please on Spot Radio," will be conducted by the four representatives who will address the council. On the board of experts will be H. Preston Peters, John Blair, Edward Petry and Joseph J. Weed. The principal speaker at the general session Wednesday morning will be Arthur Horrocks, counsel, public relations department, Goodyear Tire & Rubber Co. His subject is "The Bridge to a New Democracy," but with some old-fashioned gospel on the part radio can play during the war and in the post-war period.

Dr. Miller McClintock, director of The Advertising Council, also will speak at the convention session, and Eugene Carr, assistant manager of WAGAR, Cleveland, and chairman of the NAB Sales Managers' Executive Committee, will speak on "The War—A Challenge to Broadcast Advertising."
Educators Consider War Propaganda

Censorship Methods Are Deemed by Network Commentators

WAR'S IMPACT on radio was everywhere evident in the program of the 13th annual Institute for Education by Radio, sponsored by Ohio State U May 4-6 at the Deshler-Wallick Hotel, Columbus. Highlight of the three-day conference was the announcement of awards for the Sixth National Exhibition of Recordings of Educational Radio Programs, which emphasized the first time achievement on the commercial side.

CBS led the award parade with six first awards and an honorable mention; NBC and Bobc each had two firsts and two honorable mentions. In addition four programs were cited for unusual merit: Cecil Brown's eyewitness account of the sinking of USS Lexington was awarded CBS, a program titled Blood Donor broadcast by KFI, Los Angeles; the play, Johnny Quin, USN, by Arch Obol of NBC, and the CBC war program, Quiet Victory.

News and the War

The opening session May 4 was devoted to public practice, radio news reports and comments in wartime presided over by Arthur J. Klein of Ohio State U. Featured speakers were Morgan Beatty, BLU; H. V. Kahrs, NBC; Leigh White, CBS; Gregor Zeimer, WLW, assisted by James Cassidy, WLW; G. W. Johnstone, BLU; A. A. Schechter, NBC director of special events, and S. S. Wood, acting CBS director of News and special events.

The threat of censorship occupied much of the speakers' attention. Morgan Beatty observed that there was no conflict between radio and Government censorship and criticized those who object to the Government's method of news dissemination.

He pointed out that free speech does not entail the right to encourage disunity. Kaltenborn believed the radio commentator free to criticize the public practice, radio news reports and comments in wartime, but added that he had always been given the right to speak what he thought even though his comment often ran counter to the Administration. At the same time he maintained that the bare facts of war cannot be overemotionalized and contended that there are not, and will not be, enough dramatizations to give the audience the impression that the war is being won.

Mr. Zeimer evaluated radio as a powerful morale force to combat Axis zeal directed to a single purpose and wondered whether we are.

Wartime conditions provided the themes of discussions conducted by integrated groups on child programs, religious programs, agricultural programs, college courses teaching radio cooperative group broadcasting and service organizations.

Radio and wartime morale occupied a panel consisting of Edward L. Breck, public relations specialist; Lyman Bryson, CBS station director; George V. Denny, director of America's Town Meeting of the Air; Carl Friedrich, KFI, Los Angeles; and Victor Cohens, Clear Channel Broadcasting Service, and Robert Landry, radio editor of Variety.

Propaganda Danger

Bryson urged that the era of entertainment was now over and predicted that future entertainment as a radio feature would be a means and not an end. Programs must now be good propaganda, he said. Denny criticized those who seem to think they've found the truth and can therefore impose it upon others.

Concurrently, though, he criticized the American people for letting others do their thinking and warned them of the sanitizing propaganda of government as well as that of other groups. Sholz pointed out the failure of "flag-wavers" to interest the public and offered the decreasing audience of This Is War as evidence.

Cohen insisted that soap-operas are overdoing war propaganda and complained of too much talk within the separate war stations. Landry suggested a failure of eloquence and proposed a "rip-roaring" campaign of intense nationalism.

In a panel devoted to radio drama in wartime, Arch Oboler, director of the NBC series Plays for Americans, emphasized the need for more hate and more emotion in the radio drama. Oboler maintained that the audience must be angered since anger leads to determination. "We need hate," he said, "to enable us to face the dying deaths of our sons and our fathers and our husbands." Need of self-sacrifice, the identification of self with the cause of the United Nations, the interpretation of issues, and a consideration of the world people want can all be projected through radio drama, Oboler said. He asserted that radio drama should not be a propaganda "pied a pipe" of hate and the message of hope for the future but he pointed out that radio dramas cannot be written for one mass audience; rather for groups of audiences.

A Simple Problem

Norman Corwin, director of the completed series, This Is War, and more recently in the main budlunty criticized experts who think the problem of talking to the people is a complex one. In reality, he said, it is shockingly elementary. He promised that the issues which have been kept from the people deliberately, accidentally, or through an emasculated sense of neutrality.

The religious broadcasters adopted six resolutions for guidance in such broadcasts, recommending chiefly that no doctrine of hate should be preached against the enemy. This came in direct opposition to criticism by Corwin and Oboler. Participants in the religious broadcast panel also called for greater unity through this type of program and emphasized the need for an end of the persecution of religion in these critical times.

Wartime conditions provided the theme of other discussions covering child programs, agricultural programs, college courses teaching radio cooperative, group broadcasting and service organizations.

CBS TO CONSIDER PROGRAM SERVICE

TO RENDER further programming services to CBS affiliate stations in relation to their national advertisers and agencies, D. Connolly, CBS director of program promotion, will hold informal sessions with CBS station men attending the Institute at the University of Michigan in Cleveland.

Mr. Connolly, who has been with CBS two years, has developed a program service of interest to the Institute with three objectives: (1) Analyze all requests coming from clients and agencies, eliminating as far as possible those which appear unproductive; (2) prepare complete campaigns aimed at getting results in areas laid out by stations themselves; (3) impress upon client and agency that stations are not only a feature of the network, but are removing pressure on stations.

The varied program services offered by CBS in its many complete campaign brochures containing story background, suggested ads, scripts, local announcements, and sponsored announcements made by stars for use by station prior to and during first few weeks new program, dealer material such as suggested letters, dealer studio meeting procedures, advance information on contests, and other forms of merchandising and program services.

OSU Honors Damrosch

TESTIMONIAL dinner was given in honor of Walter Damrosch, conductor of the NBC Music Appreciation Hour, at the Institute for Educators "in appreciation of the Institute's contribution to radio education." For an hour the BLUE carried a part of the proceedings featuring a special address from Dr. Damrosch.

GEORGE HAYES, of the BLUE association, New York, has sponsored news periods on Spy Is With Music, all-night, all-music program on WJZ, New York, has won the announcers contest to handle the program, now sponsored by Esso Marketers.
DCB Surprised by Severe Ration Ruling

INCLUSION of broadcasting as subject to curtailment of electric power in an order issued last week by the War Production Board to provide for power rationing in the event of local shortages or a national turnoff in both Government and industry radio circles.

Catching everyone in radio by surprise, the order (Limitation Order 194) sets up machinery to handle power shortages wherever they occur. While there are a number of exemptions, such as Government, military, transportation, hospitals and communications services, radio is specifically excluded from the exemptions.

The order specifies "radio communication (not including commercial broadcasting)" as exempt from the mandatory curtailment provisions. These curtailment provisions are left sufficiently flexible to take care of conditions as they may occur in a given area.

DCB Gets Busy

The mere fact that commercial broadcasting was not exempted caused considerable agitation in Government radio circles. The matter was brought to the attention of the Defense Communications Board at its meeting last Thursday by FCC Chief Engineer E. K. Jett, after he had been apprised of it. An investigation immediately was instituted and it was indicated steps would be taken promptly to safeguard against arbitrary action which might mean the shutting down of stations.

Promptly upon release of the order, Broadcasting contacted every available quarter in Washington to learn possible effect of the order on industry operations. While assurances were given there was no intention of classifying broadcasting with non-essential consumer groups, there nevertheless was no commitment that broadcasting as an industry would be exempted.

In issuing its detailed order, WPB announced that in some areas shortages of power already have occurred and in others further shortages are threatened. These shortages are generally caused by the vast increase in use of electric power by war industries, it was pointed out.

Two main lines of action against power shortages are set out in the order. The first, immediately effective, requires utilities to operate their systems in such a way that will produce maximum power from present capacity. The second, to be put into effect when and where a shortage is discovered, is machinery for mandatory curtailment of power for commercial and industrial consumers. Provision is also made for curtailment of residential consumers.

When a power shortage develops, the WPB director of industry operations, J. S. Knowlson, will define the power shortage area and issue orders to be considered as an "enabling order," to allow local administrators of WPB to call for curtailment of power in cases of "acute" shortage. He said that any cut-off of power of broadcast stations would depend on the "acuteness" of the shortage.

Another important factor in power rationing would be the number of stations in the particular locality affected by power shortage, Mr. Falck declared. He cited as an example two stations in a particular town which had become a critical area. It might be necessary to shut off power for two hours a day from non-defense plants. In such a situation, each station must be asked by the local administrator to shut off for one hour each.

Mr. Falck explained there are two types of power shortages, capacity and energy. In the case of capacity shortages, which means the peak load the power generators of a town can carry, stations might be asked to go off the air for a short time each day to take care of any additional needs of defense plants which occur usually at the same time. Energy shortage was defined as occurring when the generation of power is slowed down for some reason, such as during a drought where rivers are low or the hydroelectric generation is sharply reduced. In such situations, he said broadcast stations might be asked to cut down an hour of power a day until the normal load can be met.

Mr. Falck said that local administering

(Continued on page 120)

Index to Wartime Directory of the Federal Government
[See pages 48-62]

WPB Power Order Affects Broadcasting

Copper Restrictions

AMENDING an earlier copper order, the War Production Board on May 7 prohibited the use of copper and its alloys, including bronze and brass, in an addition 100 industrial items. These include uses after June 15 and ordered various restrictions to effect further conservation of the material. In general, the new order had no direct effect on the broadcasting industry. Only radios (excluding those for ships) and phonographs or other record players were named specifically.

The power shortage, at least three of the five steps would be applicable to broadcasting. How seriously the order, if left intact, would affect broadcasting purposes. Along with power used for tower illumination and other lighting, such a station consumes about 320 kilowatt hours per week. Thus, local stations would be affected by curtailment of small commercial users employing less than 2500 kilowatt hours per week, as well as under the two general prohibitions.

A 5,000-kilowatt station operating 17 hours a day uses approximately 2,000 kilowatt hours a week for transmission and an overall power of 60,000-kilowatt-hour capacity. A 100,000-kilowatt station uses an estimated 14,000 kilowatt hours per week for transmitting purposes and an aggregated 15,200 kilowatt hours overall.

Edward Falck, chief of power supply allocation, Power Branch, Materials Division of WPB, told Broadcasting last Friday that the order would be considered as an "enabling order," to allow local administrators of WPB to call for curtailment of power in cases of "acute" shortage. He said that any cut-off of power of broadcast stations would depend on the "acuteness" of the shortage.

Another important factor in power rationing would be the number of stations in the particular locality affected by power shortage, Mr. Falck declared. He cited as an example two stations in a particular town which had become a critical area. It might be necessary to shut off power for two hours a day from non-defense plants. In such a situation, each station must be asked by the local administrator to shut off for one hour each.

Mr. Falck explained there are two types of power shortages, capacity and energy. In the case of capacity shortages, which means the peak load the power generators of a town can carry, stations might be asked to go off the air for a short time each day to take care of any additional needs of defense plants which occur usually at the same time. Energy shortage was defined as occurring when the generation of power is slowed down for some reason, such as during a drought where rivers are low or the hydroelectric generation is sharply reduced. In such situations, he said broadcast stations might be asked to cut down an hour of power a day until the normal load can be met.

Mr. Falck said that local administering

(Continued on page 120)
FRANK V. BECKER, owner-manager of WTBO, Cumberland, met his death last Monday (May 4) when a two-passenger plane, which he had acquired only the day before, crashed into a Maryland mountainside.

The 41-year-old engineer-broadcaster, who was an aviation enthusiast, was a passenger in the craft. William E. Swartzwelder, 36, a trucking firm employee, at the controls, also was instantly killed.

Swartzwelder died at Pittsburgh, where he had been chief engineer of WFIL. He had acquired an interest in WTBO at the time, but only last month procured control of the station with FCC approval. So the owner of 50% of the station, he had purchased 48.6% additional from Leon V. Pamphilio, engineering supervisor of WFIL.

Mr. Becker was a member of the Civilian Air Patrol in Maryland and had acquired the plane to fly in his spare time, summing up to make him a part of the war effort. He was so notified by the Allegheny County Civilian Defense Committee.

Mr. Becker was graduated from Cooper U Institute of Technology as an electrical engineer; from Columbia U, where he studied radio engineering; and from Red, technic with a degree in mathem-

More Pall Mall Spots

A MERICAN CIGARETTE & CIGAR Co., New York, which has been conducting a spot announce- ment campaign for Pall Mall for the past year on an alternating basis with Lever Bros. Co. for Lifeburg, has announced a new plan to add 18 more cities to the list, bringing the total number of stations to about 150.

For the public, all reports had indicated that Model the Voice of America, had been radio new chief.

Recording Spot Announcements

For the opening week, the drive will be promoted on 46 network commercial and sustaining programs with everything ranging from one-minute spot announcements to extensive mention of USO.

NBC will mention the drive on 17 shows; CBS on 13, Mutual on 8 and WTBR on 8. In addition to the live shows, two last week USO shows scheduled individually on local stations, about 300 network stations are being sent a special 10-spot spot announcements, present- ing a three-minute talk by John D. Rockefeller Jr., and a five-minute reading by Eddie Cantor of Howard Vincent O'Brien's essay "So Long." The USO also has set aside 50 sets of spot announcements to 885 radio stations, to be inserted in local programs through the program.

Listerine Testing

L AMBERT PHARMACAL Co., St. Louis, which last week started a test campaign for Listerine Toothpaste, using thousands of copies of the Make Believe Ballroom on WNEW, New York, has started one more campaign announce- ments on WERC, Erie, Pa., and WHP, Harrisburg, Pa. for Listerine Antiseptic. The latter product has been promoted for the past few weeks on WHDL Olean, N. Y., as a test. Agency is Lambert & Feasley, New York.

Wythe Williams Back

WYTHE WILLIAMS, news analyst for Mutual's Western service, who was heard on MBS in 1940-41, has returned to the network, with a schedule of Sunday programs, 6-6:15 p.m., available for local spon- sorship.

Opening Week Plans

For the opening week, the drive will be promoted on 46 network commercial and sustaining programs with everything ranging from one-minute spot announcements to extensive mention of USO.

NBC will mention the drive on 17 shows; CBS on 13, Mutual on 8 and WTBR on 8. In addition to the live shows, two last week USO shows scheduled individually on local stations, about 300 network stations are being sent a special 10-spot spot announcements, present- ing a five-minute talk by John D. Rockefeller Jr., and a five-minute reading by Eddie Cantor of Howard Vincent O'Brien's essay "So Long." The USO also has set aside 50 sets of spot announcements to 885 radio stations, to be inserted in local programs through the program.

Listerine Testing

L AMBERT PHARMACAL Co., St. Louis, which last week started a test campaign for Listerine Toothpaste, using thousands of copies of the Make Believe Ballroom on WNEW, New York, has started one more campaign announce- ments on WERC, Erie, Pa., and WHP, Harrisburg, Pa. for Listerine Antiseptic. The latter product has been promoted for the past few weeks on WHDL Olean, N. Y., as a test. Agency is Lambert & Feasley, New York.

Vacation Spots

SOUTHERN CALIFORNIA All Year Club, Los Angeles, in its efforts to promote Southern California as a vacation spot, on May 10 started for 22 days, using from 1500 news programs, to be announ- cements per week each week on 12 western stations, KGW KOIN KQH KFPI KOMO KU, KDFY KSL KLZ KOA KQO, agency is Lord & Thomas, Los Angeles.

SECOND meeting of the recently formed Radio Directors Guild [Broadcasting, May 4], was held May 20 in New York, at which time the group drew up plans for its constitution. President is George Zachary, fre- lance director.
Uncertain Status of Vinylite Creates Disc Industry Problem

Producers Point to Small Amount Required and Importance of Restricted Product to Stations

REACTION of the transcription industry to the order placing the Vinylite used in making recorded programs under direct allocation control of the War Production Board [Broadcasting, May 4] could last week be summed up in the phrase "confidence mingled with concern."

Leading producers of transcribed programs were confident that the importance of transcriptions to broadcasters, especially to small network stations largely dependent on recorded program material, was such that if priorities are required it should be easy to prove to the WPB the necessity of allocating to the transcription companies the relatively small amount of material necessary for it to continue its service to the broadcasters.

Shellac Shortage

In view of the recent drastic curtailment of shellac for phonograph records which resulted in a proportionate diminution in the output of such records, small independent stations will be more than ever dependent on transcriptions, as was pointed out.

In addition to affecting the program service of many stations, a curtailment in the supply of transcriptions would also have a seriously adverse effect on the income of the broadcasters. Many of the spot campaigns placed by national advertisers are on transcriptions, even where the records are of one-minute announcements or even shorter chain breaks.

In addition to such purely commercial transactions, made especially for the advertisers, many stations use their transcribed library services to build programs for sale to local sponsors in their communities, where the available minor talent is not available and where its cost would be prohibitive to the average local advertiser if it were not.

Pointing out that the volume of time sales resulting from the use of transcriptions is far greater than the volume of business done by the transcription companies themselves, one leading producer of transcriptions expressed the opinion that if there is any appreciable curtailment in the production of discs resulting from the new order, the fight for priorities to make Vinylite available for transcriptions should be taken up by the NAHJ, as it has by the transcription industry.

Langlois Bulletin

In a bulletin recently sent by C.
O. Langlois, president of Lang-Worth Feature Programs, to all broadcasters regarding the shellac order and its probable effect on the supply of phonograph records, Mr.

Langlois discusses the Vinylite situation, pointing out that should the Government find it necessary to increase the amount of Vinylite allocated to defense work "the effects on transcriptions would be felt immediately."

Stating that he does not want to scare, he continues: "I believe, however, that it behooves every one of us to immediately estimate our recording needs for the next year or two, and take positive steps to meet them."

"If your contract with your present electrical transcription service expires within the next few months, and if you are thoroughly satisfied with the service, I suggest you renew that contract, now. Such active contract will not necessarily guarantee you transcriptions short of the normal need, but will, at least, register you as an active customer, and furnish your supplier with an obligation to perform."

Hard to Figure

The chief cause for concern expressed to Broadcasting was the vagueness of the allocation order, which provides that at the beginning of each month the director of priorities shall issue specific directions to the producers concerning deliveries to their clients. In effect, this puts the users of Vinylite on a month-to-month basis, with no means of determining today how much material will be available six or eight months hence.

The head of one transcription company said this uncertainty is already having a bad effect on his business. "An agency calls me up," he reported, "and asks how much Vinylite I will have in June and I say I don't know. They say that percentage of the normal supply will be allotted to us and I say I don't know. They ask if we will have to devote all of our allotment to our library service or if there will be some left over for commercial recordings and I say I don't know.

Other Government curtailment orders have been definite, stating that 60% or 50% or even, as in the case of shellac, 30% is available. Then a man can plan what to do. This way, Flannery's program is sponsored by Brown & Williamson, Tobacco Co, Louisville, for Avalon cigarettes.

FIRST QUALIFIED applicant for the new V-5 Naval Aviation class, Fred Boller (top photo, right) of WWL, New Orleans, is sworn in for service by Lieut. Larry C. Priesman, chairman of the naval aviation cadet selection board at New Orleans, Monte Kleban (bottom photo), WOAI production manager, admires the service medals shown on the bulletin board at Dodd Field Reception Center, where he is now a private in the Army, having enlisted recently.

Adopt a Pilot

HARRY W. FLANNERY, news analyst, broadcasting weekly from KNX, Los Angeles, on CBS Pacific Coast stations, is asking his listeners to "Adopt a Pilot." Flannery asks for contributions to help prospective pilots who need some minor medical attention to meet the physical requirements of the Army Air Corps. He hopes to interest civic groups and luncheon clubs in "adopting" one prospect for the Army Air Service each month. Flannery's program is sponsored by Brown & Williamson, Tobacco Co, Louisville, for Avalon cigarettes.

JUNE ORDERS, then a strict rationing plan will probably be instituted here as well as in the manufacturer's plants.

Dealers are urging their customers to bring in their old records when they buy new ones and are paying the standard rates for them, but no rigid old-for-new requirements have been established.

Charles Michelson, New York distributor for Gennett Sound Effects, told Broadcasting last week that Gennett has informed him they have perfected a new material on which to record sound effects, but this does not require the use of shellac and which makes it possible to reduce surface noise to within 5% of minimum. Detailed description of this material was not available in New York last week, but Mr. Michelson said the new records would be demonstrated in Cleveland during the NAB Convention.

STATION OFF AIR BRIEFLY IN STRIKE

FIVE MINUTES before airtime the International Brotherhood of Electrical Workers notified the management of WMFD, Frederick, Md., of their intentions to strike immediately. This was to put pressure on WPB to get a station on the air, according to Lawrence Leonard, station owner. General Manager A. W. Tipton, who is also an FCC licensed operator, put the station on the air, he explained.

According to the union's statement its controversy with the station dates back to Nov. 21, 1941, when the IBEW was recognized as the bargaining agent for the technical employees in a National Labor Relations Board election [Broadcasting, Nov. 24]. After being certified the IBEW claims to have made repeated attempts to reach an agreement on wages, working conditions and other conditions of employment.

Mr. Leonard said there was no wide difference in the matter of salary negotiations; instead he said the issue was chipping away at the morale of the union. The remaining two expressed their unwillingness to join the union and the management would not impose membership as a condition of employment.

Following the fracture in relations between the technicians voted to strike. Permission to strike was granted by the IBEW, claiming the area was not covered by Washington and Baltimore stations. Actually the station has continued to work since the non-union members of the union. The remaining two expressed their unwillingness to join the union and the management would not impose membership as a condition of employment.

The IBEW has just requested that no new oil be purchased in the area. The area has been claimed by the union. The remaining two expressed their unwillingness to join the union and the management would not impose membership as a condition of employment.

BROADCASTING • Broadcast Advertising

May 11, 1942 • Page 23

SPEECHES BY PAUL V. C. Nutt, Federal Security Administrator and director of the War Manpower Commission, to be delivered before the NAB convention on Wednesday, May 13, will be broadcast nationally by NBC. The series of studies, "The Need for Leadership," is the work of the Office of Facts & Figures, scheduled by Humphrey Mitchell, Canadian Minister of Labor, Tuesday, May 12, will be broadcast locally by WCLD.
House Probe Shows Need of Radio Policy
Committee Members Display Interest in Testimony Showing FCC Practices

MEASURABLY improved the chance for enactment of new legislation by Committee chairmen, it was evident from their testimony that radio and specifically limiting the functions of the FCC or its predecessor to eliminate all doubt about its powers, were foreseen last week following testimony in favor of the Sanders Bill (HR-5497) by witnesses representing the major networks.

Establishment of a "new philosophy" of radio regulation, which would limit the FCC's functions to purely physical and technical aspects, and also give radio a parity with the press, was advocated by a majority of the witnesses before the Committee by William S. Paley, CBS president, before the House Interstate & Foreign Commerce Committee hearing, which was the Sanders Bill last month. Committee reaction, so far as it could be gauged, appeared overwhelmingly favorable to legislative steps to keep the FCC "from running hog wild!".

Mullen Urges Changes

Preceding Mr. Paley's testimony, delivered Wednesday, Frank E. Mullen, vice-president and general manager of NBC, Tuesday appearance endorsed both by provisions of the Sanders Bill and the recommendations of the Federal Communications Bar Assn. In testimony before the Senate Interstate Commerce Committee considering the proposed new legislation, Mr. Mullen said he believed the Committee's request for the FCC to hold an "expost facto" hearing, with "a clever attempt to smear" in connection with the WALB matter on the floor of the House.

Miller Testifies

Recalled to complete his testimony begun April 16, Neville Miller, NAB president, was cross-examined by Rep. Sanders regarding Section 7 of his bill which would authorize the FCC to make investigations covering the most important of the regulatory issues, including network organization of stations, regulations and licensing of networks, multiple ownership and other controversial proposals.

Responding to the overall question as to his position on the advisability of these projects, Mr. Miller said he felt all were matters on which Congress should lay down the fundamental principles. He said in his judgment the proper procedure would be for Congress to instruct the FCC to report to it so that policy can be determined by the Federal legislature. He added he believed the FCC has in its possession at this time sufficient facts, based on its past investigations, to make its recommendations.

Dealing specifically with newspaper-ownership, Mr. Miller said he felt the FCC did not have the power to discriminate among stations on the basis of ownership, as the so-called Tri-State case, involving KROD, El Paso, owned by the El Paso Newspapers, which had to do with the right of the FCC in its newspaper investigation to subpoena witnesses. In the latter proceedings, the merits of

(Continued on page 127)
"HERE'S A WAR-TIME SELLING PICTURE!"

- MAYBE you've noticed it even in your own corner of the world (which is undoubtedly a pretty metropolitan corner!). But these days when you get out on the real country roads, you find that automobile traffic has dropped to almost nothing. And with that disappearing traffic goes an enormous change in the Nation's retail selling picture.

Out here in Iowa, the difference is downright startling. People are "going out" almost as much as ever, but they're not going so far. The neighborhood store—the small-town store—even the cross-roads store—is really back in the picture.

To do volume business in Iowa, you've now got to have volume distribution—a few outlets in our few "big" towns won't do. And the best way to secure volume distribution is to use all the facilities of WHO—the biggest advertising medium in "Iowa Plus."

WHO has an almost unbelievable influence with wholesalers and retailers, because they know that WHO sells goods. We sincerely urge you to have your Iowa sales representative drop in and see what we can do for you in the way of advertising assistance. Or write us for a few typical instances. How about it?
Industry Faces Future With Confidence

Symposium of Key Figures Shows Radio Meets New Problems Effectively

BROADCASTERS face an uncertain advertising future. But they face it with confidence based on the industry's ability to changing times and changing circulation. Furthermore they face it with an feeling of assurance based on a comparatively painless transition to a medium devoted to extensive wartime service.

These conclusions come from a group of key figures representing various branches of the industry. They represent the views of the networks, NAB, Advertising Council, Assn. of National Advertisers, American Assn. of Advertising Agencies, Cooperative Analysis of Broadcasting, elicted by Broadcasting which sought to canvas "The War Outlook for Radio".

The industry is blessed with universal accolade for the job it is doing on behalf of the war effort. In modern warfare, requiring national and even worldwide co-operation, broadcasters are being day-by-day calls of men and women in uniform. They are asked to do more and to do it better, but of course the most important job is to help win the war, he says, and advertisers are anxious to keep alive the basic structure of companies now devoting complete facilities to the war effort so that they will be able to resume serving the public as consumers when the war is over.

Radio's adaptability is coming in handy, according to Frederick R. Gamble, executive secretary of the American Assn. of Advertising Agencies.

New Business

All broadcasters will lose part of their business, and get some new business, says Edgar Kobak, executive vice-president of the BLUE. But as Paul W. Kesten, CBS vice-president, and general manager, points out, the economic threat to broadcasting is shared by all advertising media, though he reminds that broadcasting can't meet the problem of diminishing returns by "printing fewer pages".

Neville Miller, president of the NAB, is satisfied that radio is weathering the storm and notes that the industry started its transition to world war back in the fall of 1939. No matter what happens, he says radio will emerge from the war with a record of notable public service.

More announcements are needed to win the war, says Frank E. Mullen, NBC vice-president and general manager. He calls for industry unity in the period of crisis.

All other considerations must be held in abeyance as radio supplies the public demand for war news, says Fred Weber, MBS general manager of Advertising. He notes, is becoming more and more a matter of public relations than specific selling.

All branches of the advertising industry are being mustered to mold the public's thinking and action for the hard problems of war, according to Dr. Miller McClinton, executive director of the Advertising Council. He suggests advertising is devising a systematic campaign which can perhaps "do more than any other single force" to shape the minds and hands of the people to achieve victory.

Public listening habits are changing, according to A. W. Lehman, manager, Cooperative Analysis of Broadcasting. News listening is increasing rapidly but people still listen to the regular programs, he finds in analyzing audience trends.

At the moment, there is no unified effort to reach the mass audiences, he suggests, and this results in a war program which is weak and confused. But it is possible to show the public the war effort is going as planned and this will help to assure the public that the war is being effectively conducted.

Radio is being asked to do more and to do it better because of the war. But it is not going to do this without a job to do it. Right now there is a job for advertising to do. Right now there are jobs for radio to do.

Radio is weathering the storm

By NEVILLE MILLER

President of NAB

In speaking of the war outlook for radio, we can look down many vistas, all of them interesting, all full of problems, all vastly different from what existed a year ago. The war has affected every business, our entire life has changed considerably and as time passes I believe the effect of going to be cumulative. Naturally the effect on radio and the outlook for radio has to be considered in relation to the effect on other businesses and on life in general.

In the first place I believe we can say that every interruption in normal life will have a tendency towards increasing radio listening. With the rationing of tires and gasoline, there will be less traveling about, more listening to radio. With the tempo of our life being quickened to meet production quotas, the need for recreation and relaxation will be increased more than ever and radio will meet that need. The nation's desire for news, the interest in public affairs and many other items all indicate that listening will remain high.

Although there will be no new stations built, the 924 stations now in existence are serving an immense number of needs. In the national war program and unquestionably they will be able to secure tubes and material necessary for continual operation.

More Listening

In spite of the discontinuity in the manufacturing of new sets, listening has not been affected by lack of sets. There are 56,000,000 sets now in use today and the present inventory is likely to have been sold. In recent years, 10 to 13 million sets have been sold each year and the total number of sets...

"We Will Survive the War"

In the long run, we know that radio will survive the war, that listening will hold up, that costs will be met. A most important question is—how is the war affecting the public opinion of radio?—will radio come out of the war with increased stature? I think this question can be answered in the affirmative.

Although we have been journeying in uncharted territory, the policy of the government has been sound and also radio has not had to be prodded to do its part or to anticipate problems and adopt plans to solve them.

Radio is fit for actual war before going all out on national defense. Nearly two years ago, it responded to an appeal of the Civil Service Commission and secured 500,000 skilled workers for defense industries. Since then sta-
WAR LISTENING SINCE PEARL HARBOR

By A. W. LEHMAN
Manager, Cooperative Analysis of Broadcasting

UNTIL PEARL HARBOR the average radio set-owner was more interested in listening to a hang-up prize fight or a good comedy program than to our own well-tried i n t e r n a t i o n a l leaders. But in war, attitudes change — no longer does Louis or a Charlie McCarthy or a Jack Benny hold the blue ribbon for packing the house. Now the public is interested in the destiny of America, but at the same time enough of our Americanism is retained to continue to listen in good measure to regular programs, for the average rating — or volume of listening to the normal bill of fare as evidenced by the following table — is just about the same as a year ago.

Average Ratings of Night-time Network Programs*  
(1st Quarter 1941 vs. 1st Quarter 1942)

<table>
<thead>
<tr>
<th>Program Type</th>
<th>1941 Rating</th>
<th>1942 Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>14.7</td>
<td>16.6</td>
</tr>
<tr>
<td>Average Rating—75 programs broadcast both Januaries</td>
<td>14.7</td>
<td>16.6</td>
</tr>
<tr>
<td>Average Rating—75 programs broadcast both Februarys</td>
<td>14.7</td>
<td>16.6</td>
</tr>
<tr>
<td>Average Rating—75 programs broadcast both Marches</td>
<td>14.7</td>
<td>16.6</td>
</tr>
</tbody>
</table>

*Weighted by quarter hours.

At the same time there has been an increase of 9% in the number of programs broadcast.

Thus, the peak audiences shown in the CAB Index of Listening for the first quarter of 1942, particularly for the months of January and February, are undoubtedly due to an added ingredient — the interest of the radio set-owner in war programs and war news. For nighttime listening in the first three months of the year broadcasting is one shared by all-American media in the face of a reversal of our laws of supply and demand. With less goods to sell, there may be less advertising. But here a unique challenge faces the broadcasters — because broadcasting, unlike other media, cannot cope with lessened advertising revenue by "printing fewer pages" or by increasing its price at a news stand.

It is therefore up to us to make American industry realize that a free radio deserves its support as a special and unusual way. A free radio has, since the last war, become the very keystone of the arch of free speech, as every foreign dictator knows well. But a free radio cannot survive without adequate advertising support, under our American system of broadcasting.

This issue runs deep — in a short while, many United Nations may not have to face it. In a longer war, broadcasting must develop the statesmanship and leadership to make this issue clear to the leaders and "statesmen" of American industry.

BROADCASTING • Broadcast Advertising

May 11, 1942 • Page 27
same program competition), an increase in average audience size of 14% is found.

But, most significant of all is the marked increase in listening to all radio newscasts as shown by the following:

Comparison of Set-owners Hearing the or Newscast (Based on Wednesday nights first quarter 1942 vs. first quarter 1941):

<table>
<thead>
<tr>
<th>Date</th>
<th>1942</th>
<th>1941</th>
<th>1942</th>
<th>1941</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>35.3</td>
<td>27.9</td>
<td>21.1</td>
<td></td>
</tr>
<tr>
<td>Feb.</td>
<td>31.6</td>
<td>23.9</td>
<td>19.0</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>29.8</td>
<td>16.6</td>
<td>21.0</td>
<td></td>
</tr>
<tr>
<td>Apr.</td>
<td>28.9</td>
<td>16.4</td>
<td>17.0</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>32.5</td>
<td>16.2</td>
<td>21.6</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>28.4</td>
<td>15.2</td>
<td>18.4</td>
<td></td>
</tr>
</tbody>
</table>

There is a law of diminishing returns in radio. CAB records have shown that the average programs of the same type broadcast the average audience for the type not only goes down but the number of offerings in the type declines. The point of saturation on news and war programs may be near at hand. Don't take this review as a substitute for judgment in the future. It is, as it should be, but a measurement of what has been accomplished.

GEORGE BRYAN, CBS newscaster, was recently notified by the CAB of his radio fare and will be shortchanged in Axis-occupied countries.

Mr. West

INDUSTRY WILL MEET CHALLENGE

While I realize that the broadcasters are confronted with the greatest crises in their careers, I am sanguine that they will successfully reconcile the difficulties that lie ahead. In serving the American listening public, our Government and American business, we shall have to exercise greatest ingenuity to meet the needs of war conditions as they arise.

It is essential that we maintain our advertising volume if we are to have the necessary revenues with which to support broadcasting service. It is fortunate that American business is recognizing the opportunity that radio affords it to make an added contribution to our national welfare.

Mr. Mullen

NBC Vice-President & General Manager

Total War and Advertising

Dr. MILLER McCLINTOCK
Executive Director, The Advertising Council

The implications of total war are becoming clearer each day. Our enemies are bringing to bear upon each and every one of us the total force of their ingenuity for destruction. Each man, woman and child must be equipped with all-out effort.

It is increasingly certain that there will be the desire of the individual to fight this battle will, by no means, assure success. This is the highly organized and mechanized war that closely organized thinking and action of men working together is imperative.

How can this unified and harmonized action be brought about in so great a nation? The answer is obvious. This will and action, necessary for the achievement of victory, can be accomplished through the same channels of communication which have made this country the most literate and best informed in the world and which have given us common ideals and habits of respect to the problems of peacetimes.

Advertising, as an integral part of American life, can be just as forceful and just as effective in molding our thinking and action as the problems of warfare, as it can for the enjoyment of the comforts and luxuries of peace.

This cannot be accomplished, however, unless the vast skills of the advertising industry and the already established machinery for the utilization of these skills can be organized and harmonized in such a manner as to present a systematic and unified front.

This is the challenging problem which brought the Advertising Council into being. Its membership represents advertising agencies, advertisers — both national and local — the media, including radio, magazines, newspapers, outdoor, and other interested groups. The Council has one single objective and that is to marshal the forces of advertising so that they may be of maximum aid in the successful prosecution of the war.

With this, and governmental agencies in planning activities on
The SUN rises in the EAST

YOU CAN DEPEND ON THAT

YOU CAN ALSO DEPEND ON

dependable

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO
the information, instruction and publicity front, it helps to clarify the selling of the war and its implications to all of the American people. It is interpreting these problems in terms which advertisers and advertising men can understand, and, finally, is providing a channel for the promulgation of these ideas to all of the advertising fraternity.

Thus, there is beginning to evolve, out of what might otherwise be a great chaotic effort on the part of the advertising world, a systematic campaign which can, perhaps, do more than anything else to single force to mold the minds and the hands of our people to those things which sell victory.

EMPHASIZING THE HOME FRONT
By JOHN SHEPARD 3d
Chairman, Broadcasters Victory Council

WORLD WAR II is constantly referred to as "The Peoples War". While most of our emphasis must be placed on "Ships, Planes, Tanks and Guns", there is also an increasing emphasis on the home front—the people behind the fort.

And the "Home Front" is an outgrowth of the modern method of warfare which has come to us as a result of the very nature of World War II. It is significant that when this new element took its place in the fight for the American Way, radio had reached a peak of development where its services on the home front were of inestimable value to the Government.

Radio's Place
There cannot be a free American radio-equipped home today that is not conscious of what radio is doing. The national networks, regional networks, high-powered and low-powered stations, advertisers, and their efforts to keep the home front informed, educated and enthused.

From War Bonds to ration cards, recruiting announcements, automobile pooling, service organizations—each impact becomes one more service by this great medium in their efforts to keep the home front informed, educated and enthused.

Now, because we have been given the job on the home front, we must be sure that more than ever before people are learning to rely on the radio in their home for information and advice. This means, of course, more listeners. It is right that we do our utmost to capitalize on this circulation.

Every radio operator should place as much emphasis as possible on promotion... tell his advertisers what he is doing and create suitable vehicles which they can do without difficulty in order to reach this peak in listening interest. Plan for the advertiser a service which will aid him in his campaign and let him know that we are familiar with his problems and are ready to cooperate with him in hurrying the obstacles which confront him during the emergency. Many of us are finding new advertisers and new advertisers are beginning to appear. Let's encourage these newcomers by demonstrating to them how adequately we have serviced our old and current advertisers and products.

By combining our home front activities with our circulation efforts, we will have a double-barrelled impact that will annihilate gloom and despair.

THE FIRST thing the BLUE network is interested in is helping to win the war. We mean this, and we mean it to the point of forgetting our self-interest in any decision or action we may make affecting the war effort. With this as our first premise, we see the situation facing us just about as follows:

All networks and all radio stations—including the BLUE network and its affiliates—are going to lose part of their present business. All of us are going to get some new business. The amount of it that we on the BLUE get in proportion to other networks and stations will depend very largely on our own ability and ingenuity. We don't feel qualified to prophesy what is going to happen, but we do know what we should like to see happen—and we believe if things work out approximately that way it will be good for the country, good for business and good for us.

Mr. Kobak

Radio's Traits
We are convinced, for one thing, that advertising can help to win the war. We are convinced that among all the mediums available broadcasting is one of the most potent and, moreover, it possesses certain special characteristics which lend themselves in a unique manner to helping advertisers solve the problems they are now facing. Among these advantages are the following:

1. These war years no medium can offer advertisers greater assurance of delivery than broadcasting—which does not depend on the cooperation of its audience, nor on the order of its audience, nor on the order of its audience.

2. Broadcasting can continue to function with the utmost economy, having free "distribution", low transmission costs and relatively small current consumption.

3. The universal appeal makes it independent of changes in family income. While the rich are getting poorer and the poor are getting richer, radio continues to keep.

4. War production is making boom towns out of farm land, shifting populations on an unheard of scale, but broadcasting can be re-established in places and people continue their established living habits wherever they are.

5. Broadcasting has today become the great essential medium of public information as it is an illustrated mouthpiece of government, in the promotion of civilian participation in the war effort and as a molder of nationwide public opinion. It can do for business what it is doing for government.

Strong in our belief in the great service broadcasting can render, we on the BLUE are going to continue to go ahead... just for our own network alone, but for all broadcasting and for all advertising. We have faith that when the war is over, broadcasting will emerge even stronger. It will be ever more firmly entrenched in the daily lives of the nation's families. If we have to go through thin times to reach this goal, we are ready for it.

EVERYTHING RESTS ON WAR EFFORT
By FRED WEBER
General Manager, Mutual Broadcasting System

IF THERE is any doubt that war has brought changes of revolution in the field of radio, this radio problem may be found in a brief summary compiled by our program department. During the first full week in January, 1939 Mutua l aired 1 4 hours of news broadcasts; last week the network gave its listeners 12 hours of news. In 1939, of course, there were no war-effort programs; last week we allotted 14 hours of our time to broadcasts of this type.

Mr. Weber

Effect Upon Business
Such wholesale commitments of time and space change the whole picture of radio. When we have become, overnight, a vital medium for disseminating news and war-effort information, and have made business our most important concern. All other needs and considerations must wait in abeyance until the ravens of appetite for the public for news is satiated and the need for building our public morale is met to the best of our ability.

Now, in answer to the obvious question—How does this effect our interests as a profit-making establishment?—we must say that the effect is not so detrimental as it first be suspected. It would be foolhardy to minimize the losses we have all encountered. Manufacturers and retailers find it impossible to meet the regular consumer demand for merchandise. But it must be remembered that we are in a transitory stage, and this situation will persist until the Government learns exactly how much of the materials of war needed for our armed forces are immediately available and, beyond that, how far consumer production must be rationed to assure and adequate month-to-month flow of these materials for war purposes. Production, and consequently all forms of exploitation, must be slowed down until such time as that information is in the files.

It is a Critical Period
This period of transition, however, is quite as critical for the advertiser and prospective advertiser as it is for the radio network. It is a period when vital and far-reaching decisions must be made, when a policy of advertising curtailment

Page 30 • May 11, 1942

BROADCASTING • Broadcast Advertising
SESAC expresses sincere appreciation to the radio broadcasting industry for its wholehearted support.

It pledges itself to continue to supply the industry with the best music in America at reasonable rates.

113 West 42nd Street • New York City

At the convention for SESAC, suite 1141—Hotel Statler, Cleveland, Ohio

Leonard D. Callahan • Emile J. Gough • Kurt A. Jadassohn • Claude C. J. Culmer • Gus A. Hagenah • Burt Squire
may be far more disastrous to the manufacturer, from the long view, than to radio. Of the 17 major companies who discontinued advertising in the last year, six sold out or were absorbed by competitors, and all 17 lost business and prestige to such overwhelming extent that they never recovered from their wartime inertia.

Lessons of Last War
Evidence is mounting today, however, that seems to indicate that we have learned our lessons of World War No. 1. There have been some shortcomings, to be sure, but the principal change has concerned policy rather than volume of advertising. Henceforth, at least during the next year or two, we may anticipate that advertising will become more and more a matter of public relations, designed to keep the manufacturer's product fresh in the public mind, rather than to sell specific merchandise. This is becoming increasingly evident in the type of commercials used on Mutual FM in the terms of new accounts since Pearl Harbor.

Meanwhile, the hiatus is being filled, as far as Mutual is concerned, by an impressive list of top-ranking news commentators, whose services are in constant demand by substantial sponsors, and by programs which we are producing in cooperation with the WPB, the Treasury Dept., the Dept. of Labor, the Dept. of Justice and various other Government divisions.

TO OUR EYES, there are few fields quite so well cut out for the role of a flourishing post-war industry as frequency modulation broadcasting. The signposts are so well marked that we don't even consider it risky to predict an almost universal swing to FM in the years that follow this conflict. The facts—and this corollary shapes itself.

First, despite FM's extreme youth, it has made remarkable progress during the brief period of two years since the FCC made its decision in March of 1941 to weigh its merits as a new medium of commercial broadcasting. And, as a matter of fact, it was not until a year later that the first commercial station in the country—Nashville's W47TN and a charter member of The American Network—went on the air.

400,000 Sets Bought
In the space of a year-and-a-half—the radio listeners of the nation have purchased nearly 400,000 sets equipped for FM reception. On Jan. 1, 1941, according to FM Broadcasters Inc., there were only 15,000 sets in use. This indicates a phenomenal awareness on the part of the public to FM's triple virtues of noise-free reception, better quality, and lack of interstation interference.

FM has a strong foot in the door of public favor. War, of course, means a definite cessation of its growth as with all other civilian endeavor. But FM activity by stations already on the air, including their proposed programming and service to an already established audience, will not stop. In fact this activity is necessary and counted on to keep FM broadcasting ready for the boom that we feel certain will come with normal times.

Post-war radio seems assured, even from this gloomy distance, of a brighter career than even the last 15 years without end. The public will demand better broadcasting, not only technically but in the caliber of its programming. Both can and will be offered by FM. Coverage of FM transmission will be upped. Manufacturers are discovering many improvements today in their mass construction of war equipment—improvements that can be put to apt use in peace for the building of cheaper but finer FM receivers. Transmitter design is also being simplified and further stabilized.

And, when the war assembly lines finally break up—when the manufacturers go back again to the making of things for civilian life—new radio sets will uniformly be equipped for FM. Hundreds of new FM stations that today are only dreams on paper will begin to rise. The buying public, finding their pre-war radio obsolete by years of hard service, will be ready to purchase new receivers in vast quantities. Thus FM comes further into its own.

In Cities First
As we see it, FM is slated to become the dominant type of broadcast service, first in urban areas. Then, as the audience grows, there will be giant FM outlets with large-scale coverage similar to WABC, the lifeblood of The American Network which opens next month atop Clingman's Peak in North Carolina. Stations of this type will bring unfading, day-and-night reception to the rural territories.

In other words, the unfortunate circumstance of war will make it infinitely easier for broadcasting TO KEEP ITS JOB effectively in wartime, advertising must keep even closer than ever in tune with the public thinking. The men who create advertising must be flexible, ingenious, ready to accept new facts and willing to change their ideas in line with changing conditions. They must be able to advise the advertiser with nothing to sell to the public because his plant has been completely converted to military production as to the part he can best take in selling the war effort.

They must be able to advise the advertiser who still has goods for public consumption whether to stick to straight peacetime selling copy, or to work in war themes in order to avoid being considered unpatriotic because of doing "business as usual".

No Editorial Policy
Radio on the whole has great adaptability. Partly due to the youth of radio as an advertising medium, with younger management or managers guiding its development, its adaptability also stems in part from the fact that radio, unlike newspapers and magazines, has no set format or editorial line which can be changed only at great risk. The commercial program content to wipe the slate clean, to accomplish the technical "revolution in radio" with its consequences benefits to the American public, and to weaken the charm with the minimum hardship to owners of the nation's radio receivers and its transmitting equipment.

FM can be a major industry, contributing to the hard days of reconstruction which follow any war. It can offer employment for the workers and artists and technicians who are thrown back upon civilian life. FM, in revitalizing a post-war radio industry, thus has a mighty contribution to make to the welfare of the country.

But, in the days before that time, FM has work which must be done. Stations now in operation are determined to develop new program techniques, to improve the caliber of their service, and to get the most from the limited equipment that the war allows them. Out of it all, we think, will come contributions and a better understanding of public service which can be invaluable when the FM boom takes up again where the Axis has made it leave off.

RATION READY, at least as far as gas and tires are concerned, is Paul Pierce, continuity chief of KNX, Hollywood, who bought a motor bike to commute between his KNX studios and VA 340 in Valley and KNX. Ginny Simms, CBS songstress, with no little envy compares her bike with his mechanized unit.

KeePIng IN TUNE WITH THE TIMES

By FREDERICK R. GAMBLE
Executive Secretary, American Ass'n of Advertising Agencies

Mr. Gamble

TO OUR EYES, there are few fields quite so well cut out for the role of a flourishing post-war industry as frequency modulation broadcasting. The signposts are so well marked that we don't even consider it risky to predict an almost universal swing to FM in the years that follow this conflict. The facts—and this corollary shapes itself.

First, despite FM's extreme youth, it has made remarkable progress during the brief period of two years since the FCC made its decision in March of 1941 to weigh its merits as a new medium of commercial broadcasting. And, as a matter of fact, it was not until a year later that the first commercial station in the country—Nashville's W47TN and a charter member of The American Network—went on the air.

400,000 Sets Bought
In the space of a year-and-a-half—the radio listeners of the nation have purchased nearly 400,000 sets equipped for FM reception. On Jan. 1, 1941, according to FM Broadcasters Inc., there were only 15,000 sets in use. This indicates a phenomenal awareness on the part of the public to FM's triple virtues of noise-free reception, better quality, and lack of interstation interference.

FM has a strong foot in the door of public favor. War, of course, means a definite cessation of its growth as with all other civilian endeavor. But FM activity by stations already on the air, including their proposed programming and service to an already established audience, will not stop. In fact this activity is

necessary and counted on to keep FM broadcasting ready for the boom that we feel certain will come with normal times.

Post-war radio seems assured, even from this gloomy distance, of a brighter career than even the last 15 years without end. The public will demand better broadcasting, not only technically but in the caliber of its programming. Both can and will be offered by FM. Coverage of FM transmission will be upped. Manufacturers are discovering many improvements today in their mass construction of war equipment—improvements that can be put to apt use in peace for the building of cheaper but finer FM receivers. Transmitter design is also being simplified and further stabilized.

And, when the war assembly lines finally break up—when the manufacturers go back again to the making of things for civilian life—new radio sets will uniformly be equipped for FM. Hundreds of new FM stations that today are only dreams on paper will begin to rise. The buying public, finding their pre-war radio obsolete by years of hard service, will be ready to purchase new receivers in vast quantities. Thus FM comes further into its own.

In Cities First
As we see it, FM is slated to become the dominant type of broadcast service, first in urban areas. Then, as the audience grows, there will be giant FM outlets with large-scale coverage similar to WABC, the lifeblood of The American Network which opens next month atop Clingman's Peak in North Carolina. Stations of this type will bring unfading, day-and-night reception to the rural territories.

In other words, the unfortunate circumstance of war will make it infinitely easier for broadcasting TO KEEP ITS JOB effectively in wartime, advertising must keep even closer than ever in tune with the public thinking. The men who create advertising must be flexible, ingenious, ready to accept new facts and willing to change their ideas in line with changing conditions. They must be able to advise the advertiser with nothing to sell to the public because his plant has been completely converted to military production as to the part he can best take in selling the war effort.

They must be able to advise the advertiser who still has goods for public consumption whether to stick to straight peacetime selling copy, or to work in war themes in order to avoid being considered unpatriotic because of doing "business as usual".

No Editorial Policy
Radio on the whole has great adaptability. Partly due to the youth of radio as an advertising medium, with younger management or managers guiding its development, its adaptability also stems in part from the fact that radio, unlike newspapers and magazines, has no set format or editorial line which can be changed only at great risk. The commercial program content to wipe the slate clean, to accomplish the technical "revolution in radio" with its consequences benefits to the American public, and to weaken the charm with the minimum hardship to owners of the nation's radio receivers and its transmitting equipment.

FM can be a major industry, contributing to the hard days of reconstruction which follow any war. It can offer employment for the workers and artists and technicians who are thrown back upon civilian life. FM, in revitalizing a post-war radio industry, thus has a mighty contribution to make to the welfare of the country.

But, in the days before that time, FM has work which must be done. Stations now in operation are determined to develop new program techniques, to improve the caliber of their service, and to get the most from the limited equipment that the war allows them. Out of it all, we think, will come contributions and a better understanding of public service which can be invaluable when the FM boom takes up again where the Axis has made it leave off.
WHY
KWKH AREA
OFFERS GREATER
OPPORTUNITIES
FOR YOU

KWKH stands in the heart of the rich oil and gas area of East Texas, North Louisiana and South Arkansas—an area where 30,000 producing oil wells are pouring "black gold" into the wide-open wallets of 370,000 able-to-buy radio families.

But this is only one reason why KWKH is a "must" on the schedule of any alert spot buyer. Uncle Sam has already chosen this area for more than 300 million dollars of war construction. Cotton, pulp and paper, lumber, livestock, gasoline are included among the rapidly expanding industries that add up to better business.

Buy KWKH for dominant coverage of this rich market—a market that is gushing new wealth for scores of KWKH advertisers.

* CBS sets net daytime circulation at 313,000 radio homes; net nighttime at 425,000. Ask Branham Company for details.
RCA prepared to sell the blue for fair price, says sarnoff

but nobody has yet come through with an offer, he adds; RCA gross up for first quarter

GROSS INCOME of RCA for the first quarter of 1942 amounting to $44,541,395, up 37% from the gross for the same period last year, with net profit after Federal taxes (estimated at 2½% times those for 1941) totaling $7,868,088, an increase of 6% above the net for the first three months of 1941, David Sarnoff, RCA president, told the 23rd annual stockholders' meeting last Tuesday in New York.

About 500 stockholders attended the session, which was rendered more tumultuous than most such meetings by the presence of a small stockholder, who raised questions about the formation of the company turned into a tirade against Owen D. Young and other founders of RCA, leading to his ejection from the room.

Recalls early days

Mr. Sarnoff, who acted as chairman of the meeting because the man who was a former employee of General Electric who had developed a "mental aberration" about that company and its executives, was Mr. Young, former GE president.

Mr. Sarnoff explained that RCA was originally organized after the first world war at the suggestion of Woodrow Wilson who wanted the United States to have a means of international communication that would be independent of foreign control or censorship.

Mr. Sarnoff's report on the wartime activities and plans of RCA [see separate story on this page] was followed by a description of the company's "Beate the Promise" plan of stimulating production, given by Thomas F. Winfield, vice-president of RCA Mfg Co. In answer to a question regarding the stockholders' suit alleging that RCA had been run through by General Electric and Westminster in the settlement of their affairs some years ago, Judge Joseph M. Proskauer, who acted as counsel for all the defendants, reported that a referee appointed by the court to investigate the matter had found no evidence to support any of the charges of fraud, negligence or bad faith.

Sale of the blue?

John T. Cahill, general counsel of RCA, reviewed the court proceeding instituted by NBC to prevent the FCC from putting into effect its rules regarding network operation, which the network believes the Commission has no authority to issue. Asked why RCA had separated the Red and blue networks into separate companies, Mr. Cahill said $300,000, an "inexplicable" feature of the first was a "matter of business policy".

Questioned about the possible sale of the BLUE, Mr. Sarnoff stated that the question of disposing of that network had not been asked for a number of factors, that if a fair price were to be offered, the RCA board would be inclined to accept and confine its broadcasting activities, gain of 96.4%. After providing for taxes, however, the net income for the quarter is shown as $2,030,988, only 5.7% above last year's net for the first three months of $1,922,174. After preferred dividends, the earnings per share on common stock are $0.08, compared with $0.080 for the same period last year.

Explaining that the provision for Federal taxes is necessary tentative until the 1942 tax law has been enacted, Mr. Sarnoff said the calculations were based on a surtax of 75% and that if the 94% surtax were to become law, RCA's taxes for the first quarter would be increased by approximately $400,000 and its net profit decreased by that amount.

Radio now a powerful offensive weapon

For the United Nations, says sarnoff

"TODAY radio is more than a strong arm of our past. It is a powerful weapon of defense ... playing a vital role on the road to victory for the United Nations," David Sarnoff, president of RCA, stated last Tuesday in his message to the 23d annual meeting of the company's stockholders.

Reminding the stockholders that "national defense was given the right-of-way in all RCA activities long before Pearl Harbor," he called attention to the fact that peacetime standards for progress and success can no longer be safely relied upon but that "the nation, the individual and the business organization must be controlled by a single purpose—to win the war and to win it as quickly as possible."

"TODAY radio is more than a strong arm of our past. It is a powerful weapon of offense 

Nation's Safety First

"The safety of a company can never rise higher than its source, which is the safety of the nation," he continued. "Therefore, until we win the war, no individual, no business, no investment is secure. Today, the worth of a business must be measured in service, not in dollars."

Radio's new possibilities as a postwar weapon

"Radio will continue, chiefly in supplying special radio apparatus for ships, while RCA Institutes are training large classes of radio operators and technicians for Government service. In research, he reported, "the war has accelerated, not retarded, the pioneering efforts of our scientists and engineers.

NBC and the BLUE Network are cooperating wholeheartedly with the Government in building morale, selling War Savings Bonds and other war work, Mr. Sarnoff said, continuing:

"Radio has rallied the nation. Supplementing the magnificent sacrifices made by the American people in the coverage of the war, radio has won high recognition for its timely news bulletins and commentaries. American advertisers, by means of network programs, continue to present to the public great artists and wholesome entertainment.

The solidarity of the Western Hemisphere is cemented by radio's straightforward news and friendly program exchange. In international broadcasting, NBC now speaks 10 languages. Among the oppressed people of many lands American radio is called the voice of freedom.

"Television, which holds tremendous possibilities as a post-war industry, is establishing a reputation for itself in the civilian defense effort. RCA has played an active part in the program by helping the FCC in educating air-raid wardens and the public in air-raid precautions."

Discussing the patent situation, Mr. Sarnoff said, "RCA has offered to grant licenses under its patent rights to any supplier from whom the Government wants to get war equipment or furnish supplies. Amending its policy of not making any Government any information desired about apparatus produced by RCA for the Government, regardless of whether or not it is an RCA licensee."

"RCA licensees include rights under the United States patents of many foreign companies," he went on. "The designer has any control over any of the patents which RCA grants, and we make no royalty payments or reports of any kind to foreign interests."

"The future course, Mr. Sarnoff concluded will be determined by three main principles: First, to help win the war as rapidly as possible; second, to maintain a needed position during these extraordinary times; third, to lay the foundation for the return of peace, when new products and services will be needed to help rebuild a better world."

WOR summer plans

In the belief that disruption of programming tends to confuse and hurt audience listening, WOR, New York's leading station, has presented a new program schedule throughout the summer months. Popular features, such as programs and baseball broadcasts now scheduled, will continue uninterrupted. With new periods remaining unchanged, there will be a greater variety in the broadcast programs. WOR and MBS analysts and commentators, many of whom have been taking several weeks off for the summer months, have been called back to work a few weeks off during the winter and spring seasons.
Once again the predominance of WWJ in the Detroit market is confirmed. The above, from the Hooper Station Listening index, covering a 5-month period leaves no doubt that WWJ is the most listened to station in Detroit—morning, afternoon or evening.
Competence of the FCC Monopoly Inquiry

THE ISSUANCE of the eight network regulations by the FCC involved two steps: (1) The determination that certain of the aspects of network broadcasting are contrary to the public interest, convenience or necessity, and (2) the formulation of regulations which will eliminate these aspects.

Before any regulatory body arrives at any conclusions as to wherein its regulated industry is not operating according to the mandate of the regulatory act, it must make an investigation which will be so thorough that the statement of the industry's faults will seem reasonable. If it has not made such a thorough investigation and the conclusions are worthless. If the conclusions are worthless it is entirely possible that the regulations which are based on such conclusions are worthless or even detrimental.

This article has one purpose: To determine whether the conclusions reached by the Commission are based on a thorough study or whether based on an incomplete study. It does not attempt to pass on the merits of the network regulations themselves or even on the merits of the conclusions as to the faults in the network structure.

Six Conclusions

The Commission has not stated these conclusions one by one. It is not customary for a regulatory commission to make formal charges before issuing regulations, such as a plaintiff would make in a legal suit. It is consequently necessary to try to isolate these conclusions. There appear to be six. Each will be stated and supported with evidence. Then the thoroughness of the investigation underlying it will be considered.

1. Radio is dominated by too few people. The Monopoly Report states, "In determining how best to cope with the problem of stations engaged in chain broadcasting, two matters are of especial importance."

"One is the position of dominance in the broadcasting field exercised by the two largest chain organizations, NBC and CBS."

Chairman Fly states, "Our investigation disclosed a continuing centralization of power in the hands of the two major network organizations that was unhealthy."

Again he says, "It is, of course, not merely a question of the domination of a great line of business in the ordinary sense of monopoly under the Sherman Act. It is all of that, but it is even more than that, because it is the domination of a great mechanism of free speech in this country."

And again, "But the possibility of increased competition is only one of the results of our regulations. Even more significant is their impact upon the power to decide what goes out over the air... By centralizing the power to decide what the public may or may not hear and by returning that power to the hundreds of station licensees all over the country, the regulations insure that the channels of information so vital to the preservation of democracy will remain open and unrestrained."

The primary criticism of this determination which the Commission has arrived at is that no standards have been established by which to judge whether or not the air is dominated by too few people. It might have been possible for the Commission to demonstrate that more competitors would create a network system superior to the present one. There are a number of assertions that two New York corporations dominate the air. Yet there seems to be an absence of substance behind these assertions.

If two is not the right number, then there must be established some criterion for saying that three is a better number, or six, or fifteen.

Bias Not Proved

The Commission could have followed a course of investigation which would attempt to find out whether more diffuse control would lead to (1) the presentation of less biased programs, (2) a program structure which suited a larger number of the population, or (3) a program structure which better suited local differences in taste.

There was no demonstration in the Monopoly Report, in the Report of the Committee in 1940, or in the Digest and Analysis of Evidence that the present networks are biased either in their news reporting or in their selection of program material. They may be, but such a fact has not been demonstrated.

A YEAR AGO the FCC issued rules designed for the first time to regulate network broadcasting. At that time, the author procured from the Harvard Graduate School of Public Administration a Littauer Fellowship to analyze effects of these rules. His work is being used as a thesis for the degree of Doctor of Commercial Science in the Harvard Graduate School of Business Administration, voted him May 4. Mr. Rush was graduated from Dartmouth in 1937 and received his M.S. degree from Dartmouth in 1938. Until 1990 he was market analyst for Tide Water Associated Oil Co. Last June he got his Master of Business Administration degree from Harvard. He has worked with the American Institute of Economic Research in Cambridge.
United Press alone is doing a total job of covering this total war. Not only are United Press dispatches from foreign fronts thorough, fast, distinctive.

United Press also continues to cover home news fronts in outstanding fashion.

With its own independent domestic news-gathering network, United Press is providing radio with sectional and regional news as no other service can.


The map above shows the location of the United Press radio news bureaus in this country and how their combined reporting ranges make United Press coverage total on home news fronts as well as on foreign.

United Press 

May 11, 1942 • Page 37
show how increased competition will induce advertisers to put on more programs than they are present are putting on. It is, of course, conceivable that just this kind of additional competition among networks which the Commission would like to see will bring forth new programs from the present advertisers only from programs from prospective advertisers.

Again, though, this is a matter of degree. The Commission, it must be repeated, has failed to demonstrate that there is at present any thing but true competition between the major networks for advertisers. In fact the Commission states the existence of competition for advertisers in saying, "Certainly there is a considerable degree of competition among networks for advertisers and for listening audiences..."

If the Commission makes this statement, then it is difficult to judge the extreme to conclude that the network regulations will result in there being more programs.

The other part of this assertion is that the quality is not as high as it would be under the regulations. It is necessary here for the Commission to demonstrate that the stimulus to good programs would be greater than it is at present. Yet in this same statement in which the Commission admits active competition among the networks for advertisers it admits active competition for listeners. Under the actual law as it stands the listener is the ultimate criterion of suitability of programs and competition is the means of attaining this suitability. Because of the program rating services this statement is far true of network radio than for any other kind of radio—spot or local.

Either the Commission has erred in making the assertion that there is not a strong enough stimulus for quantity and quality of programs, or it has erred in making the statement that there is a considerable degree of competition among the networks for advertisers and for listeners. An examination should be made in order to find out if this competition does exist or not. The result will determine which of these divergent statements is correct.

**Diversified Programs**

3. There is an absence of a well-diversified program service between national and local. The Monopoly Report states, "If radio broadcasting is to serve its full function in disseminating information, opinion, and entertainment, it must bring to the people of the nation a diversified program service. There must be, on the one hand, programs of local self-expression, whereby matters of local interest and benefit are brought to the communities served by broadcast stations. Then on the other hand, access to events of national and regional interest and to programs of a type which cannot be originated by local communities. Neither type of program service should be subordinated to the other."

The Commission in its Oct. 11 release, in referring to the regulation on option time, stated, "That regulation was based upon the finding of the Commission that the optioning of time by licensee stations restricted their freedom, interfered with their ability to serve local program needs, hampered their efforts to broadcast local programs, national spot, and other non-network programs, and restricted competition in network programs."*

In another place it says, "It has been the consistent intention of the Commission to assure that an adequate amount of time during the good listening hours shall be made available to meet the needs of the community in terms of public expression and of local interest."*

All of these statements indicate that the Commission believes that spot and local advertisers have been inconvenienced through the action of the option to the detriment of the public. This may be so. The Commission however has not shown the extent of inconvenience to these advertisers. It is necessary first, to determine whether the option has kept some of these advertisers off the air.

These fall into two categories: Those who have been on the air but who have been discouraged by the option and have left the air, and those who have never advertised because they could not be guaranteed time. A sample could be taken of those advertisers who have left a selected group of stations over a given period.

Letters could be sent to these to determine whether or not the option had anything to do with their leaving. A similar letter could be sent to a group of advertisers who might logically be considered prospective radio users asking if the option discouraged their use of spot or local radio, and whether they might consider radio if they could be guaranteed time. Such a poll is not extremely difficult to make, but apparently never has been made.

Could Ask Stations

The stations themselves could indicate the experience of past and prospective advertisers. Such an investigation could be made confidential so as to secure fairly accurate answers.

If it is shown that some advertisers have been kept off the air under the present system, it is then necessary to show that the process whereby they are kept off the air results in less public welfare than if they were not kept off. A combined examination of the economics of network broadcasting and of the desires of listeners is necessary.

The exclusive option may be necessary for the network structure to exist. Certainly the networks claim it is. It is not known what attention has been given to this claim by the Commission in arriving at its final conclusions. It is not certain that the Commission has met the arguments of the networks, or has shown that there are offsetting advantages to the loss of the option. The present pending court case will probably force this consideration.

The other part of this necessary examination is the desire of the listener. It must clearly be demonstrated by the Commission that listeners want to hear spot and local programs. After this fact has been established it must be determined quantitatively. How much do they want to hear? Is it two hours out of every five (as the Oct. 11 rule provides); is it four; or is it one? Such a recommendation calls for a most careful and thorough analysis of the desires of the listeners by means of sampling, if the Commission’s guide of public interest, convenience, or necessity is to be complied with in the issuance of network regulations.

4. There is a disadvantage by the networks to the advantage of the former. During the hearings on the White Resolution, Senator Tobey made the following suggestion of Chairman Fly: "Referring to page 91 of your report, 3,102: That is justified, I take it, in your opinion, as the result of the Commission's finding that non-affiliated stations are controlled for the terms of the contracts; is that correct?"

To this question Chairman Fly replied, "That is correct, Senator." Senator Tobey then asked, "You feel very strongly on that?"

Chairman Fly replied, "We feel that that is a definite result."

The Monopoly Report reads, "Of their total network net time sales in 1938... CBS and NBC retained 75% and paid only 27%... to the affiliated stations... The networks during the year. Thus CBS and NBC retained over 2% times as much of the proceeds from the sale of network time as they did to all the 235 affiliated stations."

"Of the amount retained by CBS and NBC... the 23 stations owned or controlled by them were credited with $5,347,388 as compensation for the broadcasting of network programs. This amount is more than one-third of the amount which was paid by NBC and CBS to the 28 stations..."

The Commission seems to feel strongly that the networks keep too much of the network sales dollar. It is not enough, however, to tabulate percentages of payment to the stations by the networks in order to arrive at the conclusion that the stations are undercompensated. It is necessary to make two investigations.

The first is an examination of the effect on the public welfare of having a greater percentage of the network sales go to the networks and a smaller percentage to the networks. It is possible that the stations would be able to do a better programming job with better compensation. It is also possible that the networks would do a poorer programming job in order to preserve their profit margin.

This effect on the public is the primary criterion which the Commission should use in determining whether a different distribution is necessary. It is not of much significance as far as the public is concerned, if the station owners have more profits while the network stockholders have less profits.

Such a determination would involve an examination of the competition among stations and the competition among networks. Competition for advertisers, stations that do not part of the networks, and competition for advertisers and listeners on the part of the stations, determine primarily

(Continued on page 42)
WFIL was one of the first stations to recognize the significance and vital influence of radio in the war effort. *More than a year ago* WFIL presented a comprehensive plan of radio promotion and publicity to the Treasury Department. That plan has since become a pattern for the entire industry.

On this—the first anniversary of that now historic plan—WFIL rededicates its services and facilities to the task of bringing home to its listeners the terrible realities of war, the vital necessity of "all-out" production, the stupidity of hoarding, the danger of either complacency or defeatism . . . and inspiring them to redouble their support of the nation's War Effort with its manifold responsibilities.

WFIL
THE BLUE NETWORK • KEY STATION QUAKER NETWORK • FM STATION W53PH
THE KATZ AGENCY, INC.—National Representatives
"We shall win... or we shall die!"

General Douglas MacArthur

...fighting words!
they came from the distant shores
of Australia... from the lips of a Soldier.
simple words of one syllable.
not words for pretty picture frames,
but a guiding spirit for our hearts, our
hands and our voices.
that spirit must pervade every pro-
gram that is entrusted to the far-reaching
voice of Radio.
these are times when every word which
passes through America's microphones
must be genuine and sincere, hard-hitting
and convincing.
these are times for fighting words!

The Great Stations of the Great Lakes

KMPC, BEVERLY HILLS, CALIF.—UNDER SAME MANAGEMENT
WLAC PLANS FOR NEW 50 kW.

Gala Dedication Planned as Construction
Nears Completion Despite Weather

ALTHOUGH no definite date has been set for the formal dedication of the new 50,000-watt operation of the WLAC at Nashville, Manager F. C. Sowell is considering rescheduling the inaugural celebration to be staged soon. Already invitations have been sent to prominent stars to participate in the broadcast either in person or by transmission.

Bill Perry, of the Pet Milk Sunday Night Serenade, will be on hand while Bob Luddy forwarded a special home recording to WLAC in which he introduces Walter Huston, Ginny Simms and others. Transcriptions of such CBS stars as Cecil B. DeMille, Gene Autry, Guy Lombardo, Penny Singleton and Arthur Lake (Blondie and Dagwood), Amos 'n' Andy, Edward G. Robinson, Les Brown and His Orchestra, Barbara and Harry Baker have been received for the dedication while others are expected from Kate Smith and Fred Allen.

WLAC received its construction permit to increase from its present 5,000 watts to 50,000 watts only a few weeks before the WPB froze order curtailing new construction. Fortunately, Truman Ward, owner of the station, was able to secure all the necessary equipment. Delays in finishing the construction was due to bad weather conditions which impeded the work, but Mr. Ward reports that the new plant is now practically completed.

WCFL Not for Sale

AN EMPHATIC DENIAL of a rumor published elsewhere to the effect that General Mills, Minneapolis, was negotiating for the purchase of WCFL, Chicago, was issued jointly last week by John Fitzpatrick, p r e s i d e n t , and Maurice Luddy, financial secretary, of the Chicago Federation of Labor, which owns and operates the station. "WCFL is not now and never was for sale," Mr. Lynch stated.

Cebu Broadcasting is recalled by Perry Jackson (left), former manager of KZRC, in that market, who is now stationed at Dunedin Field, Tex. Mr. Perry is looking after WKNB, WPO, WMB, and is the announcer KWNV, WSCP, WPTO, and WMP and now in charge of radio programs and relations at the air held a picture of his former fellow worker Don Bell KZRC announced as it appeared in the April 13 Life. Bell's anti-Japanese statements were responsible for his torture and death when the invaders overrun Cebu. Sgt. Dougherty is hiding pictures of KZRC and Mr. Jackson speaking at the station's 1939 inaugural broadcast.

The former determination can be made by estimating what areas a new network might cover and then sending out a sample questionnaire to estimate the satisfaction of the people in this hypothetical area with their present choice of programs. Of course the questionnaires would have to be more ingenious than simply to ask the question: Would you like a greater choice among network programs. The latter determination is considerably more difficult. It is very doubtful whether a completely new type of network program structure could be set up under our American system of broadcasting.

Radio in the United States is a majority proposition. It aims to give the largest number of people what they want to hear. Where there are frequencies and stations available and at the same time a sufficiently closely packed listening group, minority programs can be commercially successful.

It is thus possible in a city such as New York to have several successful stations broadcasting only in foreign languages, and another broadcasting predominantly classical music. The number of frequencies and stations available, this suit of minority groups is possible only through certain programs broadcast at limited times during the day or week. The great number of programs must suit the majority.

It might be possible for a "minority network" to succeed. In order, however, to make sure that a new network was of this type, instead of the present type, there would have to be some control over the formation of any network, as well as some control over program content. Whether such control is desirable is again beyond the scope of this paper.

Price and Monopoly

For another reason it is unfortunate that the Commission reports to the Monopoly Report. All of the theory of monopoly and competition is concerned with price. A monopoly is in a position to fix a continually high price, a price which is higher than would exist under competition. The Monopoly Report says nothing whatever of price. It makes no mention of the potential monopoly. It does not even determine what the cost of network broadcasting is, and whether it is too high or not. It, therefore, pays the cost of network broadcasting.

It is particularly important that the cost of network broadcasting be studied in order to find out just who actually pays in the final analysis whether it is higher than it reasonably should be. This oversight of the Commission is particularly important in connection with the suggestion of the Commission that there should be more networks. A new network costs something. No matter how it is set up, whether it is in the tradition of NBC and Columbia, or along the lines of Mutual, there are certain costs which must exist, whether they are paid by the network organizations or by the individual stations. If there are more networks, then there must be more costs. It is rather pointless to speculate whether the Commission envisions a system where one network broadcasts over a given group of stations at one hour, and another network uses the same group of stations at another hour. The gains under such a system are highly obscure.

If the Commission proposes more networks, the incidence of the cost
WE SAY -
"Thank you, Billboard
KOA is very proud to be the recipient of this special award for most consistent exploitation. Consistency has long been our theme, and whether it's in results for advertisers, program popularity, or general leadership, consistency remains our watchword. That is why we say, it all adds up to - First in Denver in Everything!"
of the present networks must first be determined. The advertiser of course pays his costs for instance. He, however, recoups on the sale of his product. In such a case the people who do not buy his product, but simply buy the product of his competitors, may actually be paying, although in an indirect way, for his radio program.

A second such case might be competitors selling a given product use radio, it is probable that the customers of all the competitors pay for the radio programs very directly.

Is There Support?
There is a large field for study here which must be gone into. When it is not possible to determine who pays for the present network programs in the last analysis, then an estimate can be made of the effect of a new network on total cost and on the incidence of cost. A new network may provide enough additional competition to make the present networks lower their time charges enough to offset the cost. The new network may pay for itself by replacing an equal amount of the program costs of the stations it serves. There will be no effect but to add to the price of the products advertised over the new network.

The adequacy of the present network industry's customers should be examined. The Commission has not examined whether there would be support for a new network from advertisers. It might very well be that it is not after all from the point of view of profits to start a new network.

A new network might have the effect merely of creating a problem of overcapacity such as at present exists in cotton and other lines. Instead of there being three or four financially successful competitors, there might be seven or eight unsuccessful ones, and with no attendant gains to the public. Possibly the condition would lead to losses to the public in inferior programs.

6. The present networks do not render a truly national service. The Commission says, "The exclusion of new networks from the industry is especially onerous because of the failure of existing networks to render service on a truly national basis. They have left a number of communities, especially in the West and Middle West, wholly without network service, and many more with inadequate service or service from only one network. Under such circumstances, it is especially important to keep the door open for new networks which may be willing to serve areas now unprovided for." 16

In advance of making a recommendation for the remedy of a given situation it is necessary to know why such a situation exists. The Commission has not, apparently, determined why some areas are not served by the networks. After it has made such a determination, it would be able to demonstrate that the factors limiting present coverage will not limit the coverage of proposed networks.

It is probable that the present networks will take on a station if the network's portion of the network's sales dollar which the advertiser pays for the particular station covers the network's out-of-pocket costs, which are, for the most part, payments for wire line service. If this portion will not cover these costs, the network will probably not, of its own volition, take on the station.

If this revenue is the limiting factor, then it is difficult to see how a future network would be inclined to serve areas not now served anymore than a present network. Of course, in many areas not now served there is no station available, and often no frequency on which to place a station as well.

Not all stations want a network connection. A poll which was recently made by the author indicated this fact. On the other hand, the networks may be accustomed to such profitable outlets that they will turn up their noses at taking on stations which merely cover out-of-pocket costs. They may want to earn a substantial profit on every station or else not bother with it.

Poll for Facts
The Commission might determine this fact by taking specific stations not now served by the networks and making a poll of network advertisers in order to find out whether these latter would consider buying time on each of these stations if it was on a network, and how much they would pay.

From this poll the total hypothetical network revenue for the station could be determined. Applying a percentage to this would give the amount which the network would retain in order to pay wire line charges and other out-of-pocket costs. The wire line charges could be estimated by the long lines department of the American Telephone & Telegraph Co. These charges could be subtracted from the network's portion of the revenue to see if there was a profit or a loss. This examination would go a long way toward estimating whether the coverage of future networks would be any better than that of the present networks.

How Do Stations Feel?
A poll should be made of the attitude of the stations, similar to the one made by the author, in order to find out whether or not the stations appear to want a network connection and on what factors their answers depended.

Because of the complexity of the network structure, the method of analyzing it must be carefully worked out. An examination should be made to isolate the parties at interest in the network structure. Any alteration of the network structure will affect these groups more than others. Whether or not these groups should have become interested in radio is entirely beside the point. They exist now and will be affected by change and must consequently be considered. They are (1) the listeners, (2) the affiliated stations, (3) the network advertisers, (4) the national spot and local advertisers, and (5) the network organizations themselves.

The Commission has considered primarily a very nebulous group called the public. It has not examined into the interests of the listeners.

It has ignored the network advertisers who provide the support for network radio. It has made little determination of the interests of the affiliated stations, and has failed to study the interests of national spot and local advertisers. It has given its chief attention to the network organizations.

After these groups have been isolated, the degree to which the network structure suits their respective interests must be determined. It must be found out in what respect networks fail to satisfy needs of the various groups.

The study is to a considerable extent economic and statistical. Statistics on the structure of the network are gathered and the various groups at interest must be gathered and put into significant form. It is not enough simply to make tabulations of sundry data.

It does not seem that the common Commission hearing technique is suitable to such an investigation for three reasons. In the first place, the study must be made by people with a knowledge of business organization and techniques. It is preferable that some of those doing the examination have a thorough background in broadcasting. The Commission must utilize specialists to make the investigations.

In the second place, the information to be adduced must be carefully planned by the investigators. Prepared statements by members of the industry are often useless. One person, rather than the Commission, or a committee of the Commission, can best plan such an investigation. The evidence will be of a quantitative and statistical nature and can best be collected by one or a few persons. The men who appear for the industry are not the men of the industry, executives or lawyers. It is believed that a great deal of the knowledge of the operation of network broadcasting should be secured from men farther down the line in the industry. Very often these top executives and lawyers are not familiar enough with the detailed working of the station or the network organizations to be able to give detailed answers on technical matters into which it is necessary to examine.

In the third place, it is believed best that the investigators go to New York to make a considerable part of their study. Here the data which are readily available. The investigators should work informally with the industry. Very often during the hearings data are called for which are not immediately available. The more about which knowledge is required must consequently wait until the necessary data are secured. This long-distance type of investigation is costly to the industry, and cumbersome and inefficient as a regulatory device.

A Hot Spot
The investigators should have the power of subpoena so that their work may not be hindered through lack of cooperation. After the investigators have made their findings, a series of informal conferences should be held between them and the Commissioners. At this time, and only at this time, any proposals for any alteration of the network structure in order. Also at this time the industry representatives should be permitted to appear before the Commission.

This paper has criticized the competence of the Commission's monopoly investigation. Certainly the Commission can be held to

16 Monopoly Report, p. 76.
What Do You Want to Sell in New York?

Write for Independent Surveys showing why WNEW is your best bet in the World's Richest Market!

- Now—Twice the Power—Selling Goods Twice as FAST—AT LEAST COST!
- Attracting More Listeners in Metropolitan Area than Any Other Independent Station!

WNEW's audience is not made up of passive "tuner-iners." Millions of friends—followers—people who know us, and like us... that's what WNEW sends your way! And WNEW's friends BUY HEAVILY... giving you lowest-cost sales results... lower than any other independent N. Y. C. station! You can still buy WNEW time for Summer and Fall campaigns. Get full information. Write Today to WNEW, N. Y. C.

On The Air 24 Hours a Day—
7 Days a Week • 10,000 Watts

REPRESENTED NATIONALLY BY JOHN BLAIR & CO. — R. C. FOSTER (NEW ENGLAND)
In Case of Doubt, Ask the Censor

Hundreds of Difficult Questions Receive Answers

By J. HAROLD RYAN
Assistant Director of Censorship

THIS BROADCASTER said in his letter:

"How about weather at race track broadcasts? Can we say the track is fast or slow?"

We told him, yes, he could describe the condition of the track as long as he didn't reveal current weather conditions.

So he asked us then:

"What if the track is fast during the first two races, and then it rains and the track is slow for the last five races. What then?"

**Horses and Fish**

I suppose we should congratulate the horses, but we suggested that he not mention the change in the track's condition. So if you can't figure them this year on their records, blame us. The critters in the last race have had quite an extensive file of correspondence to their fetlocks in censorship, which will explain their loping indifference.

We have taken advantage of the fish, too. Broadcasters can describe their habitat as "muddy" or "clear," as the case may be, as long as the weather supporting those conditions isn't revealed.

Actually, weather is not a funny subject during wartime. The broadcasters who asked about fish and horses were alert to the need for care. If we were certain that all broadcasters were as wary, our sleep would be less restless.

The handling of weather, informal programs and stories about troops and production are the subjects most frequently dealt with in the Office of Censorship's radio division. In our 4½ months of operation, we have filled quite an extensive file of correspondence which includes hundreds of interpretations of specific problems. We do not want that traffic to fall off. We want to see it continue in a steady and swelling stream, because its continuance is a measure of the seriousness with which broadcasters view the subject of censorship.

**Letters From the Boys**

Many have asked us whether letters from Jimmy who is in Australia can be used on the air. There can be no blanket ruling on such a question. There are thousands of Jimmies, and each has his own way of writing a letter. The letters can be used, if they reveal no information of value to the enemy. If a broadcaster cannot determine himself, under the Code of Wartime Practices, whether the letter meets the demands of our national security, he should ask our office for help.

Many have asked us whether the product being manufactured by Plant X can be mentioned. That depends upon the product and the size of the operation. It depends on the War Department's concept of the need for censorship. If the Code mentions which, the Code answers that query. "No, unless appropriate authority is obtained."

Broadcasters feeling they can render a service to the war effort through broadcasting such information should not accept that negative until they have exhausted all possibilities in their search for an appropriate authority.

**If Doubful—'No'**

Each day of our operation underlines the necessity for individual clearance. The only blanket rule which can appear in the Code now: "If material is doubtful, it should not be used; submit it to the Office of Censorship for review."

It was just four months ago that the Office of Censorship issued its Code of Wartime Practices, With it we sent a letter asking broadcasters to acknowledge receipt and understanding of the Code. About half of the nation's radio station operators replied to that request. Subsequently we have issued three more queries trying to ascertain whether broadcasters have received or acknowledged their copies of the Code. We are being insists because we know that voluntary censorship will not work on a hit or miss basis. It must have a close to 100% as human fallibility will permit it to work.

There are still about 25 broadcasters who have not acknowledged receipt of the Code. In some cases, there may be no oversight, simply a miscarriage of the mail. But this cannot possibly be true in the majority of these cases.

In my last letter seeking acknowledgment, I asked broadcasters to submit their replies via air. If they have received they have been very courteous and cooperative, but for one.

**Proud of the Industry**

This one chap wrote across the letter we had submitted to him, "Aknowledged this previously. you want me to send airmail letters, enclose a stamp. I'm giving enough already."

"Enough? What does he mean, enough? You need an appropriate authority to use that term, "enough"? I would recommend Jimmy, mentioned above as being in Australia, as such an appropriate authority.

But the Office of Censorship is pleased with the broadcasting industry; indeed, proud of it. This cooperative effort of the world's greatest form of mass communication to butt down the hatchets on information the enemy wants is a splendid accomplishment. We're confident broadcasters will continue "on the alert."
The Literature That Radio Produces

THE READING PUBLIC today considers radio a social force justifying a new type of newspaper books which bring into focus the influence of this medium on almost every phase of life. Good examples are the books dealing with radio in the war, books giving permanence to the best scriptwriting of the air, presenting research in measurement, recalling the important figures of our history, giving advice on careers, explaining technical problems and pointing the way to development in television, frequency modulation and facsimile.

H. V. and the Crisis

Immediately after the Czech crisis in the fall of 1938, Random House brought out what was probably the first of the popular radio news coverage books, I Broadcast the Crisis, a record of the broadcast coverage of the period from Sept. 12 to Oct. 2. The freshness and immediacy of the material caught the fancy of the reading public. Therefore, the material represented a primary source of data heretofore recognized by historians as including only documents, newspapers and relics of how society chose to include these transcripts of broadcast words.

Today Edward R. Murrow's This Is London brings again the sensitive, colorful reports broadcast by this correspondent during the "sitkrieg" in its early stages and continuing through the failure of the British in Norway, the disaster in Dunkirk and the Battle of Britain up to the Battle of the Atlantic.

More than that, it brings out the human factors in the war, the changing ideas and emotions, the hopes and fears and endeavors of Englishmen of all classes. Because of the stricter Nazi censorship, a corresponding lack of information, William L. Shirer of his Berlin broadcasts could not have been so successful; however, having kept a diary of his years in Central Europe, from 1934 to 1941 as correspondent, first for Universal Service and then for CBS, he achieved the Berlin Diary the same vitality of on-the-spot news along with a feeling of changing sentiment and growing tension. This book was a Literary Guild choice, and was transcribed into Braille and produced as a "talking book".

Breath of the Balkans

Two other writers famous for the war are Paul Gallico, one of the best sellers in the market today. Robert St. John, now in London for NBC, produced From the Land of the Silent People in a month of solid writing, and H. V., through his experiences in Yugoslavia, Greece and Crete where he "saw and smelled and heard" the war. A natural oral style of writing partly accounts for the vigor of his present broadcasts; his selective matter and his sense of values, excellently outlined in the foreword, explain the fact that the book is now in its tenth large print edition.

Erskine Caldwell, a writer of reputation, included a chapter on his broadcasting experiences in Moscow during the German drive on Moscow in the Road to Smolensk; the calm voice of this correspondent over the ether waves gives us no indication of his 40-mile-an-hour dash to the studio with his microphone out, gutted Mos- cow streets. The Riddle of the Reich by Wythe Williams and Dr. Albert Parry another of a strong radio affiliation; the men who assisted Wythe Williams in uncovering news for his MBS broadcasts supplied information about the feeling behind the German matter in this book.

These five books, which so dramatically bring England, Germany, the Balkans and Russia to the American people through the project by the projected book by Cecil Brown, who certainly has a story to tell of his Singapore experience, and the proposed book by Fred Bate, NBC correspondent in London.

Also proposed for early publication is The Face of the War, by Sam Cuf, NBC radio recording correspondent, who gives an explanation of the progress of aggression, 1931-42, and a key to the strategy of World War II; this will be based on NBC programs, of the same name, heard over 60 radio stations. Some idea of the strength of the MBS countries which oppose us is given in the new book Time Runs Out, a report on the last great step the West can permit in and out of Germany. The book carries the war action up to Hitler's declaration of war. By. 11. Henry J. Taylor, the author, is an economist and business executive currently heard on WHN, New York, once a week.

Ways of Shortwaves

The importance of shortwave radio in the war effort is described in an article by Charles J. Rollo, an original staff member of the Princeton University Listening Center. Sea, land and air warfare can be supported by radio as the "fourth front" because it utilizes divided loyalties and doubt as a strategy of war. A warm reception has been given this book for its description of the male and female listeners at different waves at the microphone, its story of Europe's army of bootleg listeners "who brave the death penalty to tune in to British and American stations," for its informative chapter which explains in crystal-

(Continued on page 68)

Bibliography of the Recent Literature of Radio . . .


Brockway, Wenceslaus. The Sugar Road to Smolensk. The Atlantic, 1941. June 1941. [$1].

Cajina, Huntington, Allen Tate and Mark Van Doren. A Munich Diary. Doub- don House, New York, 1941. [$5.50].


De Soto, Clinton. Listening. Dodd, Mead & Co., New York, 1942. [$2.50].

Doran, New York, 1942. [$1]. By radio personality.

Corwin, Norman. Thirteen Courses in Radio. CBS, New York, 1942. [$3.50].


De Soto, Clinton, Culling Co. Doubleday Doran, New York, 1941. [$2]. "Ham radio propaganda."


Karpik, Jeanette. Development in the Cour- se of Advertising on the Air. New York, 1940. [$5].

Karnes, Carl J.Controlling Broadcasting in Wartime. 1940. [$2].

Karnes, Carl J. An Analysis of the Communications Agencies of Federal Agencies, 1941. [$4.50].


Weiser, Sherman. The Making of a- State.7. - Mesmer, New York, 1941. [$2].


Millions hear their

Up on the nation’s bookshelf goes “Thirteen by Corwin,”
— the ninth book recently published which took as its text
the sustaining* programs of CBS. More and more, pub-
lishers are turning to the literature of the air for source
material. This may not be a trend.

But we think it writes this story: the literature
of the air has come of age.

Day in, day out, the air is full of “first editions”
... printed in decibels instead of type, signed by our
advertisers and ourselves.

CBS sustaining programs alone would fill a five-foot
shelf each week. And in any one year, CBS builds for its
millions of listeners a well-stocked, well-balanced library.

Columbia Broadcasting System

*The italics are ours, because the sustaining programs are ours—written and produced
under the sponsorship of the Columbia Broadcasting System.
first editions...

via Columbia
(Continued from page 65) clear fashion the physics of short-wave transmission.

One of what the FCC and the Defense Communications Board are doing to protect radio, nerve center of the war effort, is told by a group of writers including Detlev W. Bronk, radio chief of the U.S. Office of Education, and Pauline Frederick, assistant to NBC's Washington commentator, H. R. Bauschke, in the book America Prepares for Tomorrow: The Story of Our Total Defense Effort, published last year by Harper & Bros.

The complete histories of radio is the new volume Sound & Fury, modestly subtitled An Informal History of Broadcasting, written by Francis J. Chase. His claim is that radio is "still in swaddling clothes compared with the theatre, the newspaper, and even the motion picture, but its growth to maturity has been so rapid that today it touches intimately and helps to mold the lives of more Americans than the theatre, the newspaper, and the motion picture combined."

Schechter's Two Books

A history of one phase of radio is presented in I Live on Air, the recent volume by A. A. Schechter, director of news and special events for NBC, which serves to prove that luck, steady nerve, a news sense, a great deal of wire, and especially speed are required to bring to the radio audience spot news from Egyptian pyramids, singing mice, a Hindenburg disaster, a four-country roundup, or a flood. Mr. Schechter several years ago also authored a juvenile fiction volume with a radio hero, Go Ahead Garrison.

The director of the Radio Arts Guild of America, Robert West, has a new volume of anecdotal history mysteriously called The Kapo of Radio of interest to a fairly general audience. Projected at this time is a series of sixteen scripts for the outlook for various phases of the industry, introduced by the volume, Who, What, Why Is Radio?, by Robert J. Landry, radio editor of Variety. It enhances the director of the program pressure groups, the responsibility of the broadcaster and of the regulators.

In the field of research is a series inaugurated by Paul Lazarsfeld, of Columbia, and Frank Stanton, of CBS, Radio Research, 1941, which began as a supplement to Dr. Lazarsfeld's previous book Radio and the Printed Page and developed into this report of six studies, three concerned with radio programs and three with listeners. These books are self-appraisal, measurement and inquiry will be referred to again and again by students of radio.

Ilka and Clifton

New evidence of the popularity of radio personalities is seen in the best-selling editions by Ilka Chase, hostess of NBC's Saturday noon day show, A Luncheon Date With Ilka Chase, and Clifton Fadiman, long m.e. of Information Please. In Past Imperfect Miss Chase chatters along with vinegar and oil, a particular sophisticated brand of philosophy. Whether discussing the mores of Hollywood or the re-hemming of her wedding dress, Miss Chase is true to her Saturday personality. Mr. Fadiman gathered his favorite stories and excerpts from books for publication in Reading Post-Liked.

Mary Margaret McBride and Ted Malone revisit the homes of their many listeners via the printed page. Miss McBride's America of the Air contributes to the study of literature on American traditions by telling inspirational stories of interesting people in American life. Stories of his visits to the homes of famous American authors fill Mr. Malone's American Pilgrimage. The outstanding broadcasts on Am brose Bierce, Herman Melville and Mark Twain are here given permanence they deserve, along with additional valuable biographical material.

James F. Waters' projected volume which will probably become a best seller although possibly a sur- reptitious one: Modern Age is producing a volume listing the missing heirs so much the concern of Mr. Waters on his program, The Court of Missing Heirs.

Corwin and Oboler

Robert Frost says that "the finest thing that you can do for a poem is to print it," similarly, the finest thing that you can do for an outstanding dramatic script which has benefited by the vitalizing of a successful radio production is to make a permanent printing of it; for at least three reasons: It is a contribution to today's letters, it serves a purpose with experimental groups and it defends the ephemeral quality of radio.

Norman Corwin's book Thirteen by Corwin has been hailed by Carl Van Doren as "the richest contribution yet made to the newest form of literature." The plays, says Mr. Van Doren, should be read, if that is possible, with the ear as attentive as the eye.

Mr. Corwin's script We Hold These Truths, written to commemorate the Bill of Rights and broadcast on all networks last Dec. 15, will soon be put in book form. It won him a 1941 Peabody Award.

Contributing not only to literature but to the unifying of our country today are the volume by Arch Oboler, This Freedom, a collection of the transcripts of his programs, and The Free Company Presents, compiled by James Boyd.

Two annual volumes of selected scripts have appeared which are being widely used by students of writing for radio. In The Western Radio Theatre, 1940-41, Norman S. Weisler presents 10 outstanding dramatic scripts and a discussion of the techniques which have proved most successful in such broadcasts.

Whitliley House is planning to

"THE FACE OF THE WAR"

This is the 5-minute NBC Recorded Program of war news analysis from which the name of Sam Cuff's new book is taken. It's the program that 24 stations have sold profitably to radio stations.

"YOU CAN STILL GET CUFF'S..."

1st PRINTING, January, 1942
2nd PRINTING, March, 1942
3rd PRINTING, April, 1942

THIRTEEN BY CORWIN

Radio Drama by NORMAN CORWIN

Introduction by Carl Van Doren

$2.75

Henry Holt and Company : 257 4th Ave., N. Y.
Radio Plays in book form by ARCH DROPLE

14 RADIO PLAYS
$2.00

THIS FREEDOM
Thirteen new radio plays, with notes on action and production by the author, and suggestions to aspiring radio actors, actresses and directors. With a foreword by Robert J. Loomis, radio editor of Variety.
$2.00

Invitation to Learning
The significance of 27 great books and their authors, based on the Columbia Broadcasting System's radio programs. By Huntington Cairns. Allen Lane and Mark Van Doren. $3.00

RANDOM HOUSE
20 EAST 57 STREET, NEW YORK

I LIVE ON AIR
by A. A. SCHECHTER with EDWARD ANTHONY
Publisher
FREDERICK STOKES CO.
Price $3.75

Go Ahead Garrison
by A. A. SCHECHTER
Publisher
DODD, MEAD & CO.
Price $2.00

produce a third annual collection of Max Wylie's Best Broadcasts which include the best example in each category of radio programs.

Career Tips
The radio executive who is approached daily by young people who want to get into the radio business will be relieved to find that there are several good new books on the subject which will assist the career hunter.

Robert DeHaven, production manager and program director of WTCN, Minneapolis, and Harold S. Kahm, associate editor of Radio Showmanship, have collaborated on the volume How to Break Into Radio with just that problem in mind.

Conrad Rice, program director of WEMP, Milwaukee, has a fictionalized answer to the problem in his book for 'teen-age boys titled Your Career in Radio. The vocational question of radio as an engineering career is dealt with in Radio as a Career by Julius L. Hornung.

Many technical books are scheduled for publication in revised editions. Radio Engineering Handbook by Keith Henney, editor of Electronics, reissued in April in its third edition, deals with 22 subjects ranging from fundamentals to specialized applications, each prepared by an expert in the field. Morgan's Aircraft Radio and Electrical Equipment has also been revised recently.

In line with the nation's program of conforming present equipment to Modern Radio Servicing by Girdari, a revision of the 1936 volume, which should assist the service men in keeping the existing radio sets of the country in good working order for a long time.

The Visual Side

Dedicated to the radio service man who must execute the changeover is An Introduction to Frequency Modulation by John F. Rider. Its six chapters include the explanation of FM at the transmitter and as well as at the receiver and conclude, with a section on servicing FM receivers. No further new books in these fields are planned, due to the restrictions placed on radio and television manufacture.

The field of radio education is served by several new books dealing with utilization of radio in the classroom, training in radio program production and radio law. A new and revised edition of the successful Handbook of Broadcasting by Waldo Abbot, director of broadcasting service and associate professor of speech at the U of Michigan, has just appeared, presenting instructive material on all phases of planning, writing, production and performance of radio programs.

The Federal Radio Education Committee has produced its new volume, Radio in Education, and has other material ready for publication.

THESAURUS IN ACTION

TO GIVE YOU

SALES-WINNING SHOWS!

Never before has broadcasting meant so much to America—to build morale, to keep Americans informed and united. And never before has transcribed program material meant so much to broadcasting...to your station, and hundreds of others!

That’s why there has been no relaxing of NBC THESAURUS efforts to give you the best program material. On the contrary—our service today is finer than ever. We’re working harder than ever, with finer talent than ever, to give you great new programs built around famous artists, with full instrumentation...beautifully executed and superbly recorded.

And THESAURUS gives you exclusive artists, too! Only in THESAURUS do you get such headliners as Edwin Franko Goldman...Allen Roth...Rosario Bourdon...Norman Cloutier...Sammy Kaye...and many others.

Today, more than ever, you cannot afford to do without NBC THESAURUS. Investigate!

TO ROUND OUT YOUR SCHEDULE

— NBC Recorded Programs!

Complete package shows at economical cost

Betty and Bob
Outstanding dramatic programs with name stars who are favorites of millions.

Let’s Take a Look in Your Mirror
—with Stella Unger
A vital, spontaneous, timely series aimed at the woman of today.

The Face of the War
—as seen by Sam Cuff
Keen, timely, penetrating analysis of the stories behind war headlines.

Getting the Most Out of Life Today
—with Dr. William L. Stidger
Forceful, down-to-earth philosophy every man and woman can understand and enjoy.

Time Out
—with Ted Steele and Grace Albert
Bright, gay boy-and-girl songs and banter with interludes featuring “Nellie the Novochord.”

Who’s News
Revealing, informal 5-minute chats with America’s headline personalities.

Hollywood Headliners
—with Stella Unger
Real life stories about Hollywood Stars whose names twinkle on movie marques.

Five Minute Mysteries
Thrilling dramatic mystery stories complete in each five-minute episode.

NEW Flying For Freedom
—an authentic drama-packed story of the exploits of the Royal Canadian Air Force.

HEAR THE GREAT NEW THESAURUS PROGRAMS

of the

N.A.B. CONVENTION

Suite 643-645, Hotel Statler, Cleveland

"A Treasure House of Recorded Programs"

RADIO RECORDING DIVISION—NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Building, Radio City, New York • Merchandise Mart, Chicago
Trans-Lux Building, Washington, D. C. • Sunset & Vine, Hollywood
This Is Radio's War

RADIO GOES to its first wartime convention. There is plenty of Army brass and Navy braid in evidence at the Statler in Cleveland as the 20th Annual NAB Convention gets under way. A year ago, in St. Louis, there were military titles too, but no uniforms. That was before Pearl Harbor.

Uniformed or not, broadcasting is mobilized for the duration. Every station, every man who appears before the mike or who handles air copy, is enlisted. His is a responsibility entrusted only to a select few in this nation of 130,000,000. He maintains a direct link with the people as a deputy of Government—a human, swift, intimate contact.

Such Federal war agency leaders as McNutt, MacLeish, Price and Lewis, and such military and civilian figures as Suries, Hepburn, Hershey, Beaumont-Nesbitt and Lovette, will address the convention. That is indicative of the esteem in which broadcasting is held in the war effort.

There are problems of Government, economic along with military, that are vital to every broadcaster. The answers, to the limit to which they can be given under pressures, Hepburn, Hershey, Beaumont-Nesbitt and Lovette, will address the convention. That is indicative of the esteem in which broadcasting is held in the war effort.

There are problems of Government, economic along with military, that are vital to every broadcaster. The answers, to the limit to which they can be given under imponderables of war, will be supplied by the spokesmen for Uncle Sam delegated to consult with the industry. Every broadcaster who has any doubts about Government policy—on censorship, Government programming, equipment shortage, selective service inroads, interceptor command disagreements, or whatnot—should be prepared to submit his questions. That's why these important personages have taken time out from Washington's seething war activity to attend the convention.

Behind these Government headliners, there are other jobs to be handled at Cleveland. War has tended to throw the economics of the industry somewhat out of kilter. Price ceilings and commodity rationing will influence the sales balance. Taxes, present and impending, will increase the overhead spiral. All these require intensive scrutiny and such action as may be possible now. Musicians, copyright and a dozen other perennial issues must be coped with and sifted. The war hasn't stopped the regulatory pressures either.

Then there's industry politics. No one in radio can ever forget the nightmare of St. Louis a year ago. We hope that FCC Chairman James Lawrence Fly's "dead mackeral" of unpleasant memory is buried for good. A repetition or revival of that episode is unlikely inasmuch as Mr. Fly will not be a convention speaker and apparently will not be in Cleveland. There has been dissatisfaction expressed over the conduct of the industry's affairs by the NAB. There has been an outcropping of other industry groups as a direct result. There are those who charge that any broad reorganization would be a showing of weakness and of subservience to Chairman Fly, who is unrelenting in his opposition to the present structure. As in the past, there is the clarion call for a "united front." There can be no doubt that teamwork was never needed more than now.

Whatever is done should be accomplished by the broadcasters themselves. There should be no outside influences, from Government or from any other source. The questions of reorganization, of network membership, of personnel, should be met calmly, dispassionately and objectively. Family quarrels should be kept in the family.

There is only one basic issue: How can radio best perform its function in winning the war? If that thought is kept ever-present, solution of the purely intra-industry problems will follow on the heels of industry problems will be simple.

WITH this issue, BROADCASTING advertizes to white cover stock. The grey cover with which has adorned our trade journal since the beginning of 1937 is a casualty of the war. We hope you like the change.

All Together

COHESION—and lots of it—dominates a collection of advertising industry views appearing on another page of this issue. The views are representative of networks, advertisers, agencies, audience analysts.

It is a cohesion arising from the mutual appreciation of the fact that all branches of American business and industry must devote themselves to the war-winning job. In advertising, the need for unity is keenly appreciated. The industry is far along in its conversion to wartime economy and its joint effort to mold the public into a fighting machine.

As to the future, these key figures refuse to be drawn into the oracle role. But they express confidence that broadcast advertising will meet its problems as they arise. Anyone who reviews broadcasting's adjustment to the role of wartime news dispenser and public servant will share their belief that future adjustments will be made with equal ease.

The Rush Study

SINCE THAT eventful day a year ago when the FCC smuggled the so-called chain-monopoly report out of its star chamber, there have been repercussions in the courts, in Congress, in the FCC and in the industry. Regulations that were to have become effective in August 1941 have been revised, re-revised and postponed a half-dozen times.

But during this protracted legal, legislative, regulatory and intra-industry tumult there hasn't been any unbiased, outside appraisal—until now. In this issue appears an analysis of the whole issue by Richard H. Rush, young Harvard economist. It is based on a year's work, made possible through the grant of a Littauer Fellowship by the Harvard Graduate School of Public Administration. He was awarded his doctorate last week.

Mr. Rush's findings are of interest to everyone in broadcasting. His study was objective. He embarked upon it with no preconceived notions. He arrived at his conclusions independently. His academic background and business experience (in years as marketing analyst for Tide Water Associated Oil) equipped him well for the undertaking.

From the very outset, we have contended that the FCC majority far exceeded its authority in delving into purely business aspects of broadcasting. We have argued that the majority, in effect, tossed its investigation record overboard, and arrived at conclusions best suited to its ends through the selection of an isolated phrase here and a sentence there, plucked from a million-word record.

In an entirely different, and far more scientific and erudite fashion, Mr. Rush arrives at virtually the same conclusion. His is not a dissertation against the FCC, but rather a calculating vivisection which leads him to the conclusion that the FCC majority acted capriciously. But beyond that, he finds that matters which must be investigated to arrive at a conclusion as to whether there should be more or less networks, more or less regulation of them, and more or less less network programs, are outside the FCC's jurisdiction.

Our contention consistently has been that it is up to Congress to chart the course of its creature, the FCC. Mr. Rush's conclusion, reached by the application of recognized principles of government and economics, is: "For Congress to outline a policy for the regulation of network broadcasting."

Significantly, Mr. Rush holds that to call the FCC's report a "monopoly report" is a misnomer. All of the theory of monopoly and competition is concerned with price, he emphasizes. The majority's report, he finds, makes no mention of price, but rather a calculation as to what the cost of network broadcasting is, or even who pays the cost of network broadcasting.

Mr. Rush's analysis is timely. Hearings are in progress before the House Interstate & Foreign Commerce Committee on new legislation to govern the FCC. The so-called monopoly regulations, among other of the FCC's "power grab" edicts, provoked these hearings. The network rules themselves are in litigation before the Supreme Court, but only on the question of jurisdiction, at this time, of a lower tribunal.

The committee, it seems to us, might well acquaint itself with Mr. Rush's findings.
ARCHIBALD MacLEISH

ARCHIBALD MacLeish has the difficult job of helping Americans tell themselves the truth. As director of the Office of Facts & Figures, over-all information agency in Washington, MacLeish has an assignment made complicated by wartime secrecy, by the human tendency to repeat rumors and gossip, by the intensity of our war effort, and by an unscrupulous enemy propaganda machine. Some of his knowledge is expected to impart to NAB conventioneers, for he is a principal speaker on the Cleveland program.

Last year OFF was a tiny bureau hidden away in a converted apartment house, part of the Office of Civilian Defense. As the defense effort speeded up, the public demanded a clearer idea of what the Government was doing, and why.

Last October, the President set up the Office of Facts & Figures as an independent agency. Its assignment was to work out “the most coherent and comprehensive presentation to the nation of the facts and figures of national defense.” It was instructed to consult with the already existing Government information agencies, coordinate their work, and see that the public got a well-rounded picture of America’s defense drive.

MacLeish was appointed director. He had achieved fame before this as a poet, as Librarian of Congress and as a top-flight journalist.

Radio men know that he knows radio—for he showed America the limitless possibilities of radio as a new medium for creative expression. His stirring Fall of the City was broadcast by CBS April 11, 1927, and on Oct. 27, 1928 CBS produced his Air Raid.

Here was one of the country’s greatest living poets setting the airwaves pulsing with a new kind of poetry for a new streamlined age. MacLeish, incidentally, thinks the radio announcer has a dramatic function akin to the role of the ancient Greek chorus.

Forty-four days after MacLeish was appointed OFF’s director, the Japanese bombed Pearl Harbor. Overnight a defense effort changed to a war effort. OFF shot up in importance, took on the vital job of pulling together all the activities bearing on the call-the-term “moral.”

It became the clearing-house for all Governmental broadcasts, with William B. Lewis, ex-CBS program vice-president, as coordinator. It clears all public speeches by top Government officials. It serves as the funnel for all posters issued by Federal agencies. It summarizes the war effort, as in its pamphlet Report to the Nation, and in its four-network radio series This Is War. It exposes Axis propaganda, as in its striking new booklet Divide & Conquer. It checks on the state of public opinion to guide the Government on what the public does and doesn’t know of the war effort.

Archibald MacLeish, who directs this work, was born May 7, 1892, in Glencoe, Ill., “in a wooden chateau overlooking from a clay bluff and a grove of oak trees, the waters of Lake Michigan.” His father was a Scotman who came to Chicago from Glasgow, a respected merchant and philanthropist. His mother, “intelligent and energetic and tireless and virtuous”, was a school teacher and a college president.

MacLeish went to Yale, class of 1915. He played football and he was on the swimming team; he was chairman of the Literary Magazine and he made Phi Beta Kappa. His class book reported that “MacLeish expects to take up the study of literature.” Instead he went to Harvard Law School, topping his class for “scholarship, conduct and character.”

He married Ada Hitchcock, a singer and talented musician, and to then a son was born early in 1917. Later that year, MacLeish went to France with an American hospital unit, shifted to the more dangerous Field Artillery “out of shame”, fought at the front north of Meaux as a home captain.

Then he taught law for a year at Harvard, practiced law in Boston for three more years. He did pretty well, but he couldn’t get out of his radio time to write. So he threw up his job, and went back to poetry. Best known are his Stretches in the Moon (1926). Nobodaddy (1926), The Hamlet of A. MacLeish (1928), Conquistador (1932), Frescoes for Mr. Rockefeller’s City (1933), Panic (1935), Public Speech (1936). His poetry improved greatly as he went along until finally Conquistador won the Pulitzer (Continued on page 88).
GEORGE MARLO, head of the professional department of BMI, is resigning at the expiration of his contract which he had served for two years, has been appointed special events producer of CHNS, Halifax N. S. A native Nova Scotian and a former newspaperman, he originally served with the staff of the Broadcasting Corp. in Halifax as a producer, and was with CBC in Winnipeg where he joined the Canadian Army at the outbreak of war. A recent serious illness led to his retirement as unfit for active service.

BILL IRWIN, police, of Lakes, Milwaukee, has resigned from the announcing staff of WPEN, Philadelphia, where he had been booking music and served as announcer. He will enter the Navy.

JEAN MAXFIELD, former KSL, San Francisco, has been named traffic director of WBM, Los Angeles, as well as traffic director of United General Mills (Wheaties) and Cities Service Oil Co.

MARIAN EDWARDS, formerly free-lance writer of Spokane and Portland, has joined KROW, Oakland, Cal., as continuity writer.

JEAN MAXFIELD, formerly KSL, San Francisco, has been named traffic manager of WBM, Los Angeles, to replace Mr. Berman, who has been transferred to Las Vegas. 

M. FLETCHER, formerly head of market research and catalogue division of Columbia Recording Corp., has joined KSL.

HOWARD SMITH, former studio manager at KLIQ, Oakland, Cal., has joined the Army.

WARTIME demands on trained personnel have resulted in the following staff changes and appointments at KSL, Salt Lake City: Ralph W. Hardy, sales staff, named traffic manager; Foster Cope, formerly of NBC, San Francisco, music director, replacing Reid Turner, who joined Jerry Jones, orchestra; Helen Ann Young, in charge of music and transcription libraries; Melvin B. Wright, former studio supervisor, now studio engineer; Victor Bell, former assistant promotion director, now producer and program control as well as part-time announcer; Ray Sentker, formerly news editor, now assistant promotion director of the station. 

ENTERS RACE

ARTHUR R. VINTON, radio and screen star, a member of Actors Equity and AFTRA, and a dairy farmer in New Windsor, Orange County, New York, has announced his candidacy for the Democratic nomination for Representative in the 26th Congressional District. Mr. Vinton is currently part of the cast of "The Shadow" on MBS; Gang Busters, the BLUE: Mr. District Attorney, NBC.

Page 74 • May 11, 1942

BROADCASTING • Broadcast Advertising
Here's a Man Who Knows His Groceries!

George W. King, Executive Secretary of the West Virginia Association of Retail Grocers for the past five years and president of the George W. King Grocery Co. in Charleston, says: “I probably know more grocers personally than any man in West Virginia. And that's not an exaggerated statement because it's my job to know grocers. On my visits to various grocer association group meetings the subject of radio advertising has frequently arisen. Each discussion ends with the same conclusion — ONLY WCHS has the influence that brings in the customers!”

A Word About MERCHANDISING

Although we have a well organized merchandising department we have no set merchandising policy because each campaign calls for different treatment. Maybe your campaign needs car cards, maybe it needs trade paper advertising, perhaps it requires personal dealer calls or it may need something else. In any event, we discuss it together, plan it intelligently and then our merchandising department executes it. Toss us your fast ball and watch us slap out a home run!

Believe it or not, the West Virginia Association of Retail Grocers, founded in 1933, is the fourth largest independent grocers' organization in the United States. It is composed of 29 county units, each planned with the specific idea of bringing grocers together in meetings at least once each month for discussions of problems relating to the food industry.

In addition to these monthly county meetings, there is a state convention each year. This year's convention, to be held in Wheeling in October, will be of special significance because of the many industry problems presented by the war.

Mr. King edits The West Virginia Merchant, the organization's trade paper, which appears twice monthly.

represented by THE BRANHAM COMPANY

5000 on 580

WCHS
Charleston, West Virginia

John A. Kennedy, President

Howard L. Chernoff, Managing Director

BROADCASTING • Broadcast Advertising
May 11, 1942 • Page 75
## CENSUS OF RADIO HOMES IN MONTANA AND IDAHO

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*  
(Based on the Census Data Released May 1)

### MONTANA

<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</td>
<td>Units</td>
<td>% Radio</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Radio</td>
<td>Radio</td>
<td>Radio</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### IDAHO

<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</td>
<td>Units</td>
<td>% Radio</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Radio</td>
<td>Radio</td>
<td>Radio</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></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 Report for Montana and Idaho. Figures of the number of Radio Equipped Occupied Dwelling Units calculated by NAB Research Department to project total figures. Census release did not include 1,687 Occupied Dwelling Units because answers to the radio question were not obtained in enumeration. These are the fifth and sixth of the Second Series Housing Reports to be issued so far by the Census Bureau, the others covering Nevada, New Hampshire, and Vermont [Broadcasting, March 19] and Wyoming [Broadcasting, April 193].
They take their cue from Fortescue

“Good Morning, Ladies”, with Priscilla Fortescue, is the latest success story up here at WEEI. The program started only last Fall...but Priscilla is already producing results (like a veteran) for advertisers. We know they get results. They write to us about it. Like this:

“Your Good Morning, Ladies program pulled over three hundred women into Jordan Marsh’s in one day.”

(The result of one announcement!)

Priscilla does it by pointing her program appeal to homemakers in all income brackets; by daily personal interviews with well-informed guests who discuss problems and interests important to all home-makers.

We'll be glad to tell you of other success stories on “Good Morning, Ladies” (9:00—9:15 a.m. Monday through Saturday)...or on any of WEEI's other sales-producing programs.

We also attribute our success with women to:

CAROLINE CABOT’S SHOPPING SERVICE...
(6:15—9:10 a.m. Monday through Saturday)—a continuous success story that has been making sales for big and little advertisers these past fifteen years.

WEEI'S FOOD FAIR...
(10:45—11:00 a.m. Monday through Saturday)—only two years old, but already a top-ranking participating food program in this territory.

WEEI Columbia’s Friendly Voice in Boston
Operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, San Francisco, Los Angeles, Charlotte, St. Louis
the Man Who
Staged a Comeback

BECAUSE HE NEVER WENT AWAY!

The whole industry will be talking someday about the comeback of John Preston and his product. They'll recall how although it was buffeted by priorities, wounded by rationing, and finally killed off for the duration, he guided it right back to the top at the close of the war.

But they'll be wrong when they call it comeback. Because in the truest sense of the word neither John Preston nor his product ever went away. He kept desire for his brand alive all during the war years—over the radio.

John Preston stayed on the air because he knew it was the most economical means of obtaining national coverage. He did not forget, as so many of us do today, that radio had been hailed as the No. 1 good will builder, long before it won its place as the most efficient of all selling mediums.

The Blue is a natural choice of manufacturers who want to "keep 'em remembering." It reaches all income groups, at the lowest per-family cost of any medium entering the home. And the Blue is now "moving in" to more homes more often with new stations, greater power and a program policy new to network radio. The Blue program department now draws freely upon the skill of leading independent program producers to bring even greater variety and competitive showmanship to Blue Network programs. No wonder more and more advertisers are using the Blue in 1942!

If you want to keep 'em remembering your product, your brand name, call in your Blue salesman. You'll find that today, more than ever, it's easy to do business with the Blue!

Blue Network Company, A Radio Corporation of America Service

the blue network

"Keep 'em Remembering"
BROADCAST ADVERTISING
Frank E. Pellegrin, Director

ACTIVITIES of the Broadcast Advertising Dept. during the past year have centered around the NAB Sales Managers Division objectives of "making it easier for more clients to buy more time on more stations," and of elevating radio rates standards "to take the burden of sales off owners and managers who are concerned with other industry problems."

The department has recognized that for a perpetuation of free radio, the principal need is a reconfined tribulation of a harassed industry and the new complications of wartime problems, maintenance of income is paramount. Blessed with a measure of cooperation from all quarters that left little to be desired, the department therefore concentrated on the elevation of radio sales standards, maintenance of good business practices and ethics, and a regular supply of practical sales helps to members.

The director attended 16 meetings in 16 NAB Districts during the year, and cooperated with the sales managers chairman conducted sessions on "Industry Sales Problems."

Radio Sales Data
To furnish member stations with a compilation of basic radio sales data, six chapters and an index were published and distributed to members, with additional copies available at cost. Subjects covered were "Why Business Must Advertise," "The Extent of Radio Listening," "The Effectiveness of Radio," "Dealers Prefer Radio," "Radio as a Social Force," and "What Price Radio?" Material for additional chapters is being gathered, as the Department's objective is to make the manual complete and keep it up to date.

A file containing hundreds of separate radio case histories on all classifications of business were developed through the cooperation of member stations, with mimeographed copies always freely available to NAB members.

Details of radio sponsorship in various business classifications were compiled from "The Broadcast Advertising Record" and made available to sales departments. Included were summary tables on department stores, grocery stores, insurance companies, hotels and restaurants, real estate, musical instruments, railroads and bus lines, all for general release, plus special tabulations on request.

The department attempted to keep members currently informed on business conditions and the business outlook in relation to radio advertising. Notable articles or speeches by advertising authorities were reprinted for free distribution to members.

Within the scope of its functions, the department represented the interests of the NAB membership through cooperation with such governmental agencies as the Federal Trade Commission, the Treasury, the Office of Facts & Figures, the Dept. of Commerce, the Bureau of the Census, the War Dept. and others, as well as with subdepartments and semi-official agencies. Special efforts were made throughout the year in the interests of commercial radio to cooperate with and enlist the active support of related trade groups.

As a result of discussions with a committee of time buyers from the Radio Executives Club, standard program schedule forms were drawn up and printed in quantity, and made available to NAB members at cost, in the interests of "making it easier to buy radio." To date, 250,000 of these schedule forms have been ordered by member stations.

Recommendations for simplifying radio rate structures were passed on to the industry. Recommendations for standard formulae and procedure in preparing coverage maps were given the industry, and further cooperation on this subject is being secured from the NAB Research Committee. A special radio committee consisting of Eugene Carr, WGAR; R. E. Dunville, WILW; and Herbert L. Petkey, WHN negotiated a new standard contract form with a committee representing advertising agencies. This form is now awaiting approval by the NAB board.

The Department carried on a general radio sales campaign within the limits of time available for this work, and with the cooperation at times of network sales departments, national representative and individual member stations.

The department was directed by the Sales Managers Division at the St. Louis NAB convention to conduct a nationwide study on cooperative advertising. This was completed during the year with the assistance of the NAB Department of Research, and distributed to cooperating members. Similarly, a nationwide radio merchandising survey was authorized and completed, with the results published and distributed to all members.

Checking Service Probe
Commercial checking services were investigated as a potential threat to radio billings, and a confidential report was issued in a special bulletin to all U. S. radio stations irrespective of NAB membership. Check-systems were devised and recommended whereby stations could perform with a maximum of commercial efficiency, and an educational campaign was carried on among agencies and clients, informing them of the steps taken by broadcasters to insure proper performance.

A test survey of representative stations was conducted during the month of February, 1942, by WSB, 50,000 watts; WSPD, 5,000 watts; and XTR, 250 watts, showing radio station performance on commercial broadcasts of all types to be 99.38% satisfactory, with a "predictable margin of error" of .0062, and with such errors factored out to clients and adjusted.

A constant educational campaign was carried on among radio stations, advertising agencies and clients, to discourage attempts to break down legitimate rate structures.

LABOR RELATIONS
Joseph L. Miller, Director

THE broadcasting industry, by and large, has had another year of peaceful relationship with labor. Strikes have been few. Mutual understanding of each other's problems has increased. As the industry's income has increased, wages and salaries have risen steadily.

The NAB proposes to continue its current labor policy through the year to come. Members will be kept advised of trends and developments in the field of labor relations.

There has been only one actual strike since Pearl Harbor in the entire broadcasting industry. It lasted less than two hours. Technicians at a midwestern station were involved. Wages was the issue.

Generally speaking, the broadcasting industry's record for compliance with the Wagner Act continues to be much better than average. As the requirements of the Act and the technique of collective bargaining are better understood, violations will disappear.

The Labor Relations Board has not found a single station guilty of any violations during the past year, although two examiners reported finding violation are now before the Board for consideration. In both cases the stations were alleged to have interfered with their technicians' right to organize.

Freedom of Speech
One of the questions frequently asked by broadcasters concerns the extent to which they can discuss labor unions with their employees. The Supreme Court held in NLRB vs. Virginia Electric and Power Co. (Dec. 23, 1941) that an em-
Here's How!

Get the cost-per-listener down and the averages will take care of themselves

Take a group of say couple o' million
With five stations goin' to town
And each coverin' a fifth of the million
Costin' you two hundred to win renown

Then take a bunch of quarter o' million
With one station servin' the mob
And the card rates are down around sixty
You figure this cost per listener per job!

Add to the above a rich industrial market and you really have something

MEMBER NAB

WTBO

820 kc clear

CUMBERLAND, MARYLAND

250 watts

National Representatives: Spot Sales Inc.
Employer could discuss unions all he liked, as long as he did not accompany his discussion with any action which constituted the discrimination, coercion or intimidation forbidden by the Wagner Act.

Talent fees constitute the only remaining problem of outstanding importance to the industry under the Wage and Hour Act as it stands. The Wage and Hour Division contends that all talent fees should be added to a staff announcer's salary in determining overtime rates. The NAB contends that in many instances, the broadcasting station is not the employer when talent fees are paid to announcers. Just recently, the Wage & Hour Administrator agreed to review this situation. But this is a basis of facts to be supplied by the NAB.

Labor on the air has become almost altogether a local problem. Both the AFL and CIO express themselves as quite satisfied with the national coverage situation. Their leaders made a total of 74 appearances on national network programs in 1941. And they now have a regular weekly program on NBC.

Twice during the past year, organized labor has come into the broadcasting industry's defense when the industry was threatened with discriminatory tax legislation in Congress. There is no better evidence of labor's high regard for the industry's progressive labor policy.

CONCLUSION

Not only the leaders of organized labor but also government officials dealing with labor problems have highly commended the broadcasting industry's labor policy.

A few excerpts from comments on your director's 1941 report may prove interesting.

William Green, president, the American Federation of Labor—"You deserve great credit for the skillful way in which you have handled difficult labor situations over a long period of time. I have been very happy over the fact that a fine degree of cooperation and a splendid reciprocal relationship has existed between management and labor in the radio broadcasting industry."

James B. Carey, secretary, Congress of Industrial Organizations—"It seems you have done a splendid job. . . ."

L. Metcalfe Walling, Wage and Hour Administrator—"I think your record is almost unique among industries where controversy is more to be expected than otherwise because of the very nature of the case."

Daniel W. Tracy, Assistant Secretary, U.S. Board of Labor—"A good job well done."

Dozens of others of a similar nature were received. For these, your director must thank not only the members, but also the entire broadcasting industry for its wholehearted cooperation.
Only the HITS count

When the bombardier presses the bomb release, he is sending his load on no hit-or-miss errand. Years and millions have been spent to develop accuracy. His objective has been well surveyed, his bombsight becomes his eyes, even his brain—he must not miss—only the HITS count. A radio message is delivered much the same way... the effectiveness of the broadcast is measured by the number of homes it reaches. Surveys* on the Pacific Coast prove only one network reaches all the radio homes, only Don Lee has enough outlets to cover the coast completely. Long distance reception is impossible here because most of the markets are surrounded by high mountains. Don Lee has a local outlet in each of the 33 important Pacific Coast markets. As a matter of fact, more than 9 out of every 10 radio families on the Coast live within 25 miles of a Don Lee station. When you release a message on Don Lee it not only hits home, it hits all the radio homes... as plenty of advertisers will agree. For Don Lee carries nearly twice as many Pacific Coast network accounts as the other 3 networks combined.

*For actual surveys, write Wilbur Eichelberg, General Sales Manager.

Mutual

DON LEE

Thomas S. Lee, President
5515 Melrose Avenue, Hollywood, California
has looked to the NAB for assistance in setting up its service to the war effort in the matter of coordinating governmental and of broadcasting. Considerable time of the Research Department has been devoted to the development of information required by the Government, also in the rendering of advisory services to that government office, in matters of research.

On March 4, the Research Department, in consultation with the Research people of OFF, prepared a questionnaire on Radio War Activities which was sent to a carefully selected sample of thirty stations.

On May 9, 1941, just prior to the St. Louis convention, the Research Department sent a questionnaire to all broadcasting stations, requesting information as to the number of radio engineers, their status with respect to the Selective Service Act and Reserve Corps, and the availability of replacements for vacancies for engineers. By June 20, completed questionnaires had been received from 507 of the 856 standard broadcast stations which were in operation May 1. This represented a return of 61%.

On June 20, the Research Department completed a report on "The Effect of National Defense Activities on the Growth of the Broadcast Industry", which was presented to National Headquarters, Selective Service System as evidence of the critical shortage of radio engineers existing in the industry at that time. The report contained an analysis of the selective service classification of the 3,085 engineers employed by the 507 stations reporting. The selective service classification at that time was in accordance with the first Selective Service Act, 1940, which applied to ages 21 through 35.

The Newcast Problem

The concern of the U. S. Committee on War Information over the handling of news broadcasts commanded the attention of the industry. The Broadcasters Victory Council prepared a list of suggestions on the handling of news broadcasts which was submitted to the Committee on War Information. A meeting of the NAB Code Committee was called to tackle the problem. The Broadcasters Victory Council was represented at the Code Committee meeting, and conferences were held with the Committee on War Information. As a result of the meeting which was held Feb. 6, the NAB Research Department was asked to conduct a survey on news and news-type programs.

On Feb. 14, 1942, a questionnaire was sent to a pre-selected sample of 270 stations. A tabulation of the survey has been completed and a report of findings is being prepared for the NAB Code Committee and will be submitted at its Cleveland meeting.

PROMOTION

Arthur Stringer, Director

BROADCASTING today is an integral part of the nation's war effort. It informs, entertains and delivers the news; fosters conservation, improves our health recruits and does a hundred and one other things. It's a cost to the Government or the American people.

Station war effort has been magnified from the beginning. War effort broadcast reports are received voluntarily from stations each month. From this material the NAB Research Department calculates the number of program units of local origination devoted to the promotion of war tasks common to most stations. Not included are units in sponsored or sustaining network programs. Since the industry's patriotism is not for sale, these program units are never evaluated on a dollars and cents basis. The consolidated report for all stations for March, 1942, follows:

<table>
<thead>
<tr>
<th>No. of Broadcasts</th>
<th>Manpower</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARMY</td>
<td>35,660</td>
</tr>
<tr>
<td>NAVY</td>
<td>37,670</td>
</tr>
<tr>
<td>MARINE CORPS</td>
<td>61,460</td>
</tr>
<tr>
<td>COAST GUARD</td>
<td>22,240</td>
</tr>
<tr>
<td>S. CIVIL SERVICE</td>
<td>25,900</td>
</tr>
<tr>
<td>U.S. TREASURY</td>
<td>141,780</td>
</tr>
<tr>
<td>OTHER GOVERNMENT AGENCIES</td>
<td>6,070</td>
</tr>
</tbody>
</table>

"You Can't Do Business with Hitler"—WBP

OUTSTANDING among the problems dealt with by the NAB this past year were the bills introduced in Congress to amend the Communications Act of 1934 and the two attempts by the International Allied Printing Trades Council to saddle broadcasters with a discrimination against taxes which were partly paramount importance to broadcasters were the successful fights waged by the NAB to secure nationwide daylight-saving time and to make use of average wage basis for computing the Excess Profits Tax.

Still pending on the Congressional front is Executive Resolution 296 for adherence to the International Copyright Convention; although vigorously opposed by the NAB and all others interested in copyright, the State Department is persistently advocating adherence to the Convention and the problem is still before the industry.

Broadcasters new deals with ASCAP resulted last fall in local station contracts immeasurably more advantageous to stations than those offered by ASCAP in the spring. A host of problems grew out of the national defense program and later the war effort. Highlighted among these were matters involving priorities, selective service and rationing of tires and gasoline.

The Code Committee has been faced with many vexing problems having to do with governmental public issues section of the Code, particularly with reference to the isolationist-interventionist debate that went on prior to Pearl Harbor. Subsequent to the declaration of war the Code Committee promptly tackled the question of the handling of war news. For the NAB Legal Department, as for broadcasters in general, the past year has been crowded with much that was not routine.

Notable in the field of litigation were the decisions of the United States Supreme Court, 1941, sustaining the anti-monopoly provisions of the so-called anti-ASCAP laws on the statute books of Florida and Connecticut. The power of the FCC to issue subpoenas in an investigation seeking information applicable to the legislative standards set up in the Communications Act of 1934, was held Jan. 26, 1942, by the U.S. Court of Appeals for the District of Columbia in the Stahlman case. The court negated the Commission's authority to require petitioners to summon to its bar records, relevant or irrelevant, in the hope that something will turn up, or to invade the privacy protected by the Fourth Amendment. The court flatly stated that the Commission has no power to ban ownership of radio stations by newspapers as such.

On Feb. 20, 1942, the United States District Court for the Southern District of New York ruled against the networks in their suit against the Government, the decision was not on the merits of the case—the powers of the FCC—but on the question of the court's jurisdiction. The court, however, left the way open to challenge network regulations, and on March 9, CBS and NBC appealed to the U.S. Supreme Court. Argument of the cases began April 23. On April 20, 1942, the Supreme Court on April 6, affirmed the power of the United States Court of Appeals for the District of Columbia to stay orders of the FCC pending determination by the court from Commission orders. The question was raised on certification by a divided Court of Appeals that Scripps-Hoquier Radio, Inc., licensees of WCOP, had appealed from the Commission's denial of its petition to vacate an order granting, without hearing, Station WCOL a CP for change of frequency and increase of power.

Last Radio

Last civilian radio chassis to come off the production line at Stromberg-Carlson Tel. Mfg. Co., Rochester, will entertain servicemen passing through the nation's capital in its early days. Classification officer for 1,700 hours was performed by the WPB head for any camp he wished, and he chose the President's Reception Room in the Union Station, which recently was turned over to the visiting servicemen.

"green" men and teach them the fundamentals of radio.

The course outline which is being followed throughout the United States was prepared by Dr. W. L. Everitt, professor of electrical engineering in charge of communications, Ohio State University, Columbus; Carl E. Howe, associate professor of physics, Oberlin College, Oberlin; Richard H. Howe, assistant professor of physics, Denison University, and secretary-treasurer, The Ohio Section of the American Physical Society, Granville; Carl Smith, Cleveland, chief engineer of WGY, Schenectady, NY; L. E. Charles, Boston, chief engineer of WEEI, Boston, and the Rev. Granville T. Grover, pastor of the St. Elizabeth's church in Detroit, Michigan and a past director of the NAB, had prepared the course. This course was now on full-time duty at the Signal Corps.

There are 20,000 radio technicians training students enrolled in at least 764 classes set up in 48 states and Puerto Rico by approved engineering schools. Broadcasters discontinued recruiting on Feb. 19 following notification that funds were exhausted.

Technical men from broadcast stations are sharing the teaching load that descended on the formal educators.

LEGAL

Russell P. Place, Counsel

OUTSTANDING among the problems dealt with by the NAB this past year were the bills introduced in Congress to amend the Communications Act of 1934 and the two attempts by the International Allied Printing Trades Council to saddle broadcasters with a discrimination against taxes which were partly paramount importance to broadcasters were the successful fights waged by the NAB to secure nationwide daylight-saving time and to make use of average wage basis for computing the Excess Profits Tax.

Still pending on the Congressional front is Executive Resolution 296 for adherence to the International Copyright Convention; although vigorously opposed by the NAB and all others interested in copyright, the State Department is persistently advocating adherence to the Convention and the problem is still before the industry.

Broadcasters new deals with ASCAP resulted last fall in local station contracts immeasurably more advantageous to stations than those offered by ASCAP in the spring. A host of problems grew out of the national defense program and later the war effort. Highlighted among these were matters involving priorities, selective service and rationing of tires and gasoline.

The Code Committee has been faced with many vexing problems having to do with governmental public issues section of the Code, particularly with reference to the isolationist-interventionist debate that went on prior to Pearl Harbor. Subsequent to the declaration of war the Code Committee promptly tackled the question of the handling of war news. For the NAB Legal Department, as for broadcasters in general, the past year has been crowded with much that was not routine.

Notable in the field of litigation were the decisions of the United States Supreme Court, 1941, sustaining the anti-monopoly provisions of the so-called anti-ASCAP laws on the statute books of Florida and Connecticut. The power of the FCC to issue subpoenas in an investigation seeking information applicable to the legislative standards set up in the Communications Act of 1934, was held Jan. 26, 1942, by the U.S. Court of Appeals for the District of Columbia in the Stahlman case. The court negated the Commission's authority to require petitioners to summon to its bar records, relevant or irrelevant, in the hope that something will turn up, or to invade the privacy protected by the Fourth Amendment. The court flatly stated that the Commission has no power to ban ownership of radio stations by newspapers as such.

On Feb. 20, 1942, the United States District Court for the Southern District of New York ruled against the networks in their suit against the Government, the decision was not on the merits of the case—the powers of the FCC—but on the question of the court's jurisdiction. The court, however, left the way open to challenge network regulations, and on March 9, CBS and NBC appealed to the U.S. Supreme Court. Argument of the cases began April 23. On April 20, 1942, the Supreme Court on April 6, affirmed the power of the United States Court of Appeals for the District of Columbia to stay orders of the FCC pending determination by the court from Commission orders. The question was raised on certification by a divided Court of Appeals that Scripps-Hoquier Radio, Inc., licensees of WCOP, had appealed from the Commission's denial of its petition to vacate an order granting, without hearing, Station WCOL a CP for change of frequency and increase of power.
America's second largest market

WENR

the standout station for low cost coverage

Covers more families at lower cost per thousand than any other major Chicago station, as proved by the impartial NBC all-county survey. Telephone or write today for the facts and figures of this revealing survey. Don't overlook the responsive audience of this

Basic Blue Network Station

50,000 WATTS ON A CLEAR CHANNEL—890 k. c.

IT'S EASY TO DO BUSINESS WITH THE BLUE!

WENR is represented nationally by these Blue Network Spot Sales Offices

New York    Chicago    San Francisco
THE NAB’S FOUNDING FATHERS HAD THEIR TROUBLES, TOO

NINETEEN YEARS AGO these embattled broadcasters got together at the Drake Hotel in Chicago “to break the music monopoly of ASCAP”. Out of that meeting on April 23, 1923, the NAB was born. To compete with ASCAP the stations organized a publishing concern called Associated Independent Music Publishers—the forerunner of BMI by 19 years. And stations were broadcast by the stations, informing listeners of the opportunities for aspiring composers.

The telegrams on the desk are congratulatory wires from Chicago listeners and from station operators all over the country. The Chicago Tribune reported that “the broadcasters left the meeting humming new tunes and predicting that that new music would soon be floating through the ether”. However, the publishing concern folded within a few months for lack of funds.

JAMES L. FREE and Clifford L. Steininger, account executives with National Radio Advertising Inc., have resigned to form Free & Steininger Inc., radio station representatives with headquarters at 180 N. Michigan Ave., Chicago.

T. F. JOYCE has been named advertising and sales promotion manager of RCA Radiotron and E. T. Cunningham Inc., succeeding J. W. McIver. Mr. Joyce formerly was with the Edison Lamp Works.

WALTER J. DAMM, director of WTMI, Milwaukee, addressed the annual meeting of the Inland Daily Press Assn. in Chicago May 18 on the subject “What Newspapers Have to Gain From a Radio Tie-up.”

NATIONALIZATION of Canada’s broadcasting system, with the Government operating a series of basic high power and regional stations and private operators permitted to conduct low power stations, has been recommended to the Canadian Parliament by its radio committee following an exchange of notes with the U. S. regarding a new division of wavelengths.

REMOVAL of the Federal Radio Commission’s offices from the National Press Bldg. to the Interior Department building has been ordered in line with the Administration’s economy program.

ALEXANDER L. SHERWOOD, former newspaperman and member of the staff of KYK, Pittsburgh, has been appointed general manager of KQV, Pittsburgh.

RUSS WINNIE, assistant station manager and chief announcer of WTMJ, Milwaukee, has become the father of a boy.

AIRCRAFT ACTORS

CURTIS-WRIGHT Workers

Dramatize Aviation

RECRUITING its talent from the Joe Smiths and Mary Browns whose part in the fight for freedom is that seemingly unimportant task of punching holes in aluminum sheets at an aircraft plant, WHKC, Columbus, O., each week presents the dramatic series, Conquerors of the Clouds.

Programs are re-enactments of developments and air battles of the Allied fronts during the past week as well as treatment of latest aviation developments in all plane factories and anecdotes about Allied flyers. Actors in the series are non-professional, being drawn from the ranks of employees at the local plant of the Curtiss-Wright Corp. These workers handle the entire show with John Moses, WHKC production manager, producing the broadcasts.

Curtiss-Wright and WHKC officials are agreed that the series has been doing a commendable morale job among the defense workers and it also provides the men who are behind our fighting men with first hand information on the accomplishments of the war machines that they have been producing night and day, seven days a week.

KLO, Ogden, Utah, on Sept. 1, will become a fulltime Mutual affiliate when it discontinues its affiliation with the Blue. The station operates with 5,000 watts day fulltime on 1430 kc.
Measuring radio station superiority in a given market requires analysis of many interlocking factors ... programming, volume of business, network affiliation, service to listeners, program and station promotion, and so on.

And of primary importance, of course, is the matter of audience.

A comprehensive evaluation of Kansas City radio stations shows KMBC in first place by nine different standards of measure. One of the facts revealed is that KMBC leads in Kansas City audience more often than any other station.

Much of the credit for this leadership must go to these nine KMBC personalities who have earned such tremendous Midwestern followings ... these and a score of other stars who, backed by a brilliant CBS schedule, have put KMBC squarely on top in popularity.

Their rich and ready-to-buy audiences can be wrapped up and delivered to you whenever you say the word.
Archibald MacLeish  
(Continued from page 78) 
zer Prize. It was a long poem, the 
story of Cortez in Mexico, written 
after MacLeish had travelled in the 
world in Mexico for some time in the 
early spring of 1929. 
"I am not sure what an authen-
tic poet is," said Carl Sandburg, 
"but I know Archibald MacLeish 
is one." 
As a member of the editorial 
staff of Fortune from 1930 until a 
few years ago, his articles on 
Latin American countries were 
recognized as classics—straight-
forward, factual, beautifully writ-
ten. And when the Japanese struck 
at Pearl Harbor, the brilliant 
Japanese issue of Fortune, edited by 
MacLeish, was the mostest single 
sourcebook for facts and figures on 
our Oriental enemy. 
And Were They Shocked! 
In 1939 President Roosevelt ap-
pointed him Librarian of Congress. 
Immediately a storm rose among 
professional librarians—the plum 
of the profession handed to a rank 
outsider! But storms die down, and 
this one quickly disappeared. His 
predecessor, the venerable Dr. 
Herbert Putnam, sealed his bless-
ing on Archibald MacLeish: 
"There is first the Scot in him— 
shrewd, austere, exacting, but 
humorous. There is the poet in him 
—whose stuff is not made of mere 
dreams but of realities... Then the 
humanist, keenly sympathetic to 
all that calls for social sympathy. 
The lawyer—trained to analyze 
through determination of exact 
issues. The soldier—pledged to 
duty under discipline. The athlete 
—pledged to fair play. And, finally, 
there's the orator—capable of vivid 
and forceful speech."  
One of MacLeish's innovations 
at the Library was a radio project 
recognized for its effectiveness. He 
believes that one of the Library's 
functions is to bring knowledge to 
the people, and he knows the gi-
gantic influence of radio in this 
field. 
Today, as head of OFF, Mac-
Leish uses all his vision and 
imagination, all his drive and 
enthusiasm, for the huge new job 
thrust on him by the war. You set 
aside your picture of the long-
haired poet when you meet him. 
His eyes may be dreamy, but he 
can be tough—he can get mad and 
cuss with a flow of language beauti-
ful to follow. He is practical, and 
unlike most lawyers he is a good 
witness at the never-ending hear-
ing in which Washington revels. 
His staff respect him and like him, 
but complain sometimes because he 
has not learned how to delegate 
authority. 
MacLeish has never gotten over 
the fact that he is a writer, even 
though his creative output has 
dwindled since 1939. He mulls over 
each line of copy turned out at 
OFF, and he will worry a comma 
until its edges are frayed. 

He Talks Shop 
He is one of the few top Gov-
ernment officials whose speeches 
are not ghost-written. He tried that 
once, and lost many hours of sleep 
before he finally decided to write 
his own script anyway. His 
speeches are forthright and mov-
ing, and his voice carries the lyri-
cal intensity of his convictions. 
The MacLeishes have three chil-
dren, Kenneth, 25; Mary Hillard, 19; 
Peter, 13. They live in George-
town, Washington residential 
neighborhood. 
Of his own job, Archibald Mac-
Leish says:  
"In the battle for American 
opinion, it is the American people, 
and not their government, who 
alone can win the fight. The gov-
ernment of a dictatorship will tell 
its people what to think and will 
employ every means at its disposal 
to prevent their thinking thoughts 
it does not like. 
"But it is principally for that 
reason that free men hate dictator-
ship. The government of a democ-
archy, by virtue of its existence as 
a democratic government, has a 
very different function in relation 
to the making of opinion. Its func-
tion is to see to it that the people 
are made to sympathize with the 
ideological facts on which opinions can be 
formed. 
"The duty of government... re-
 mains: To see to it that the people 
have the necessary facts before 
them—the facts about the war it-
self, about the enemy, his purposes, 
the consequences of defeat, facts 
about the fighting methods and 
particularly the enemy's disguised 
and hidden methods in propaganda 
and deceit and espionage, facts 
about the plans and purposes of 
the people's government in its 
prosecution of the war, in so far 
as its plans and purposes can be 
denied—particularly the govern-
ment's plans which call for partic-
ipation or for self-denial."

In Southern California... 
A big, 
concentrated 
selling job 
at surprisingly 
low rates 

In the Army Again, Bill Kost drops in to chat with his former 
bosses on the NBC sales staff on what it is like to be back in service. 
While George Frey, sales service manager (left), look on, Kost, West 
Point graduate who served in the outfit that fired the first American shot 
in World War I and is now on the staff of his alma mater, chats with 
two other World War I veterans: J. E. (Chuck) Showman, general 
sales manager, who was thrice wounded and twice decorated for bravery, 
and Ken R. Dyke (right) director of promotion, who was also a member 
of the AEF, and is now with the OFF as advertising coordinator.

SUIT of $50,000 for alleged piracy 
filed several months ago in Los Angeles 
Superior Court against Charles Cor-
rell and Freeman Godsen, known 
on the radio as "Amos 'n' Andy," has 
been dropped. Comedians were sued for 
asserted plagiarism by Basil Travnikoff, 
Hollywood writers.

We sell your product as 
you'd sell it yourself... 
person-to-person... 
sincerely recommending 
it as one neighbor to 
another. And it gets re-
results!

WIBW The Voice of Kansas 
in Topeka

BROADCASTING • Broadcast Advertising
WITH FULL expectations of a record 75,000 total, Continental Baking Co. has already received 62,000 requests for a postcard size picture of the cast of Maudie's Diary, weekly CBS program promoting Wonder Bread. The offer was made on the April 16 broadcast of the show by Mary Martin, who takes the part of "Maudie." The first week alone brought in 50,000 answers to the one-time 30-second announcement. Agency is Ted Bates Inc., New York.

All for Opera
MUSIC and radio editors in the area covered by WOR, New York, have received a press book promoting the First American Opera Festival launched last week by WOR on MBS. The book contains a spread of news stories, short features, biographies of composers and singers, bios of the operas, and photos, and is bound with an odd American theatrical print cover. WOR listeners may obtain a four-page illustrated program booklet with notes on the operas and articles, for a three-cent stamp to cover mailing costs.

P & G Contests
SIX WEEKLY CONTESTS, awarding a total of $51,000 in war bonds to the winners, will be promoted May 23 to June 28 by Procter & Gamble Co., Cincinnati, on three of its radio shows for P&G White Naphtha soap and Ivory Flakes. Programs include Right to Happiness and Pepper Young's Family on NBC, and Vic & Sade, heard via transcription on three Southern stations. Agency in charge is Compton Adv., New York.

Discs to Heroes' Families
TO FAMILIES of three American war heroes cited for bravery by President Roosevelt in his Fireside Chat, April 28, NBC has sent recordings of the address mentioning their kin. In telegrams advising relatives of the gift, Frank E. Mullen, NBC vice-president and general manager, said that the recordings were sent in order that the President's remarks "may always live with you".

Lobby Display
WCAE, Pittsburgh, has arranged a tieup with a local Warner Bros. theatre for a lobby display promoting its new afternoon show, The Tune Factory. In conjunction with the display WCAE offers 25 pairs of theatre tickets for best letters answering the question "Why I like the Tune Factory?" Theatre receives plugs on programs.

Victory in the Homes
OFFER of defense stamps for the two best letters written each day by First Time-Eovers on what they are doing in their homes to promote victory is made by Marian Sexton, women's commentator of WTAD, Quincy, Ill.
LaGUARDIA ERRORS
RECITED BY WCCO

MAYOR LAGUARDIA was in error on two counts in his fight before the FCC April 29 for full-
time operation of WNYC, New York, municipal station, it was
charged by Earl H. Gammons, manager of WCCO, Minneapolis,
dominant station on the 590-KC clear channel on which WNYC
seeks operation after 11 p.m. New York time [Broadcasting, May 4].

Mr. Gammons attacked the Mayor's statement that "there are
too many stations of CBS (WCCO owner) in the Minnesota area
to be wholesome" by pointing out that CBS has two stations in the
State—WCCO and KDAL, Duluth, which has limited local coverage.

Second Error

"The Mayor," Mr. Gammons said, "made his second error in pro-
claiming that his is a public owned station operated only for public
service compared with WCCO being a private enterprise. The
mayor," Mr. Gammons contended, "knows that both WNYC and
WCCO are licensed equally in the public interest, convenience and
necessity, and must operate wholly on that basis."

Reiterating the statement of
Duke M. Patrick, CBS counsel who
testified at the hearing in behalf of
WCCO, that the Mayor should
"seek use of a New York station
frequency and keep the issue there"
Mr. Gammons said that "when it
is considered that WNYC has at
no time been licensed to operate
after sundown on the WCCO fre-
cuency and that it once had the
fulltime frequency it gave away
to WMCA in New York, I am sure
New Yorkers will wonder why their
Mayor doesn't apply to the FCC for
assignment of one of the many ex-
isting fulltime wavelengths now al-
lotted to privately operated sta-
tions in this area."

New Wine Series

ROBINSON-LLOYD Ltd., New York,
on May 4 started a 12-week campaign
for its Dry Imperator New York State
Champagne, using a quarter-hour
three-weekly of the Dance Parade
noon program on WHEN, New York.
Agency in charge is Walter W. Wiley

SLICING VICTORY CAKE presented to him as a parting shot, Phil
Becker, chief announcer at WTIC, Hartford, is distributing portions of
the cake baked by Nan Clarke, women's program conductor. At the parting
were (l to r): Ben Hawthorne, Bob Tyrol, Carl Noyes, Mr. Becker, Fred
Edwards, Miss Clarke, Thomas C. McCrory, program manager, and
Wesley Griswold. Party was given before his induction.

Borden Serial on WOR

RETURNING to MBS on a local
sponsorship basis, Bulldog Drum-
mond starts on WOR, New York,
May 25, sponsored by the Pioneer
Ice Cream Division of the Borden
Co., New York (Horton's Ice
Cream), and will be heard Monday,
8:30-9 p.m. The show went off
MBS March 22 with the completion
of a series sponsored by Howard
Clothes, Brooklyn (men's clothes)
on 8 MBS outlets. Program is con-
trolled and sold on a cooperating
basis by Redfield-Johnstone, New
York. Young & Rubicam, New
York, is agency for Horton's.

Night Baseball Future
To Rest on Army Test

FUTURE of night baseball broad-
casts in Philadelphia will depend
on a test to be made by Army offi-
cials May 22 when the first arc-
light game of the season will be
played by the Phils and the Bos-
ton Braves. Both the Athletics and
Philis games are keyed by WIBG,
Glenside, Pa., for a regional 11 sta-
tion network in the area, sponsored
by General Mills and Atlantic Re-
fining Co.

"If the reflection of the Shibe
Park lights can be seen down the
bay [Delaware River bay]," said
Lt. Col. James P. Wharton, "it will
mean that no other night games
will be permitted in Philadelphia
during the war. However, if the
lights cannot be seen in the coastal
dim-out region, the night games
will be permitted as scheduled."
The test was decided upon after
dim-out regulations were adopted
in New York, which may prevent
any night games there.

Falvey Stricken

J. D. (Jack) FALVEY, owner and
manager of KBIZ, Ottumwa, la.,
was stricken with a heart attack
during a recent broadcast and is
expected to be inactive for the next
eight months, according to his doc-
tors. After three weeks in the hospi-
tal, he has been removed to his
home awaiting doctor's order for a
prolonged rest period. In his ab-
sence from KBIZ, Em Owen, com-
mercial manager, will act as gen-
eral manager.

In St. Louis
More Music
More News
More Sports
Than Any Other Network Station

ST. LOUIS
KWK - MUTUAL

Page 90 • May 11, 1942

Broadcasting • Broadcast Advertising
Welcome NAB!

We'll all be at home. Drop in and see us... for sure!!

VERNON H. PRIBBLE, Manager

WTAM

NBC BUILDING - CLEVELAND
Covington, Va., Local Purchased for $15,000
SALE of WJMA, Covington, Va., to Earl M. Key, an electrical contractor and appliance dealer, for $15,000 was approved last Tuesday by the FCC. Selling are John Arrington, general manager of the station, and his wife, Marcela. WJMA operates on 1340 kc. with 300 watts and is less than a year old, having been granted by the FCC on April 22, 1941. The station was constructed in record-breaking time going on a month later.

The Arringtons were formerly operators of WCHV, Charlotteville, Va. Mr. Arrington at one time was general manager of WGOV, Valdosta, Ga., and from 1935 to 1939 was with WIOD, Miami.

TO SPUR delinquent tax payments to the State, the Colorado Dept. of Revenue is sponsoring a series of announcements on KDA, Denver.

Competence of FCC
(Continued from page 44)
blame. To a great extent, however, the responsibility must fall elsewhere. Certain of the matters which must be investigated in order to arrive at a conclusion which considers all relevant factors and facts are outside the Commission's jurisdiction. The Commission must try to arrive at conclusions on the basis of evidence which it is entitled to by law to determine. It can legally go no further. It can go further only off the record. It may have done this. Whether or not it has done so is not known. If it has, then the Commission has exceeded the authority given to it by Congress and must be condemned. If it has not, then it has acted without proper examination and must be condemned.

The Commission is thus placed in a position from which it is most difficult to take action. The solution would seem to be for Congress to outline a policy for the regulation of network broadcasting. It has never done this. Section 303(i) means, according to the Commission, extremely broad jurisdiction, and, according to the networks, extremely narrow jurisdiction.

It is up to Congress to decide whether network broadcasting needs any regulation or not. If it does, then the Commission must be given the necessary jurisdiction, jurisdiction which is clear enough so that the Commission knows what it can regulate and what it cannot regulate, and jurisdiction which is broad enough so that it can make a proper examination before it regulates.

TO COMPENSATE for the shortage of accredited nutrition teachers, the American Red Cross is conducting a weekly series of nutrition programs on MBS originating from WGN, Chicago.

SUMMER TRAINING IN RADIO PLANNED
COOPERATING with Northwest University, Evanston, Ill., NBC-Chicago will provide instructors and space to the university's Summer Radio Institute, an intensive eight-week course to train radio personnel to replace those called for military and civilian war duty.

Employers of stations or networks and selected students from high schools and colleges will be eligible for enrollment which closes June 1, according to Al Crow, director of the institute. Classes start June 22 and include radio writing, acting, producing, direction, administration, and public service program planning and production. Lectures will be held on the Northwestern campus, and studio work will be in NBC-Chicago studios.

Instructors will be: Public service programs, Judith Waller, public service program director of NBC-Chicago; Alan Crews, radio, director of the university; radio production, Wynn Wright, production director of NBC; announcing, Charles C. Urquhart, assistant program manager; acting, Martin Magny, the production staff of NBC; writing, Albert Crews, director of the university Radio Play Shop. Class work will be supplemented with special lectures by other prominent men and women in radio.

NYU Workshop
SUMMER RADIO WORKSHOP of New York U will offer six weeks of intensive training in broadcasting techniques for its ninth season, starting July 6. In addition to regular courses in radio writing and producing, the workshop's program will include a series of lectures on radio in wartime. Members of the teaching staff include: Earle Lewis McGill, CBS casting director; Luella Hoskins, instructor in radio at NYU and former member of the Radio Council of the Chicago Public Schools; Rudolph R. A. Schwann, formerly assistant director of the radio division of the U.S. Office of Education; A. Murray Dyer, CBS staff script writer; Charles Jackson, freelance script writer and former member of the radio staff of the OPP.

Receivers in Canada
WHEN PRESENT supplies of prefabricated parts in radio receivers are used up by radio manufacturers in Canada, the production of household radio sets for the duration, Alan H. Williamson, Controller of Supplies in the Department of Munitions & Supply, announced in Ottawa last week. He anticipates that present supplies will be used up before the end of 1942.

Red Cross-MBS Voices
AMERICAN RED CROSS, as official liaison agent between troops and their families, will cooperate in a project initiated by MBS a month ago to bring recordings of the voices of American soldiers in Australia to the men's families at home. Mutual broadcasts messages from servicemen in Australia five times weekly, and many affiliates carrying the program have been sending recordings of "local boys" voices to the men's relatives. The actual presentation of the gifts will now be made by the Red Cross.
We meet for the twentieth time . . . a great industry in annual convention.

When last we met there were many issues. ASCAP, Newspaper Ownership, Musicians, Monopoly . . . each occupied an important place on the agenda.

The year gone by has erased some of these issues, introduced others. It is hard to forget them.

Today it is our duty, in the midst of our lesser problems, to remember the one big issue. Nothing that we say or do must impede it.

That issue is VICTORY.
Colgate Names Esty

COLGATE-PALMOLIVE-PEET Co., Jersey City, has named Wm. Esty & Co., New York, an agency for Super Suds, currently promoted on the NBC five times weekly serial "Bess Johnson." No new plans announced as yet. The shift of Super Suds from Sherman & Marquette, Chicago, was announced by Robert E. Lusk, CPP vice-president, who stated that S & M would continue to handle the Colgate products, including Colgate Tooth Powder, Halo shampoo, Colgate shaving cream, Cashmere Bouquet soap and toilet preparations.

SIX FINALISTS of the National Extremore-Discussion Contest, sponsored by the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee), will speak on the May 14th America's Town Meeting of the Air on 129 stations of the BLUE. Subject will be "How Can the Americas Best Safeguard Their Future?" and will be divided into six related subjects concerning South America.

REV. FULLER'S PRAISE

RADIO WAS BOTH praised and attacked by Rev. Charles E. Fuller, Los Angeles radio preacher, at two revival meetings held May 3 at the Philadelphia Convention Hall by the Church for Philadelphia Committee. "Of the three national networks," said the radio evangelist to the crowd of 12,000 attending the two meetings, "there is only one that will accept any religious program. Thank God for Mutual!" Rev. Fuller conducts, it was stated, the Old-Fashioned Revived Hour over 406 stations in the Midwest and West, and charged that a coast-to-coast national network was refused him by both NBC and the Blue Network. "There are thousands who would never think of darkening the door of a church, but will sit at home and listen by the hour to religious programs," he said.

KTTS GOES ON AIR IN SPRINGFIELD, MO.

KTTS, third station in Springfield, Mo., was scheduled to begin operation last week with G. Pearson Ward, minority stockholder and local business man, as general manager. KTTS was granted last Sept. 9 to Independent Broadcasting Co., for 220 watts on an 1,400 kc. [BROADCASTING, Sept. 15, 1941]. President and 50% stockholder is J. H. G. Cooper, local plumbing and heating equipment wholesaler. Other principals are Irving H. Schwab, attorney; vice-president and 18% stockholder, and seven minor stockholders.

Mr. Ward, who in the pioneer days of radio was manager of the old WIAI from 1922 to 1926 and owner-operator of KFUV in 1926-27, announced that J. L. Guyant, formerly of a local piano company, has been named commercial manager. Other staff selections include Elda Oswald, previously of KWOS, Jefferson City, Mo., program and promotional director; Frank Barken, new to radio, technician; Carl Warren, formerly of KDKA, Ada, Okla., technician; William Curry, new to radio, technician.

KTTS is housed in the Chamber of Commerce Bldg. where complete RCA equipment has been installed. Tower is a 150-foot Blaw-Knox atop the building. INS news service and World transcription library are being used.

Back From Sweden

STORIES of sagging Nazi morale are just "storybook tales," according to Mrs. Josephine Anderson (Jo Denman), NBC correspondent in Stockholm, who returned to this country recently with her two-year-old daughter. Belief of diplomats in Sweden, one of the few remaining neutral countries and an excellent "listening post," is that only a decisive military setback can crack Nazi morale, she said. "Sweden is taking every means to remain neutral," Mrs. Anderson believes the sympathies of its people are with the United Nations. Mrs. Anderson and her daughter will visit relatives in Santa Barbara, Cal. Her husband, David Anderson, remains in Stockholm as NBC correspondent.

Dickson Interned

JOHN PAUL DICKSON, former Mutual correspondent in Berlin, who was unable to leave Germany after war was declared, is interned there by the Nazis, according to reports from the International Red Cross committee in Geneva, which stated Dickson is now in Bad Naunheim with the diplomatic corps.

Shell Cancels in East

SHELL OIL Co., New York, last week announced it is cancelling its spring schedule of spot announcements on stations in the eastern states, probably because of Government gas rationing plans. The one-minute transcriptions will continue in other parts of the country for the present. The total list of stations used was not revealed by J. Walter Thompson Co., New York.
KGW and KEX are meeting the challenge of the times alertly and aggressively. During the spring and summer the stations are conducting an intensive promotion and publicity campaign using virtually all available advertising media and making contact with the public in hundreds of different ways.

New public service programs have been launched in keeping with present conditions. For instance, KGW is now on a 24-hour schedule, serving shipyard workers and others on the "swing" shift. New personalities have been added, such as James Abbe, nationally-known writer and commentator on foreign affairs; Jim Nolan, heard each Sunday night on the entire western portion of the BLUE network; the Smith Sisters, vocal trio; and the service-men's "Sweetheart", Patsy Bauman.

All this adds up to one thing—KGW and KEX deliver greater value to the advertiser than ever before. We suggest that you get in touch soon with our national representatives.
a separate organization—the Knollin Adv. Agency and the Gerth-Pacifica Adv. Agency. Both firms will continue at the same addresses—68 Post Street, San Francisco, and 1709 W. Eighth St., Los Angeles. Los Angeles appointments are Herbert O. Nelson and Charles Bowes, respectively.

M. H. KELSO Co., Los Angeles agency, has been organized with offices at 3445 W. Olympic Blvd. in Federal 3557. Charles E. Jones, formerly in the advertising department of the Los Angeles Times, is manager. Virginia Marie Cooke is radio director, working with Walter K. Neill Inc., Los Angeles agency, recently disbanded. New firm has been appointed to service the account of Neibert Fruit Products, Los Angeles (beverages), with an extensive summer radio campaign planned.

WALTER K. NEILL Inc., Los Angeles agency, has been discontinued for the duration. Management is now engaged in war work in Washington.

Morgan Agency Leaves Blue Program of WPB

WITHDRAWAL of Raymond R. Morgan Co., Los Angeles agency, from production of the weekly half-hour War Production Board radio program, Three Thirds of a Nation, on KGW stations was announced May 2 by Raymond Morgan, head of the firm. A disagreement regarding policies of policy in connection with the show was responsible for the decision, he stated. Raymond R. Morgan Co. has been in charge of WPB radio on the West Coast, and whether it will continue to handle production of transcriptions for other programs was not revealed.

Designed to acquaint the public with the potential of their daily sacrifices, the dramatic series was inaugurated April 22. William N. Robson, radio consultant, and formerly New York radio director of Lennen & Mitchell, produced the two initial broadcasts. John Nelson, news director and producer of Raymond R. Morgan Co., was to have produced balance of the series, but was reported in the production setup. Sam Pierce, formerly Hollywood manager of Lennen & Mitchell, is now producing. Dorothea J. Lewis of the WPB radio section is script writer; Leith Steere, producer, wrote the cast supplied through the Hollywood Victory Committee.

Wartime Ads Urged

RESOLUTION urging advertisers to continue to follow the advertising schedules during wartime was presented May 1 to the New York Federation of Advertising Clubs by Mrs. Joseph E. Goodbar, chairman of the club’s radio committee. Stating that any material interruption of normal advertising will have a “detrimental effect on the morale of the home,” the resolution pointed out that “women determine the selection of purchases which include more than 80% of the merchandise customarily sold at home as well as the fact that business activities should be preserved for the good of defense activities, and position held ready for our war workers when war is ended.”

Conic to Chicago

FAIRFAX M. CONE, vice-president and copy chief of the entire Lord & Thomas organization, moved May 6 from New York to the Chicago office, and has added to his duties some activities of R. F. Paryon, former vice-president, who resigned (BROADCASTING, April 13) to become general manager and vice-president of Quaker Oats Co., Canada.
WORLD'S LARGEST MANUFACTURERS OF

SOUND RECORDING EQUIPMENT and DISCS

PRESTO RECORDING CORPORATION

242 West 55th Street
New York, N.Y., U.S.A.

PRESTO EXHIBIT
ROOMS 543-5
HOTEL STATLER
N.A.B. CONVENTION
Benefit Dinner

UNDER sponsorship of the Radio, Film, Theatre and Arts Division of Russian War Relief, a dinner will be held May 18 at the Waldorf-Astoria Hotel, New York, to announce plans for increased participation by the entertainment and allied industries in the work of the relief organization to raise $5,000,000 during 1942. Co-chairman of the Radio Division is Thomas F. Harrington, vice-president and radio director of Young & Rubicam, New York, while included on the list of vice-chairmen are such radio executives and talent as James Rowland Angell, NBC; Norman Corwin, CBS; Andre Kostelanetz, orchestra conductor; Oscar Levant, composer-pianist; Harold L. McClinton, N.W. Ayer & Son; and Theodore C. Streibert, general manager of WOR, New York.

Radio Committee Named

For Navy Relief Drive

FORMATION of a committee representing the radio systems to aid in the nationwide campaign of the National Citizens Committee to raise $5,000,000 for the Navy Relief Society was announced last week by Clarence Dillon, national chairman. Similar committees for outdoor advertising and transportation groups were also established. The radio system committee comprises: Alfred J. McCosker, MBS and WOR; Clair R. McCullough, WVAJ and Mason-Dixon Group; Neville Miller, NAB; William S. Paley, CBS; John Shepard 3d, Yankee Network; Niles Trammel, NBC; Mark J. Woods, BLUE.

Canada Charity Appeals

Subject to Registration

APPEALS for subscriptions and donations of all kinds, except recognized war charities, must in future be approved by the Canadian Broadcasting Corp., according to a new ruling which goes into effect May 15. A circular to this effect has been sent out from Toronto by J.R. Rwceford, CBC supervisor of station relations. The new regulation will be known as 7(L), and reads:

"No one shall broadcast (L) Any appeal for donations or subscriptions in money or in kind without first obtaining the consent in writing of the General Manager except an appeal on behalf of a war charity fund registered under the War Charities Act, 1939 or a joint appeal on behalf of two or more charities made with the approval of the BBC, or other local authority in which the appeal is made."

CIAA's Coast Offices

JACK RUNYON, formerly radio director of Ted Bates Inc., New York, and recently appointed to the radio division of the Committee on Inter-American Affairs, is in Hollywood establishing West Coast offices. His duties will include clearance of talent and direction of programs for shortwaving to Latin-American countries. He will also work on the division's radio programs in this country and will be associated with David Hopkins of the Motion Picture Society for the Americas.

CHOV, new station at Pensacola, Fla., has appointed Joseph Hagerty McGilvra as exclusive national representative in the United States.

VIRGINIA LAWSON SKINNER

FORMER associate director of the consumer division of the Woman's Home Companion, Virginia Lawson Skinner, is now a member of the staff of WTRY, Troy, N.Y., conducting a daily food program for the Schaeffer Stores Inc., of Schenectady.

One of her pleasant recollections is that of knowing General Douglas MacArthur while her family was stationed in the Philippines. MacArthur playing tennis with some of his junior officers. Completely unruffled by the exertion as they sweated and puffed, MacArthur could always blast the ball all over the court with a skill that even a Don Budge or Fred Perry would admire.

Using the nom de radio "Jean Lawrence," Mrs. Skinner is devoting her radio program to food as a weapon in the war. In addition to the daily broadcast, she has a well-filled engagement book of appearances as speaker before women's clubs and other groups.

21 From Staff of WGN

Now in Armed Services

WGN, Chicago, reports 21 men now in the armed forces. They are:


Army Air Force: Pvt. William C. Hoadly, Randolph Field; Larry Smith, Victory Field, Venable, Tex.

Coast Guard: Lt. Edward Waller, public relations, Chicago; Edward P. Rowe, New York.

Navy: Ensigns: Robert J. Doyle, naval aviation selection service, and Paul J. Dempsey, Midshipmen's School, Chicago; Ensign Walter E. Phillips, engineer, Brunswick, Me.; Yeoman First Class William A. Buchanan, newsroom, Indianapolis; Yeoman 3rd Class, Richard W. Phillips, photographer, Great Lakes; Barrett Botticelli, engineer, Radioman 1st Class, Navy Air Station, Norfolk.
As an added service to your advertisers and a source of additional music profits to your station, ASCAP announces the creation of a Radio Program Service. For more than a year, now, ASCAP has studied successful methods of merchandising with music. Today, we are able to offer, without cost to you, an expertly written, carefully tested series of weekly half-hour programs.

They are adapted for either live or recorded music, quickly available from your own library. No mention of the Society is included and no songs "plugged."

Three different series have been prepared to prevent duplication.

Special seasonal and holiday scripts keep these programs timely and effective.

Simple and inexpensive in production, adaptable for either a single advertiser or participating sponsorship. Tested types of commercials for many kinds of businesses are included in the service. Your scripts will reach you thirteen weeks in advance . . . complete with suggested music, dialogue, careful timing and ready to sell.

Your ASCAP license entitles you to this service . . . and others being built at the moment . . . without cost.

Write us now so you will receive the entire series . . . and start changing music costs into music profits.

ASCAP RADIO PROGRAM SERVICE
30 Rockefeller Plaza, New York City
STATION ACCOUNTS

QWQ, San Jose
Quaker Oats Co., Chicago (Sparklies) 6 sp weekly, thru Ruthrauff & Ryan, New York

Maxfield Publications, Inc., New York (True Story), as, thru Arthur Kudner, Chicago

Mcllhenny Co., Avery Island, La. (Tabasco), 2 sp weekly, thru Asbury, Moore & Wallace, Chicago

Procter & Gamble, Cincinnati, Ohio (Lava soap), 5 sp weekly, thru The Bow Co., New York

Lever Bros., Cambridge, Mass., 7 sp weekly, thru Ruthrauff & Ryan, N. Y.

Cozy Coffee, Evansville, Ind. (cosmetics), 2 sp weekly, thru Pedlar & Ryan, N. Y.

Pak & Gambling, Chicago, (Cozy Coffee), 2 sp weekly, thru Compton Advertising, N. Y.

Pak & Gambling, Chicago, (Palmer's Peanut), 3 sp weekly, thru Raymond R. Morgan, Los Angeles

Coffee Gator, San Francisco (Natividad Coffee), 1 sp weekly, thru Brusnich, Davis & Staff, San Francisco.

KFRC, San Francisco
Fisher Flouring Mills Co., Seattle (Biski-Maize flour), 2 sp weekly, thru The Issard Co., Seattle

For West Coast Theaters, San Francisco (movie chain), 6 sp weekly, direct.

O'Sullivan Rubber Co., Chicago, N. Y., 5 sp weekly, thru Birmingham, Castleman & Pierce, N. Y.

McKinley & Robbins, New York (Sure-tone), 5 sp weekly, thru J. D. Tucker Adven., N. Y.

Mcllhenny Co., Chicago (tabasco sauce), 1 sp weekly, thru Averbuch, Moore & Wad- dleco, Chicago

Procter & Gamble, Chicago, (Lava soap), 1 sp weekly, thru Blow Co., N. Y.

Red Murdoch Co., Chicago, (Monarch Food Products), 25 sp weekly, thru Rogers & Smith, Chicago.

American Cigarettes & Cigar Co., New York, (Fall Mail cigarettes), 3 sp weekly, thru Ruthrauff & Ryan, N. Y.

KMJ, Fresno
Chris Hansen Laboratories, New York (Junket), 2 sp weekly, thru Mitchell, Chicago

Aircraft Spotters Guild, New York (book), 6 sp weekly, thru Huber Hoge & Sons, N. Y.

Kellogg Co., Battle Creek (Pep), 10 in weekly, thru Kenyon & Eckhardt Co., N. Y.

Lever Bros., Boston (Swan soap), 9 sp weekly, thru Young & Rubicam, N. Y.

Ex Lac Inc., New York (printers), 24 sp weekly, thru Joseph Katz Co., N. Y.

KFI, Los Angeles
Kellogg Co., Battle Creek (Pep), 11 in weekly, thru Kenyon & Eckhardt Co., N. Y.

Axton-Fisher Tobacco Co., Louisville (Two Grand cigarettes), 8 sp weekly, thru Joseph Katz Co., N. Y.

KJJ, Hollywood
O'Sullivan Rubber Co., Winchester, Va. (heels & soles), 7 sp weekly, thru Ber- ningham Castlemans & Pierce, N. Y.

Sparkletts Drinking Water Corp., Los Angeles (Sparkletts), 4 sp weekly, thru Raymond R. Morgan Co., Hollywood

Santa Fe Transportation Co., Los Angeles (weekly), thru Ferry-Hallway Co., Los Angeles

WABC, New York
Loew's, New York ("Gone with the Wind") 10 sp weekly, thru Donahue & Co., N. Y.

WJLL, Philadelphia
Maxfield Publications, New York (Lib- rary), 1 sp weekly, thru Erwin, Wasey Co., N. Y.

Wei. Greaves Advertising Co., Philadelphia (beer), 2 sp weekly, 15 weeks, thru Young & Rubicam, N. Y.

Quaker Oats Co., Chicago (Sparklies), 6 sp weekly, thru Ruthrauff & Ryan, Chicago

Philadelphia & Western Co., Philadelphia, (1 sp weekly, thru Mace Ad- vocy, Philadelphia

KECA, Los Angeles
Pacific States Loan Co., Los Angeles (per- sonal loans), 2 sp weekly, thru Allied Ad- vocy, Los Angeles

Nasour Bros., Los Angeles (toiletries), 2 sp weekly, thru Milton Weinberger Co., New York

California Aircraft Institute, Los Angeles (2 sp weekly, thru Hillman- Shane-Breuer Inc., Los Angeles

Frito Co., Dallas (salted corn chips), 3 sp weekly, thru Ray K. Glenn Adv., Chicago

WKZO, Kalamazoo
Fox De Luxe Brewing Co., Chicago, 45 sp weekly, thru Schwinnner & Scott, Chicago.

Drewry's, Ltd., South Bend, 2 sp weekly, 13 weeks thru R. A. Morris, Davenport, Iowa.

Standard Oil Co., New York, 6 sp weekly, thru McCann-Erickson, Chicago

WTAD, Quincy
Soony-Vacuum Co., New York, 6 sp weekly, 52 weeks, thru J. Stirling & Co., New York

Sunway Vitamins Co., Chicago, daily sp, 52 weeks, thru McCann-Erickson, Chicago

Phillips Petroleum Co., Bartsville, Okla., weekly sp, 52 weeks, thru Lambert Feaster, N. Y.

WEJ, Hagerstown
Adam Scheidt Brewing Co., Norristown, Pa. (Valley Forge beer), 213 as, direct.

Stieglitz Brewing Co., Wilkes-Barre, 208 as thru, thru Croy & Co., Wilkes-Barre, Connecticut

Manchester Soap Co., New York (Sweet- heart Soap), 5 sp weekly, thru Franklin Bros., New York

—WJZ, New York
Procter & Gamble Co., Cincinnati (Lava soap), 10 in weekly, thru Blow Co., N. Y.

WHO, Des Moines
Lever Bros., Cambridge, Mass. (Spry & Rubicam), 12 sp weekly, thru Young & Rubicam, N. Y.


WFFD, Flint
Alten Brewing Co., Detroit, 15 as weekly, thru McCann-Erickson, Det- rroit

Feminine Products Inc., New York (Arrid), 3 sp weekly, thru Small & Seiff, N. Y.

Kellogg Co., Battle Creek (cornflakes), 10 as weekly, thru J. Walter Thompson Co., Chicago

WRC, Washington
Manhattan Soap Co., New York (Sweet- heart), 3 sp weekly, thru Franklinc Bros., New York

Loew's Inc., New York ("Gone With The Wind"), 4 sp thru, thru Donahoe & Co., N. Y.


WLAB, Lawrence, Mass.,
Marlin Firearms Co., New Haven (Marlin Blades), 6 sp weekly, thru Craven & Hendick, N. Y.

Lever Bros., Cambridge, (Swan Soap), 10 to 13 sp weekly, thru Young & Rubicam N. Y.

WMAL, Washington
American Chicle Co., New York (Dentyl & Chicle), 22 sp weekly, thru Rodger, Browning & Hersey, N. Y.

Disc Theme Numbers

That stations may offer continuity programs, the Standard Transcrip- tion Library to prospective sponsors as a complete packaged shows, Stan- dard Radio is releasing this month, as a part of the regular library service, special theme numbers to be used by the opening and close of each program. The themes are intended to provide complete and finished production to each of the various program con- tinuities which Standard releases weekly. In addition to the release of the themes, Standard is planning to embark on a general expansion policy of its library service to be announced shortly.

Fibber Holds Leads In Winter Audience

But Barely Noses Out Benny And McCarthy, Says CAB

PRESIDENT ROOSEVELT's speech of April 28, reporting on America's wartime economy, was heard by 65.8% of the radio set- owners interviewed for the Current Analysis of Broadcasting, according to its April ratings. This audience was the fourth largest in history and was much more than double the average peacetime group listening to the Chief Executive, the CAB stated.

Presidential addresses which scored higher in CAB's sampling were Dec. 9, 1941, and Feb. 23, 1942, both scoring 83% of the set-owners interviewed. The Greer incident speech of last September was rated at 72.5 and was the only pre-war address to score a rating comparable with those since Dec. 7.

Three-Way Tie

According to the CAB April report, Fibber McGee & Molly rated a seasonal average of 36.7, although a margin of .5% between the winner and the next two shows brought the 1941-42 winter season to an end in a "virtual three-way tie", according to A. W. Leh- man, manager of the CAB. Next two top shows are Charlie McNary with an average score of 36.4, while Jack Benny ended the season with a 35.8 average.

In winning top honors, even by such a narrow edge, the Fibber McGee program was credited for the first time with being a winter season's leader, and the "tie" of the three top shows are Charlie McNary by the CAB since it began to rate the public's preference in radio broadcasts in 1950. Both McNary and Benny have led in previous years.

Fibber McGee also attained first place for the month of April with a 35.5 CAB rating; McCarthy was second at 35.4 and Benny was third with 34.8.

The top ten programs for the winter season, as checked by the CAB and recorded in monthly reports, include in addition to the three leaders, The Aldrich Family, Lux Radio Theatre, Bob Hope, Maxwell House Coffee Time, Kraft Music Hall, Kate Smith Hour, and Walter Winchell's Jergens Journal.

Rainerer on Coast

RAINER BREWING Co., San Francisco, on April 28 started sponsoring the Saturday and Sun- day Pacific Coast Baseball League games on KYA, the city. Contract is for 20 weeks. Firm also sponsors a thrice-weekly 10-minute news- cast from Rainier has p a n d e d its spot announcement schedule, utilizing six per week on each of 18 western stations. List includes KOH KENO KDON KHSR KETC KOY KTUC KSN KFRC KFBK KMJ KPMC Kiem KVEK KJMS KIM KYA KJJ, Buchanan & Co., Los Angeles, has the account.
FROM $500 TO OVER A MILLION . . .

in less than 13 years!

YES—we've grown a lot—and we're still growing.
Looking back . . . little more than a decade . . .
it's a constant surprise that the tiny, one-room
office of yesterday has swelled into a million-
dollar, legal reserve life, health and accident
stock insurance company utilizing the services
of over 400 employees. Not too much of a sur-
prise, though, when one analyzes the many
factors that have played an important role in
this meteoric growth.
To Advertising in general—and to Radio Ad-
vertising in particular—can be credited much
of the speed with which this million-dollar
goal has been reached. That goal is past . . .
new goals have been set up . . . new expansive
activity is in work to widen and deepen the
niche that Sterling has carved in mail-order,
radio, and insurance advertising. We're busy,
all right . . . but not too busy to say "Thank
You"!
This public "Thank You" from Sterling can
only partially express my own sincere personal
gratitude and appreciation to the many radio
personalities whose cooperation, guidance and
counsel have spurred us on to increased effort.
And there's nothing I'd like better at this mo-
ment than to list each and every one of these
men whose names constantly recur on the
crowded pages of Sterling's history. But that
would be crowding this page to more than ca-
pacity!
So to all you Sterling "standbys" who have
more than once heard my verbal expressions
of appreciation . . . and to all the newer names
filling an important spot in our current future-
building activity . . .
Thanks for all you've done . . . now watch us
go—and GROW!

Président
STERLING INSURANCE COMPANY
Chicago, Illinois
**Radio Advertisers**

**PUBLIC FINANCE Corp., Toronto,**
will start dramatized announcement packages towards the end of May on a number of Canadian stations. Account is being placed by McConnell-Eastman, Toronto.

**MAYO Bros. VITAMINS**
Los Angeles, now to radio, in a four-week test for its Family Formula and Vitamin B complex products, on May 6 started a five-weekly five-minute war. "War Heroes of Today," on WAKO, Eau Claire, Wis.; WTCH, Minneapolis; KROC, Rochester, Minn.; KSYM, Miami, Minn.; KFAM, St. Cloud, Minn.; WDAY, Fargo, N. D.; KFYR, Bismarck, N. D. Agency is Sherman & Marquette, Chicago.

**SEALCOTE Co., Hollywood** (liquid nail protector), in a 13-week campaign which started May 10 is sponsoring a weekly quarter-hour broadcast on WOR, New York, and WJJD, Chicago, with participation in Art Greene's Magic Opener syndicated on WMCA, New York. Station break announcements twice per week are used on KFI, Los Angeles. Agency is Buchanan & Co., Los Angeles.

**THE FLOWERS THAT BLOOM IN THE SPRING, TRA-LA, AIN'T NOTHIN' COMPARED WITH THE DOLLARS THAT BLOOM IN WDAY'S RED RIVER VALLEY ALL YEAR LONG!**

**FITZGER BREWING Co., Duluth, Minn.,** will add seven new stations May 4, on the Northwest network for Fitzger Treats the Crowd, new stations which will carry the 15-minute program heard every night, except Sunday, on WRIE, Eau Claire, Wis.; WTEC, Waterloo, Iowa; WTMN, Minneapolis; WBOB, Cleveland; WBBM, Chicago; WMAS, St. Louis; WDAY, Fargo, N. D.; KFYR, Bismarck, N. D. Agency is Sherman & Marquette, Chicago.

**Colgate Names Lusk**

**ROBERT E. LUSK,** formerly executive vice-president of Ted Bates & Co., New York, has been appointed executive vice-president in charge of merchandising and advertising of Colgate-Palmolive Co., Jersey City. Mr. Lusk was at one time vice-president of Benton & Bowles, New York.

**CALIFORNIA Aircraft Institute, Los Angeles** (aircraft, welding schools), is instituting a 90-minute weekly, half-hour commentary, "O'Brien Chatterbox," on KMPC, Beverly Hills, Calif.; KSFQ, San Francisco. An hour program started May 4, Frank Robinson Brown is commentator. Aside from carrying a scheduled series of spot announcements on other California stations, Colgate is offering a weekly quarter-hour of recorded music and commentary. The one-week-minute type of program on KKKD, Los Angeles, 12 times per week. Agency is Hillman-Shaine-Brewer, Los Angeles.

**SEABOARD FINANCE Co., Los Angeles** (investments), adding to its schedule of West Coast radio. May 1 started for 52 weeks running 60-minute investment announcements weekly on KMPC, Beverly Hills, and KSFQ, San Francisco. In addition, use of May 6 started a 21-week, five-minute early morning newscast on KFI, Los Angeles. Agency is Smith & Bull Adv., Los Angeles.

**MEDUSA PRODUCTS Co., Toronto** (plastics), started a six-week announcement campaign on CKAC, Montreal; CKOC, Hamilton, Ont.; CHML, Hamilton, Ont. Account was placed by McConnell-Eastman, Toronto.

**BAUER & BLACK, Toronto** (Blue Jay corn tumors), on May 15 starts five-weekly, daytime dramatized announcements weekly on CHAT, Edmonton; CFPL, Montreal; CFGR, Toronto; CHML, Hamilton; CKOC, Regina; CFON, Calgary; CKWX, Vancouver. Account was placed by Cockrell Brown & Co., Toronto.

**SIGNAL OIL Co., Los Angeles,** on May 5 started sharing sponsorship with General Mills of all Pacific Coast Baseball League games in that city and Hollywood, on KFAC. Contract is for 52 weeks, Frank Bull is sportscaster. Van De Autels handles the Wheaties commercials.奔波 and Stebbins Adv., Los Angeles, services the oil firm account.

**PLOANTERS EDIBLE OIL Co.,** Atlanta, Ga., has started a quarter-hour Monday through Saturday six-week series in Italian featuring Italian musicians, on WGAS, Chicago, to promote peanut oil for cooking and food. "Wheaties," Goodkind, Joice & Morgan, Chicago.

**STREITMAN BAKING Co., Cincinnati,** (bread crackers), has renewed for 13 weeks Year Children, featuring Nancy Penneys, on WOGY, Cincinnati. Show is now scheduled for WAVS, Louisville. Harry Miller Agency, Cincinnati, Pennsylvania.

**BROWN'S BREAD, Toronto,** on May 5 started spot announcements on CHML, Hamilton, Ont., and CFGR, Toronto, with a quarter-hour transcribed musical program three-weekly on CFGR. Account was placed by McConnell-Eastman, Toronto.

**KELLOGG Co., Battle Creek** (Corn Flakes), purchased a five-minute Monday through Friday spot on WCTO, Asheville, N.C., for spring promotion.

**MARTHA DEANE** has gained two participating sponsors for her women's interest program. "Morning Call," a half-hour on WOR, New York, with the twin evenings over WOR Co. (O'Cedar Polish), placed through H. W. Kastor & Sons, Chicago; and Miles Labs. Ltd., Elkhart, Ind. (One-A-Day Vitamins), handled by Wade Adv., New York.

**KXELsrc**,

**FARGO, N.D. 5000WATTS**

**FREE & PETERS, NAT'L REPRESENTATIVES**

**WATTS**

**MEDUSA**

**BRIGHTMAN**

**BROWN'S**

**KELLOGG**

**KXEL in Waterloo, Will Open June 15**

**DuMond to Be in Charge of New 50 kw. Operation**

**LARGEST new station grant in years**, the new 50,000-watt XWEL, Waterloo, La., has announced it will begin operations June 15. The station was granted last Feb. 21 to Josh Higgins Broadcasting Co. for 1540 kc. and is one of the three only construction permits for new outlets that have been authorized by the FCC this year.

**Mr. DuMond**

**KXEL** is headed by Joe DuMond, manager of KBUR, Burlington, La., and former radio director of Henri, Hurst & MacDonald. A decade ago he was manager of WMT, then in Waterloo, under ownership of Harry Shaw. He is the creator and principal in the old NBC Josh Higgins Fincheville series out of Chicago.

**Associated with Mr. DuMond in Josh Higgins Broadcasting Co. are Joe E. Feurer, president and general manager of WZKO, Kalamazoo; Paul Godley, consulting engineer; John Blair, Chicago station representative; Dan T. Riley and Richard H. Johnson, vice-president and vice-president respectively of KBUR.

**Mr. DuMond** owns 50% of the stock issue; Mr. Feurer has 15% interest, and Messrs. Godley and Blair, 5% each. Messrs. Riley and Plock along with 13 prominent business men of Waterloo hold the balance of the stock.

**Mr. DuMond** will also continue to supervise the operation of KBUR. Lyle Barnhart, former NBC producer and an associate of Mr. DuMond, will be program director of KXEL. Mr. DuMond will continue his interest in WMT, now at KUBB, is to take over the news department. Chief engineer will be Don Kassner.

**KXEL** will be a basic station outlets and studios are to be located in Waterloo, Cedar Falls and the Josh Higgins State Park. The latter is a State park that was named several years ago after Mr. DuMond's radio character.

**Liggett Names Dart**

**JUSTIN W. DART**, recent collaborator on a survey for United Drug Co., Boston, has been named a vice-president and director of that company as well as president of Liggett Drug Co., United's chief retailing unit. He replaced William B. Berg as president of Liggett. In the past week United has been conducting its semi-annual one-price sale of Rexall products, promoted through transcriptions on 250-300 stations.
KIRO...Seattle

Only 50,000 Watt

Station in

Pacific Northwest

Affiliated with COLUMBIA BROADCASTING SYSTEM ★

Represented by FREE and PETERS
ON DUTY FOR THE DURATION

Extra dependability to assure broad, consistent coverage. That's just one of the many things war demands of America's great broadcasting industry. Blaw-Knox is proud that it is helping to answer this challenge—proud that more than 70% of all the radio towers in the nation were built by Blaw-Knox.

BLAW-KNOX DIVISION of Blaw-Knox Co.

THE CONTROL ROOM

A. B. CHAMBERLAIN, chief engineer of CBS, has reported for duty as a lieutenant commander in the Navy. No successor has been named.

LEON ED PAMPILON, supervisory engineer of WFIL, Philadelphia, resigned May 1 to enter government work. He has established the Air Design & Fabrication Co. at Upper Darby, Pa., and will be engaged in the manufacture of radio equipment for the Army Air Force.

R. L. G. BROWN, wireless officer and former Canadian Broadcasting Corp. manager in Toronto, is now serving with the Royal Canadian Navy, and recently visited CBC studios at Halifax.

DICK ASHENFELDER, chief engineer of WOR, Springfield, Ill., and Stretch Miller, announcer, are preparing to enter military service.

HOWARD BURGESS, formerly of the Iowa State Police transmitter section, has joined the engineering department of KSO-ABKT, Des Moines.

ROBERT SOWERS, control operator of WICA, Ashtabula, Ohio, has joined the radio branch of the Naval Reserve.

CHARLIE DROCK, of the engineering staff of WTTW, Trenton, is the father of a baby girl.

JACK LAWRENCE has left the engineering staff of KOAM, Pittsburg, Kan., to join the Army Signal Corp.

SUMMERS THOMAS CARTER, transmission engineer of KYW, Philadelphia, has been commissioned a first lieutenant in the Army Air Force and left for duty on May 4.

HARVEY KEEES, chief engineer of KFLO, Grand Forks, N. D., has resigned to join the Harvard U. research staff.

J. G. GOULD, formerly chief engineer of KNUN, Lowell, Ariz., has joined the technical staff of KIEV, Glendale, Calif. He replaces Sid Minamita, who resigned to join the Navy.

EWALD THOMP has joined the transmission staff of WGNY, Newburgh, N. Y.

JIM GREENWOOD, former assistant chief engineer of WCAR, Pittsburg, has joined the Navy and is now specializing in radio work at the U. of Houston.

CLAYTON (Bud) McKnight, KEAC, Los Angeles, engineer, is the father of a girl born April 30.

JOHN MALAN POWELL, control room operator of KSL, Salt Lake City, was married April 15 to Edith Lyman.

Joins Stromberg-Carlson

LUTHER C. SMITH Jr., Houston radio engineer formerly with the West Organization, has joined Stromberg-Carlson Telephone Mfg. Co., Rochester, as radio engineer in development and production of military radio equipment. Mr. Smith has been on leave since December 1940, from the West Organization to work for the National Defense Research Committee at the Carnegie Institute in Washington and later for the Office of Scientific Research & Development. He is a native of Houston and graduate of Texas U and Rice Institute.

SUMMER convention of the Institute of Radio Engineers will be held in Cleveland June 29-July 1.

MAJORITY OF SIGNS of General Outdoor Adv. Co. in New York City were blacked out recently by device which acts through impulse from transmitter of WOR, New York. J. R. Poppele, WOR chief engineer, is showing the pressure which cuts off the transmitter carrier-wave for a instant, thus automatically cutting off the signs equipped to receive the radio signal. New York was testing area for the device which may be used nationally by General Outdoor.

KGO AGAIN WINNER OF ANNUAL AWARD

GENERAL ELECTRIC'S national merit award for the first time lost through technical failures during the year 1941 was presented to the engineers of KGO, San Francisco, for the second year in succession. Raymond Alvord, General Electric vice-president in charge of the Pacific District, presented the plaque to A. E. (Shorty) Evans, engineer in charge of the KGO transmitter. William B. Ryan, general manager of KGO, participated in the ceremony, which was broadcast by KGO.

During 1941 KGO was on the air 6,549 hours and 30 minutes. Net time lost through technical failure during the year was 234 minutes, setting a new high in efficiency since the General Electric awards were instituted. The competition covers all stations operated by either NBC or the Blue Network.

WHO Tournament Funds

Funds totaling $1,633.50 raised by the Golden Gloves Tournament of WHO, Des Moines, was divided evenly between the Navy Relief Society and Army Emergency Relief Fund, according to an announcement by the station. Donations were routed to the relief agencies via the Hollywood Victory Caravan which appeared in Des Moines Sunday.

IN HONOR of President Manuel Prado of Peru, now visiting the United States, NBO will give a luncheon May 15 as well as a special concert by the NBC Symphony Orchestra the following evening. Special daily broadcasts during Prado's visit will be offered by the NBC Pan-American network through NBO's international division.

Page 104 • May 11, 1942

BROADCASTING • Broadcast Advertising
Sound control by JOHNS-MANVILLE means brilliant broadcast quality

For any type of broadcast—at any frequency—true high-fidelity reproduction depends upon the correct acoustical background. That's why so many stations call on Johns-Manville for help in modernizing studios or building new ones.

With J-M Sound-Control Materials and Methods, J-M Acoustical Engineers can solve your problems of acoustical correction or sound isolation. And because J-M Engineers know how to achieve best results at minimum cost, even the smallest station can afford the benefits of sound control by Johns-Manville. For details on the J-M Acoustical-Engineering Service and on J-M Sound-Control Materials, write Johns-Manville, 22 E. 40th St., New York, N. Y.
RADIO PEDDLES THE GROCERIES
Nashville Firm Finds Broadcasts Effective In Booming Hermitage Food Sales

By A. L. MORAGNE
Merchandising Service Mgr.
Robert Orr & Co.

OUR radio program, The Johnson Family, on WSIX, Nashville, enables Jimmy Scribner with his 22 characters to visit thousands of homes throughout this section. The program dramatizes our service and capitalizing on the romantic phases of our business, permitting us to humanize and bring to life the ideas, traditions and personalities.

As proof that the program has selling value in January, 1942, we had the largest month's business on Hermitage Coffee in the 86 years we have been in business. And Hermitage Coffee is the product we feature most on The Johnson Family.

We are now in our second year of sponsorship of this coast-to-coast MBS show on WSIX. Robert Orr & Co. is a distributor of food products in Middle Tennessee, Southern Kentucky and Northern Alabama.

Volume Increased
The program has increased our volume on all of our famous Hermitage products, which are plugged at different times, with major emphasis on Hermitage Coffee. Radio has helped speed up the dealer's turnover, and this increased volume has increased the profits for both the dealer and for us.

Competition is keener than ever before and getting harder every year. One reason is the increasing number of competitive brands, and of course, there are more people trying to sell them. The facilities for doing business are better today than they used to be, but even at that, we realize today that we must meet and overcome the greatest competition ever in the field of food distribution.

Signs in Stores
We believe one should invest in advertising just as he would in bonds, stocks or merchandise. We think advertising is just that essential. As a part of our merchandising effort in support of the Johnson Family, we are making an individual hand-painted point-of-sale poster for each dealer in our territory. This sign, 28 x 44 inches, hung by wire from the ceiling in the center of the store, gives us prestige and keeps an announcement up at all times in each store, reminding the dealer, the clerks and the customers to listen to the Johnson Family. We have already placed over a thousand of these signs and are working on more each day. There will be more than 5,000 in all when we have covered the territory.

Each sign is made especially for the dealer, featuring whatever he has for a specialty—what he really likes to sell. This is tied in with Hermitage Food Products.

KOB Granted Extension To Sept 30 on 770 Kc.
APPLICATION of KOB, Albuquerque, seeking extension of its special service authorization to operate on 770 kc., with 25,000 watts during the night, was granted in part last week by the FCC. The Commission, however, extended the authorization to Sept. 9, 1942, in lieu of the Nov. 10, 1942, date asked by KOB. KOB, which is regularly licensed for 1050 kc., has been operating under its special authorization on 770 kc., the clear channel dominated by WJZ, New York, key of the BLUE, as the I-A station.

Tobacco Shortwave
PAUL SCHUBERT, naval expert and news analyst, now heard five times weekly on WOR, New York, sponsored by Benson & Hedges, New York, for Virginia Rounds cigarettes and tobacco, on April 30 started weekly broadcasts via shortwave to England on BBC. The program will be broadcast in various sections of the British Empire. Duane Jones Co., New York, is agent for Benson & Hedges.

Chrysler Shortwave
ANOTHER addition to the list of commercial programs now being shortwaved to American troops abroad over CBS international facilities is Major Bowes' Amateurs. Program is sponsored by Chrysler Corp., Detroit, and is now rebroadcast abroad Monday, 9-30-30-10 a.m. Agency is Ruthrauff & Ryan, New York.
Doing a BIG JOB in a BIG STATE is right! More regional advertisers on LONE STAR CHAIN, month after month. Holeproof daytime coverage of Texas and the Southwest, from the prosperous Panhandle to the rich Rio Grande Valley. It's a two billion dollar market, served by six outstanding stations, costing less than 10 cents per thousand homes. You can't beat it—the LONE STAR CHAIN—for effective, economical selling.

HOLEPROOF COVERAGE WITH LONE STAR CHAIN

HGKO FORT WORTH • DALLAS
HTSA SAN ANTONIO
KXYZ HOUSTON
HGNC AMARILLO
KRIS CORPUS CHRISTI
KRGV WESLACO

LONE STAR CHAIN

OPERATING COMMITTEE

HAROLD V. HOUGH, CHAIRMAN • TED TAYLOR • TILFORD JONES
JAMES PATE, MANAGING DIRECTOR • HOWARD WILSON COMPANY
STAR-TELEGRAM BUILDING, FORT WORTH NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising  May 11, 1942 • Page 107
Freedom’s Battles
PRESENT and pact struggles for freedom in the Americas is the theme of the series inaugurated May 10 by NBC in collaboration with the Coordinator of Inter-American Affairs to be broadcast thereafter on the anniversary date of America’s republic’s independ- ence from its mother country. The next significant date for the series will be May 14, anniversary of the day on which Paraguay won her independence from Spain in 1811. In each case the national anthem of the country honored will be played and her diplomatic rep- resentative in Washington will be on NBC for this country as well as via shortwave on the 124 stations of the NBC Pan-American Network.

Radio Reader
OUTSTANDING NOVELS are read on The Radio Reader, five-weekly program starting program starting on CBS this week. Mark Van Doren, Pulitzer Prize poet and chairman of the CBS Invitations to Learning program, opens the series as the first "Radio Reader," reading a part of Nathaniel Haw- thorne’s "The Scarlet Letter." The every day until he has finished the book. Each program opens with a short synopsis of the previous program. Series is on an experimental basis.

Not So Bad
TO DEBUNK the idea that people will be seriously handicapped by the sugar shortage, to point out valuable substitutes, and to make listeners food conscious will be the aim of the first series of programs now in production. On Saturday, MBS quarter-hour conducted by Alida Drake, of the Red Cross nutrition department, before a national audience of WGN, Chicago. Red Cross certificates will be awarded regular attendants at the studio broadcast.

Army History
A NEW SERIES of dramatiza- tions presenting the highlight in- cidents in the Army’s progress from its beginning in the 18th Century until its present day will be conducted by W. D. Burton, Called The History of the United States Army, the weekly half-hour programs will be written by Miss ‘Mike’ Schaeffer, under the technical guidance of Col. Joseph C. Nichols.

Famous Regiments
HISTORIC conflicts of Canada are to be the subject of a special weekly Canadian Broadcasting Corp. series starting May 15, under the title Canada Marches. Each week the story behind the battle- honors of famous Canadian Army fighting regiments will be told, with scripts being written by Lieut. Allister Grosart, Toronto sports and script writer.

Homes for Pets
PUPPIES AND KITTENS are supplied Oklahoma City homes through an early morning broadcast on KOMA conducted by Paul Buchenning. Frank J. Lynch of the commercial staff thought of the idea and contacted the local Hu- mane Society to find homes for the animals.

Quiz of Two Camps
SOLDIERS of Fort Devens and Camp Edwards were first contest- ants on The Quiz of Two Camps, started April 26 on WNAC, Bos- ton, and the Yankee network. Hook- ups to camps made it possible to ask questions not open to those of the other could not listen in. Program is part of the Treasury's campaign to help house-to-house canvass now being conducted in Massachusetts for pledges to buy war bonds and stamps.

War Women
WARTIME activities of women throughout the United Nations are discussed in a new twice-weekly broadcast, scheduled to open May 7. Titled Women at War, the program was conceived and is written by Mary Conway, British writer and lecturer and wife of a captain in the Royal Army Medical Corps, at the University of Cambridge and Sanford, Mass. Women's commentator.

Tales of Pioneers
USING God's Country, CBS pro- gram of little-known stories of the development of America, as a regular element in radio education, will now be heard via shortwave on NBC. Tales of small towns and pioneer days are told by Milton Bacon, who collects his material on research tours.

Announcers Quizzed
TAKING announcers apart high- lights for Announcers ’ Q. on WWVA, Wheeling. Paul Miller, production manager, is quizmaster and asks announcers questions sub- mitted by listeners. Each week a guest "expert" from the clerical, commercial, sales and engineering departments sits with announcers.

Youth’s Job
HIGH SCHOOL students of Bridgeport and vicinity are con- ducting Let Freedom Ring, patrio- tic show on WHC, Bridgeport, co- sponsored by the station and the Bridgeport Daily Times. Keynot- ing youth's war job, the program presents variety entertainment coached by Miss "Mike" Schaeffer.

Tunes for Juveniles
A PROGRAM of children's record- ing now heard on WHN, New York, is modeled on recorded sessions of swing music for young, with Gladys Shelley, who last year was named "Queen of the Pan Alley," playing to the children and playing their favorite tunes, Saturday and Sunday mornings.

Martial Music
Patriotism is the keynote of Military Parade, program on WINS, New York, featuring military marches, war songs of World Wars I and II, and jingles consist- ing of patriotic appeals set to rhyme.

Genius Analysis
LISTENERS got down answers to questions on Are You a Genius? on WBYR, Waterbury. Scores are figured at the conclusion of the program by Walter Gross and his orchestra fill in al- lotted time for each answer.
ENDURING PROOF OF THE POWER AND THE DETERMINATION OF AN AMERICAN INDUSTRY TO CREATE AND MAINTAIN THE RIGHT OF FREE TRADE IN A COMPETITIVE MARKET
A BOX THAT MAKES BLACKOUTS
Los Angeles Gadget Said to Permit Quick
Shutting Off of Street Lights

By BERNARD N. SMITH
KFI-KRCA, Los Angeles

WHEN Los Angeles went through its first blackout, shortly after the Japanese attack on Pearl Harbor, and many of the more conscientious citizens of that Southern California metropolis were thoroughly disgusted with the utter confusion which prevailed.

Half the city's street lights remained burning two hours after the blackout signal was given. Thousands of billboards, incoherently blaring their neon-lighted messages while theoretically enemy soared overhead, were stoned by militant school boys. A movie cowboy, slightly excited through it all, rode down Hollywood Blvd., pummeling guilty bulbs with his six-shooter. (The city later successfully sued him for $50).

Has a Hunch
One of the more disgusted of the more conscientious civic-minded group, was Attorney William S. Sprague. He didn't sleep that night; thinking of ways and means efficiently to shut off every light in the great, sprawling city, at once. So, he called in Raymond M. Moore, KFI-KRCA engineer. Between them they worked out a gadget that today has the Los Angeles Bureau of Power & Light intensely interested. Officials of other West Coast cities are observing the preliminary tests.

Moore, after conferring with Sprague as to what was needed, evolved an FM Blackout Box that is simple, small and extremely inexpensive. Rough edges of the invention were polished off by John Hidy and Rex Bettis, two other KFI-KRCA engineers. The three of them worked out a compact and reliable device that sounds like the end to blackout worries.

Briefly, here's how it works. The device is based on the fact that in an emergency you can change the thing that is never supposed to be changed—namely, the 60-cycle frequency of the power system. The invention consists of two selectors, one in tune at 58 cycles and the other at 62 cycles. At the second or 58 cycles nothing happens, and most power systems do not vary more than ½ cycle either way at any time except for a total failure.

However, if the power frequency is put to 58 cycles from the main source for a few brief seconds, the selector for that frequency is operated and a relay is caused to open, thus turning off its lights or sounding an alarm. The reverse can be accomplished by putting the frequency to 62 cycles. Thus the entire operation is from a central point and loss of service to any light or sign is slight. The device is compact, has no tubes or other parts that need service in ordinary use. It is not fragile. Moore figures the device, for small loads, will retail for about $10.

Los Angeles officials estimate the FM blackout box could save hundreds of thousands of dollars. The present method of cutting off street lights alone in blackouts requires the turning off of no less than 647 widely scattered switches. From three to five civilian volunteers take turns in assuming responsibility for opening these switches in emergencies.

A Money Saver
To install apparatus that would obviate this awkward street light control, apparatus such as that designed and built by Moore, Hidy and Bettis would cost roughly $600,000 for the city. The next best remedy to Los Angeles' blackout problem would cost $500,000. That's why city engineers are interested.

E. K. Cohan, CBS director of engineering, recently warned station officials and the public at large against certain limitations and possible dangers in connection with some radio receiving devices included as automatic blackout and blackout warnings. [Broadcasting, March 30]. Moore offers his device as an answer. The dangers of causing unscheduled blackouts and similar troubles are practically nil in view of the fact that the power frequency device is virtually foolproof.

Canada Rubber Drive
CANADA'S Dept. of Munitions & Supply has started an intensive campaign during the month of May for rubber salvage. So far, programs on the Canadian Broadcasting Corp. network and paid dramatized spot announcements on practically every Canadian station comprise the radio campaign for rubber salvage. R. C. Smith & Son, Toronto, placed the campaign for the Government.

WCRS, Springfield, Ill., has signed the local unit of Lane Bryant Stores, New York, for sponsorship of the station's entire newscasts. Programs are broadcast from a newswoman in the store's window.
Courrier to Yield Control of WHIP
Will Sell Stock to Clarke; Cline Is Named Manager

Mr. Cline

Dr. George F. Courrier, who owns 51% of the stock of WHIP, Hammond, Ind., intends to relinquish control of the station to John W. Clarke, minority stockholder, through an FCC application requesting permission to transfer an unrevealed amount of stock to Mr. Clarke, it was learned authoritatively last week. The consideration was not divulged. The amount to be transferred will be sufficient to enable Mr. Clarke to assume control of the Hammond-Calumet Broadcasting Corp., licensee of the station, which has studios in both Chicago and Hammond.

Dr. Courrier is retiring to devote all his time to defense activities and hopes in the near future to reenter the Army, with which he served as a captain in the last war.

The present stock interest of Mr. Clarke, a Chicago investment broker, is 15%, acquired last Jan. 31, when both he and his close personal friend, Marshall Field 3d, owner of the Chicago Sun and the New York newspaper PM, bought into the station [Broadcasting, March 2].

Mr. Field at that time acquired 30% for $50,000, while Mr. Clarke paid $25,000 for his interest. Mr. Clarke will, therefore, have to acquire an additional 36%, at least, if he is to acquire individual control. The interest of Mr. Field is said to be unaffected by the impending transfer.

Cline Named Manager

In the meantime, William Cline, formerly sales manager of WLS, Chicago, has been appointed manager of the station. Mr. Cline replaces Doris Keane, who is temporarily retiring from active management. Miss Keane is the wife of William Irvin, former radio editor of the Chicago Times, who was drafted into the Army last week.

If the FCC consents to the stock transfer, Mr. Clarke will become president and Mr. Cline vice-president of the Hammond-Calumet Broadcasting Corp., with main offices in Chicago. Construction work on a new five-tower directional antenna array intended to give intensified coverage of the Chicago area, has been completed. Tests are now being made, and the station, which operates with 5 kw. on 1520 kc, expects to shift from daytime operation to a 22-hour daily schedule some time during the month.

Charles Henry, an associate producer in the radio department of Young & Rubicam, New York, has joined the Navy.

WCAU, Philadelphia, has issued a new rate card effective May 1, with two major revisions. To encourage "across-the-board" purchases, new rates have been provided for 15-minute, half-hour and one hour daily programs, five and six times per week. New rates for the hours of 1 a.m. to 6 a.m. have also been set on the premise that Philadelphia's wartime employment has created a new all-night listening audience.

KWK, St. Louis, is feeding outstanding public interest programs of MBS and presidential speeches to WIL, St. Louis, through permanent lines installed between the two stations.

WFJY, Youngstown, O., to promote war savings among its employees has formed a Billion a Month Club. The only requisite for membership is a pledge of 10% or more of a week's salary by a staff member.

PRODUCTION themes are being submitted by personnel of WTAG, Worcester, Mass., to impress the general public with the need for vastly increased production. One minute announcements, 15-minute and half-hour program ideas which are accepted will be rewarded according to William T. Cavanaugh, program-production manager and chairman of the judges.

WELCOME NAB DELEGATES TO THE BUCKEYE STATE

OHIO'S FORT INDUSTRY "THREE"

WSPD TOLEDO

WHIZ ZANESVILLE

WLOK LIMA

Page 111
**TIME BUYERS QUIZ!!**

**Q.** What is the foreign population of the United States?

**A.** 25,000,000—approximately 20% of the entire population.

**Q.** How many important foreign languages are broadcast?

**A.** 8 . . . Italian—Polish—Spanish—German—Jewish—Lithuanian—Ukrainian and Greek.

**Q.** What is the largest foreign language market in the United States?

**A.** Metropolitan Area of New York.

**Q.** What station covers this market and has the respect of the foreign language speaking audience?

**A.** America's foremost foreign language station—WHOM with full time operation at 1480 Kc.

Over 2,000,000 families . . . look to this station for advice on what to buy . . . how to adjust their purchases to the changing times . . . they rely on this station for help in solving many of their home problems. You owe it to yourself . . . as an advertiser . . . to investigate the facilities that afford you an established market today . . . a market you can be sure of tomorrow.

---

**TELL THE NEWS OF YOUR PRODUCTS AND SERVICES TO THIS AUDIENCE OF 5,000,000 PEOPLE**

**WHOM**

1480 Kilocycles

Full Time Operation

29 West 57th St., New York

Telephone Plaza 3-4204

Joseph Lang, Manager

America's Leading Foreign Language Station

---

**NOW 'RADIO SILENCE' 'Blackout' Dropped on Coast To Avoid Confusion**

TO AVOID confusion in the minds of the listening public, Southern California stations will hereafter refer to departure from the air on order of the Fourth Interceptor Command as "radio silence" instead of "radio blackout".

Policy was adopted by 29 member stations of the Southern California Broadcasters Assn. on April 22 following conferences with Col. Ernest Moon, executive officer of the Fourth Interceptor Command. It was pointed out that a silencing of radio by the Command doesn't necessarily mean that a general blackout will follow.

"If a silencing of radio stations is referred to as a 'radio blackout,' the public might be led to believe that there is both a 'blackout' and a 'radio silence', when such might not be the case," Richard F. Connor, association radio coordinator, said in making known the new policy. "Therefore in the future when a 'radio silence' is ordered, it will be referred to as a 'radio silence' on all programs and newscasts."

**Tobacco FM Series**

FIRST NETWORK radio to be used by R. L. Swain Tobacco Co., Danville, Va., for its specially processed and moistened Finehurst cigarettes started May 3 on the American Network of FM stations in the form of a recorded quarter-hour musical series. FM stations carrying the Sunday 5-30-6-45 p.m. programs are W39PH, Philadelphia; W39B, Mt. Washington; W43B, Boston; W47A, Schenectady; W68H, Hartford; W47NY, New York, and W2XMM, Alpine, N. J. The cigarettes featured here before on a few spot programs, have been on the market for about a year-and-a-half in the Southeast, Midwest and Far West. Agency is Gotham Adv. Co., New York.

**NATIONAL LEAD Co., New York and San Francisco, user of spot radio through its dealers in various parts of the country to promote Dutch Boy paints, observed its 100th anniversary last week. It started in Buffalo in 1842. Agency handling its Eastern advertising is Marshak & Pratt, New York; while West Coast advertising is handled by Erwin, Wasey & Co., San Francisco.**

---

**NAB to Consider Foreign Tongues Roundtable at Cleveland to Study Special Problems**

FOREIGN LANGUAGE broadcasting long a headache of the radio industry, will come in for attention at a round-table of the NAB conference in Cleveland this week. Representing an audience of 25 million persons, foreign language listeners have 200 stations serving their listening interests with a weekly average of some 1,700 broadcast hours.

Although this market is not widely used it has not been overlooked by either Government or private business. Procter & Gamble Co., for example uses The Rinaldi Family for Oxydol to reach the Italian and The Mayerk Family to reach the Polish field. Other advertisers have taken similar approaches, which will be discussed at length in the roundtable.

**Newcasts Popular**

Also due for consideration is the increased interest since the outbreak of war in newcasts. Foreign language broadcasters have noticed an increased news sponsorship as well as greater use of spots before and after this type of program. On past experience foreign language station owners will attempt to show the all-around pulling power resulting from the general use of spot announcements.

An example of pulling power often cited in the foreign language field is the success of the Medaglia D'Oro Coffee. Using radio exclusively this product began to use the medium at a time when its annual sale was 65,000 pounds. After 2½ years on the air the sponsor had succeeded in building sales to 2,600,000 pounds. Using a program called The Good Samaria of the Air, after various advice programs, they have succeeded in pulling more than 1,000 letters weekly seeking all sorts of advice.

Another aspect of responsiveness is underscored by foreign broadcasters in their successful promotion of War Bonds and Stamps. They point with pride to Secretary Morgenthau's recognition when he said, "The response from the foreign language groups has been especially encouraging. Whatever their origin and whatever language they speak, the overwhelming majority of these people are true Americans united behind their Government in defense of American freedom."

**Government Too**

Though not generally known, the Government makes widespread use of radio in reaching the foreign tongue listener. Since Pearl Harbor Government agencies have even increased their use of radio in bringing these people into a deeper
PERSONNEL RESERVOIR
"Gossip" Stations to Provide Trained Radio Men

OVER 2,000 students experienced in the technical and administrative end of the broadcasting business through their work with college stations could be available to standard stations as replacements for personnel drafted in the war, according to Louis Block Jr., business manager of Intercollegiate Broadcasting System.

Mr. Block has offered to serve as liaison between stations and students of the 35 college stations which are members of IBS.

Of these 35 stations, 16 have been broadcasting commercial programs prepared and handled by student operators. The success of these programs is covered in a recent survey conducted by IBS among retailers at eight colleges carrying the Beechnut Packing Co. commercials. Results showed an average increase in their business of 18.56% since the start of the commercials.

Lever Seeks Comedians

If NEGOTIATIONS are carried to a successful conclusion, Bud Abott and Lou Costello, comedy team featured on the NBC Chase & Sanborn Show, will have their own program this fall, with Lever Bros. Co. as sponsor. Deal has been the making for several weeks, with Lawton Campbell, New York vice-president of Ruthrauff & Ryan, reported to have submitted the idea to the prospective sponsor for one of its soaps. It is known that Abott and Costello have long desired a network show of their own, currently sponsored by Standard Brands, the renewal of which is due for option renewal early this month. The Chase & Sanborn Show discontinues for the summer following broadcast of June 28.

NORMAN CORWIN'S radio scripts will be revived by WNYC, New York, in a weekly series entitled "This Is Wednesday," starting May 13. The CBS director-producer, also producer of This Is War, is the Government's four-week program, now concluded, has chosen the scripts himself as the most representative of his works. The critics who created the rules will play them in the revivals whenever possible.

SHORTAGE of Disc Containers

A REAL SHORTAGE is developing in the supply of containers required for shipping transcriptions, it is reported by Glen Rainerman, president and general manager of the Canadian Assn. of Broadcasting. All Canadian stations have been asked to check on the number of such containers in their possession and notify the CBC. Stations are urged to save the containers while arrangements are being made with transcriptions producers and distributors to secure the containers from the stations.
DON'T WONDER! KNOW the advertisers that use Radio and those that do not

The Standard Advertising Register has access to data on both Spot and Network advertising, making it possible to indicate the national and sectional advertisers using Radio. The expenditures of each advertiser for Radio time is an important feature of the service.

This important information is but a part of the story. The "Register" lists over 12,000 national and sectional advertisers, giving the personnel of each, the advertising agency placing the account, distribution of the advertisers product, time of year advertising plans are made and other data of real sales promotion value.

Investigate this service that offers such real sales building possibilities. Write our nearest office for facsimile pages and descriptive booklet.

National Register Pub. Co.
330 W. 42nd St. 333 N. Michigan Ave.
New York Chicago

WINTER WITH ANZACS
Coast Commentator Liked by — MacArthur and Men

WILLIAM WINTER, the CBS news analyst in San Francisco, has a fan in Gen. Douglas MacArthur. And because of that his news commentaries are now being released weekly by the Australian radio network.

All during the siege of Bataan Gen. MacArthur and his men listened to Winter's daily news commentaries shortwaved by KGEX, San Francisco, the only American-originated news they could get.

When Gen. MacArthur transferred his quarters to Australia, he thought that Winter's news commentaries would be good for the morale of both the American expeditionary forces there as well as the Australians. He requested the Australian Government to arrange for such broadcasts.

Now each week Winter's special news commentary is sent out by RCAC, just north of San Francisco. It is picked up and transcribed in Australia and released at a convenient time for the majority of Australians over the entire Australian broadcasting system.

Canadians to Cleveland
PRACTICALLY all the board of directors of the Canadian Assn. of Masters are expected to attend the NAB convention at Cleveland, according to an announcement by CAB. Those who have signified their intention to attend are Glen Bannerman, CAB president and general manager; Harry Sedgwick, CPR, Toronto; Jack Cooke, CKGB, Timmins, Ont.; E. T. Sandell, St. Catherine's, Ont.; Phil Lalonde, CFAC, Montreal; Harold Carson, CFAC, Calgary; Joseph Sedgwick, CAB counsel; George Chandler, CJOR, Vancouver. Many other Canadian broadcasters and those allied with the industry are reported planning to attend.

New WOR Participant
BRINGING housewives information on the war as it affects the lives of women, Claire Wilson Reports, weekly quarter-hour program, has started on WOR, New York, with two participating sponsors: Wilbert Products Co., New York (Frost Wax), and John Opite, New York (J-O Insecticide). Agency for both companies is Tracy, Kent & Co., New York.

Early 50 kw. Grant Is Refused WGAR
Will Be Heard Jointly With Similar WADC Petition

WITH A COMPETITIVE hearing already scheduled on assignment of the 1220 kc. channel for high-power operation in this country, the FCC last Tuesday unanimously refused the petition of WGAR, Cleveland for immediate assignment to the frequency. The competitive application of WADC, Akron, for the frequency with 50,000 watts power was designated April 7 for simultaneous hearing.

It is understood the Commission decided to expedite hearing on the competitive application, in the light of Havana Treaty requirements. Originally the 1220 kc. channel, a Mexican Class I-A, was to have been assigned to Detroit for Class I-B operation with a 50,000-watt station. Recently, however, agreement was procured both from Canada and Mexico for use of the facility in the Ohio area.

WGAR, it is understood, has purchased all of the necessary equipment for 1220 kc. operation and therefore would not be blocked by recent freeze orders affecting procurement of critical materials. It is reported, also, that WADC, CBS outlet in Akron, has acquired most of the essential materials. Also designated for hearing in connection with the proposed shift is WHBC, Canton, O., now operating on 1230 kc. with 250 watts. The station would have to be moved in order to keep operation of either WGAR or WADC on 1220 kc.

WGAR's petition for reconsideration proposed that it be authorized to operate for the duration with 5,000 watts, rather than 50,000 watts.

Simultaneously, the FCC denied the application of WNGY, Newburgh, N. Y., for a special service authorization to operate on 1220 kc. with 1,000 watts, unlimited time. WNGY is regularly licensed as a 1,000-watt daytime station on the frequency and is the only station in the United States at present assigned to the frequency.
LAWRENCE NAMED TO HEAD KSO-KRNT

APPOINTMENT of Craig Lawrence, vice-president and commercial manager of Iowa Broadcasting Co., as acting manager of KSO and KRNT for the duration, was announced last week by Maj. Luther L. Hill, executive vice-president of IBC and manager of the stations. Maj. Hill has left for active duty at the Air Corps Training Center at Miami. Mr. Lawrence has been with the Cowles stations since November, 1932, and has been commercial manager of KSO-KRNT and vice-president of IBC.

Mr. Lawrence promptly announced appointment of Robert Dillon, of the KSO-KRNT sales staff, as local commercial manager for the two stations. He has been with the organization for four years, coming from the sales department of KSTP, St. Paul.

Ted Enns, national sales manager for KSO, KRNT, WMN and WNAX, has taken over network and spot business under the new organization and will be in charge of network originations for the two Des Moines stations, in addition to his national sales work for all four outlets.

WOW to Appeal

WOW, New York, will take exception to the report of NRB Trial Examiner Earl S. Bellman [Broadcasting, May 4] on the case of American Communications Assn. against the station, according to Sanford Cohen, WOW attorney. "We will take exception to the report on the ground that it is not supported by the substantial evidence in the case," he stated. Mr. Bellman upheld the union's charges that the station had violated the Wagner Act and recommended reinstatement of 81 former employees, with back pay to Dec. 5, 1946, a sum which ACA estimates at about $25,000.

Dames Doubling

FEMININE staff members of KROW, Oakland, Cal., are busily training for announcing and engineering jobs in radio. Mercedes Prosser, secretary to General Manager Phil Lasky, Phyllis Flynn, PBX operator and telephone to manager Jean Maxfield, all are working before the microphones now.

Gopher Interests Drop KTOM Plans

Action Based on Refusal of WPB to Grant Ratings

PROMPTED by the WPB's refusal to grant the necessary preference rating needed to obtain equipment for the construction of the new KTOM, Brainerd, Minn., promoters of that station have decided to forego construction for the duration.

In making the announcement, it was explained on behalf of the KTOM permit holders that Brainerd is at present receiving fair radio service, hence the WPB's decision. Brainerd is about 100 miles west of Duluth, and the same distance northwest of St. Paul.

Docket Status

Whether this will mean entire forfeiture of the construction permit is conjectural. The only other alternative in delaying construction under FCC procedure is to keep applying for extensions of the commencement and completion dates.

This method, however, is not feasible since extensions are only granted by the Commission when the permittee has already begun construction and where there is a possibility of obtaining further materials. KTOM up to last week had not notified the Commission of any definite action.

The FCC's policy as to suspending or rescheduling in such cases has not been determined since such a specific problem has not yet arisen. Nevertheless the question is inevitable as many of the outstanding construction permits for new stations are still uncompleted as well as being in areas now receiving adequate coverage thereby eliminating any chance of a favorable priority by the WPB. Of last year's 64 new station grants, eight are still outstanding, as are two of the three 1942 grants.

KTOM was authorized last Nov. 25 [Broadcasting, Dec. 1, 1941] to Brainerd-Bemidji Broadcasting Co. for 250 watts on 1400 kc. Stock is 90% held by the owners of North Central Broadcasting System Inc., a regional network, and KRMC, Jamestown, N. D. Principals are John W. Bolter, Howard S. Johnson and David Shepard, each with 30%.

The remaining 10% is owned by Edmund Tom O'Brien, operator of a local greenhouse.

Pall Mall Buying

AMERICAN CIGARETTE & CIGAR Co., New York, has started participating sponsorship on four programs on WEAF, New York, for Pall Mall Cigarettes. The company is the second sponsor to sign for Studio X, Funny Money Man and Rhymin' Time, since the shows were made available for participating sponsorship; Lever Brothers, Cambridge, Mass., was the first to participate, on behalf of Lifebuoy Soap. Pall Mall Cigarettes will also be advertised on WEAF in Morning in Manhattan and has started Modern Design, quarter-hour program of popular recorded music four time a day seven days weekly. Agency is Ruthrauff & Ryan, New York.

Bethlehem Steel's Buy

BETHLEHEM STEEL Co., Bethlehem, Pa., bought a half-hour on WJZ, New York, to broadcast ceremonies in connection with the award of the Navy "E" to the company's Staten Island Yard, May 9. Account was handled direct.

Mystic Foam Placing

MYSTIC FOAM Corp., Cleveland (eleven), out of West Coast radio for more than a year, has started a three-weekly quarter-hour of recorded music on KIEV, Glendale, Calif. Contract is for 15 weeks, having started April 24. Other radio is also contemplated. Placement is through Fred H. Johnson, Los Angeles, West Coast representative of the firm.

THANKS TO

FOR CHOOSING

WGAC

FOR YOUR PICTURE STUDY

We are pleased that so many of our advertisers have had the opportunity to see what goes on behind the scenes in our studios, where every possible service and attention to detail is rendered as a matter of course.

NATIONAL REPRESENTATIVE

Headley-Reed Co.

> BLUE NETWORK <

AUGUSTA, GEORGIA

★ If you can't guess the name of the magazine here's a CLUE—a leading picture magazine claiming 22,000,000 readers. SEE APRIL 27 ISSUE • PAGES 76-77
FUTURE PLANS WERE MAPPED for CBS’ Church of the Air at a recent meeting of the advisory board at CBS headquarters in New York. Present were (1 to r): Rev. John J. McClafferty, assistant director, Division of Social Action, Catholic Charities; Rev. Theodore F. Savage, D.D., executive secretary, Presbytery of New York; Leon Levine, assistant director of education and religion for CBS; Mrs. Edward T. Willson, of the General Council of the Congregational and Christian Churches, representing the Rev. Douglas Horton, D. D.; Rabbi Jonah B. Wise, LL.D., Central Synagogue of New York; Dr. Emory Ross, general secretary of the Foreign Missions Conference of North America; Ruth Lange, CBS broadcast director for religious programs; Rev. G. Warfield Hobbs, D.D., secretary of the National Council of the Episcopal Church; Dr. Ralph Stormy, director of Methodist Information, representing Bishop Francis J. McConnell of the Methodist Church; Russell B. Pettit, representing the head of the Christian Science Committee on Publication for the State of New York; Lyman Bryson, CBS director of education and religion; Rev. Ralph H. Long, D.D., executive director of the National Lutheran Council; Douglas Coulter, director of CBS broadcasts.

House Probe
(Continued from page 185)

vised more effectively to undermine commercial broadcasting if they had been “written by the head of the magazine association.” Yet the Commission is bound by law, he declared, to see to it that a broader use of radio is obtained in the public interest.

Rep. Hinshaw asked about the ability to clear time for speeches of the President or others in public life if the rules become effective. Judge Burns insisted that as a practical matter it would be impossible to arrange networks on split-second schedules as now is the case. Mr. Hinshaw paid tribute to radio’s fairness in allotting time to men in public life, pointing out that newspapers, being so jammed with other material, never carry a speech that runs “more than a minute in length.” He said this observation was the only way to get a message over to the people via radio.

With the “relentless competition” that would come through outlawing of option time, Judge Burns said, sustaining programs generally would become a thing of the past. It would become “a crazy quail” setup, he said, and each man in public life would have to have “a radio secretary.”

After Judge Burns had pointed out that radio had become of age and that it was not beset with evils such as stock-jobbing, Rep. McGranery interposed, “You feel that radio is entitled to long pants instead of short ones?”

“Instead of no pants at all,” Judge Burns rejoined, to the accompaniment of laughter.

Parity With Press

CBS is entirely in agreement with the Sanders Bill with one exception, Mr. Burns said. He added that he de-                                                                             
vised the philosophy expounded by Mr. Paley that radio should be treated on a parity with the press. Regulations should be limited to physical problems, he declared.

Judge Burns said that while he favored definite divisions of the Commission, he would rather see different agencies altogether. Moreover, he said he would leave it to the full Commission to determine general rules but rather keep each division autonomous in that respect. As a public officer, any prejudiced regulator could not easily departmentalize the work, pointing out that broadcasting does not fall in the public utility category as do telephone and telegraph matters.

Alluding to Section 7 of the Sanders Bill, calling for reports on the series of controversial policy matters, he said he felt Congress should ask the Commission to supply all of them.

Urging Congress to set up a “national policy,” he said the FCC has not shown the “administrative humility” needed and instead of trying to get its instructions from Congress, has gone its own way through arrogation of power it thought it had.

Bound by Decree

Insisting the Commission should receive instructions from Congress as to what it is the “Congress will” on these controverted matters, he said the FCC on the other hand has found these “imaginary evils” and “ignored Congress.” Then he brought another volley of laughter when he observed, “If I were a Congressman, I’d be rather sure about it.”

Again attacking the FCC’s rules striking at affiliates, rather than stations, Judge Burns said that the FCC has “bound itself by a decree” to refuse licenses to stations which enter into contracts with networks not consistent with the rules. “I submit,” he said, “that is not according to the law.”

When Rep. Wolverton alluded to the minute adopted by the Commission following the network appeals, in which it said in effect it would not take action against any station which sought to litigate the rules, Judge Burns asserted this in his judgment was simply a device calculated by the Commission to help it in the litigation and because of the “appearance of the record.” He contended that the judgment was not derived by the Commission’s motion to dismiss the network cases.

Irrespective of the outcome of the litigation, Judge Burns argued it was the responsibility of Congress to establish the policy. Otherwise, he said, the FCC can undertake a “general roving Commission.” He agreed with Reps. McGranery and Sanders that there should be “a hearing de novo”, or from the beginning, in connection with new legislation.

Urging enactment of the bar association recommendations regarding appellate procedure, Judge Burns said in his judgment enactment of the Sanders Bill would be a long step in the right direction. Answering Rep. Hinshaw, he said he thought there should be an entirely new statute, but that the Sanders Bill should get right of way.

FCC is Divided

CBS did not appear before the Committee to ask any special privileges, but it was asked if the “Congress will” on these controverted matters, he said the FCC on the other

secretary of the Foreign Missions Conference of North America; Ruth Lange, CBS broadcast director for religious programs; Rev. G. Warfield Hobbs, D.D., secretary of the National Council of the Episcopal Church; Dr. Ralph Stormy, director of Methodist Information, representing Bishop Francis J. McConnell of the Methodist Church; Russell B. Pettit, representing the head of the Christian Science Committee on Publication for the State of New York; Lyman Bryson, CBS director of education and religion; Rev. Ralph H. Long, D.D., executive director of the National Lutheran Council; Douglas Coulter, director of CBS broadcasts.
In

LOS ANGELES

It's

Warner Brothers'

KEWB

980 Kilocycles

5000 Watts - Day and Night

National Representatives

William G. Rambeau Co.

MAKING THE SPONSOR LIKE IT

Dealers and Salesmen Should Be Taught to

Be Enthused Over Radio Campaigns

By GEORGE L. MOSKOVICS
Sales Promotion Director,
CBS Pacific Network

RADIO as an advertising medium must stand or fall by the amount of interest accorded it. That interest should come not only from the listening audience. It must be displayed too by the firms and men who profit from commercial broadcasting— the sponsor and his organization personnel.

Therefore, radio, to do a good selling job should be equipped with a merchandising "hook", not only for the consumer but for the dealer and sales force as well. There must be a stimulus, an uplift. These dealers and salesmen must have more than just another program thrown at them.

Trade Education

With these basic thoughts in mind, when KNX, Hollywood, became an outlet of CBS in 1937, we went about looking for a way to arouse that personal enthusiasm, and hit upon an idea. We call it "trade education". Since instituted, it has proven a major contribution to the outstanding success of KNX, building goodwill and adding profit to our organization.

Freezing out service to newspaper members. He asked whether the networks had ever thought about the possibility that they would be "compelled to supply service to any station". Then he observed that the next step might be to make broadcasting a public utility with guaran-
teed service and fixed rates.

Judge Burns said there was no question that such a requirement inevitably would result in radio becoming subject to common carrier requirements. He pointed out, however, that both NBC and CBS now are in litigation under the anti- trust laws.

Rep. Hinshaw asked about development of priority allocations and inquired whether Judge Burns had any ideas on how they could be handled. Beyond observing that he felt this problem could be handled administratively, Judge Burns commented simply that he would be shocked if there developed any sort of discrimination in this sphere as a wartime measure.

Prior to receding the hearings until May 19, Chairman Lea observed that Judge Burns had failed to follow the custom of giving his basic philosophy and experience, probably because he was "too modest". He then explained that Judge Burns for three years had been a Supreme Court justice in Massa-
chusetts and was the first general counsel of the SEC, serving from 1934 to 1937. In 1937 he served as special counsel for the Maritime Commission and since then has been practicing law.

By "trade education" I mean the selling educational program which has brought thousands of salesmen, jobbers, and dealers into our studios to learn what their firm's respective radio programs are doing to help build consumer response. Many a dealer and salesman who came to these meetings were de-
lighted. But when "General Manager Thomas" went away sold, enthused on the advertising job radio is doing for them.

Meeting Isn't Costly

There is nothing elaborate about an educational sales meeting. It isn't costly, yet it pays big divi-
dends. Usually held just prior to the initial broadcast of the sponsor's show, it is styled to meet the needs of the moment. With slight variations, a meeting usually in-
cludes: (1) an entertaining, informal reception for the sales staff of the sponsor; (2) a preview of the program, with a general intro-
duction to the talent; (3) pep talks by the sponsor or his sales man-
ger, with CBS Pacific Coast execu-
tives on hand to discuss such vital points as the size of radio, the number of radio families and the listening habits of the audience.

Especially interesting to sales-
men is the reason their firm re-
lected the particular type of pro-
gram to do its selling job. Infor-
mal "contact" procedure not only builds up enthusiasm for the campaign to follow, but it also builds up belief in the medium of radio. Once convinced of the impor-
tance of radio as an advertising medium, these salesmen are sure of its effectiveness, and the meetings are in the field. The result is a general campaign in favor of our station. We have found this by actual check.

While there are wide differences in the type of meetings that are possible under this method of mer-
chandising, I do not know of a more potent method of economical promotion now open to even the smallest of stations. Thus far in 1942, we have played host to better than 8,000 dealers and salesmen. With an increase of 108% in KNX gross billings since 1937, it is our belief that these educational sessions have done much to make this possible.
703 Stations Sign Contracts of BMI
Copyright Signatures Easily
Ahead of Pace Last Year

BROADCAST MUSIC Inc. passed the 700-mark last Thursday when Carl Haverlin, vice-president in charge of station relations for the industry-owned music rights organization, announced that 703 stations had signed the new eight-year BMI contracts.

Pointing to this achievement as concrete proof of the unanimity and solidarity of the broadcasting industry’s support of BMI, Mr. Haverlin compared this record of 703 station licensees since March 11, a period of less than two months, with the fact that in 1941 BMI secured its 701st station license on Sept. 14.

Network Forts

In addition to the 703 individual station contracts, BMI has contracted with 14 national and regional networks, Mr. Haverlin reported, adding that of the entire lot BMI has issued only eight per program licenses. Preliminary studies of responses from about 650 stations to a BMI questionnaire about their music performance arrangements indicate that only about a third of the stations have taken out the ASCAP blanket licenses.

Of the remainder, about two-fifths have no ASCAP licenses of any kind, while the balance of the stations answering the questionnaire have taken out per program licenses, or a combination of blanket and per program, or have taken licenses only for either commercial or sustaining performances but not for both.

The questionnaire, it was reported, was sent to the more than 750 stations which have had BMI licenses. The replies indicate that by creating and supporting BMI the broadcasting industry has secured savings in the cost of music substantially in excess of original estimates. When applied to the entire broadcasting industry, the response to date indicates that ASCAP’s income from radio this year will not exceed $5,000,000.

In addition, the nation’s broadcasters will expend about $1,500,000 for the continued support of BMI. The total, slightly over $4,000,000, represents a considerable saving from the payments which would have been made to ASCAP alone under the old ASCAP contracts calling for 5% of gross income plus sustaining license fees.

OPAL CHEMICAL Co., New York (Dioxygen Cream), has started using three quarter-hour periods weekly on Art Green’s Magic Carpet, hour program of recorded dance music, six times weekly on WMCA, New York, on a participating basis.

ASCAP Seeks Appeal

ASCAP has applied to the Appellate Division of the New York Supreme Court for leave to go to the Court of Appeals with its motion for dismissal of the BMI-Marks suit, following a denial from the Appellate Division which upheld the ruling of the lower court [BROADCASTING, May 4]. ASCAP has been granted a stay from answering the plaintiff’s charges pending decision on its application.

AFRA Pacts

AMERICAN Federation of Radio Artists reported last week it had negotiated a contract with WEEI, Boston, and renewal contracts with WINS, New York, and WKAT, Miami. WEEI contract was described as similar to the AFRA contracts with other CBS M&O stations. The renewal contracts are about the same as before except for certain wage increases.

Toscanini Returns

TOSCANINI will return to conduct the NBC Symphony Orchestra on the BLUE beginning Oct. 31. He will conduct 12 of the 24 Saturday night broadcasts and Stokowski will handle the other half of the schedule, according to a joint announcement by Frank Mullen, NBC vice-president and general manager, and Mark Woods, BLUE president. In addition the program will be shortwaved.
Espionage Themes Allowed by Blue

BREAKING a precedent of long-standing, the Blue network has adopted a general policy of acceptance of espionage and sabotage themes in commercial and sustaining shows if the scripts follow eight standards, formulated by Dorothy Ann Kemble, Blue continuity acceptance editor. First program on the Blue to incorporate a spy theme is *Alias John Freedom*, with a hero who works under cover freeing victims from invading armies.

No program will be accepted that might tend to undermine confidence of the American people in the Government, the war effort or in the fighting forces, the Blue stated, adding that another standard in reviewing scripts forbids the outlining of any method of espionage or sabotage which might prove of aid to fifth columnists.

Dramatic scenes that depend on real places or things for development of plot are banned, as well as dramatization of the horrors of combat, the use of "alarming material, such as the bombing of civilians" and "plots drawn from actual incidents, easily recognizable, such as the Normandy fire," now under investigation by Government agencies.

Other regulations adopted by the Blue confine acceptance of scripts to specific time broadcasts of quarter-hour or half-hour duration, to prevent "cliff-hanging" episodes, and the clearance of material with any Government agency referred to or involved in the script.

NBC has not relaxed its general policy barring spy series, according to Edward K. Hitz, assistant to Roy C. Wittmer, NBC vice-president in charge of sales. One exception was made, however, last Wednesday night when NBC allowed *Bristol-Myers Co., New York* (Vitalis), to present a dramatization of fifth columnist activity in "The Case of the Whispered Word" on the *Mr. District Attorney* program. Pedlar & Ryan, New York, handles the Vitalis account.

Vincent Richard Smith

OPERATING on the theory that an advertising medium is only as good as the results it produces for advertisers, Dick Smith, partner and timebuyer of Smith & Bull Adv. Agency, Los Angeles, maintains that only through a wide experience in timebuying over every classification of radio station and every type of publication can a thorough knowledge of media be gained. Appreciating the power and coverage of major stations, Smith never discounts the ability of minors to get results on the dollar-for-dollar basis.

With these theories he joined Frank Bull, well-known West Coast sportsmaster, in forming the firm of Smith & Bull Adv. Agency in 1939. He has since successfully bought time for such well-known accounts as National Funding Corp. (finances); Seaboard Finance Co. (loans); Master Photo Finishers Ass'n. (photo developing, finishing); Zesto Bottling Co. (beverages); Samaritan Institution (treatments for alcoholism); Bible Institute (religious); Oregon Properties Inc. (real estate).

Born in New York City 41 years ago, Vincent Richard Smith went West in 1915, attending Pasadena (Cal.) High School where he played football and baseball. At 16 he joined the Navy, and before receiving his honorable discharge at close of the World War was a quartermaster. Returning to Pasadena in 1919 he became an advertising salesman and later automobile editor of the *Pasadena Post*, from which he resigned in 1924 to enter the real estate business.

Radio became his interest in early 1926 when he joined the commercial department of RGPH (now non-existent), in Glendale, Cal. Remaining with that station for three years, he resigned to become account executive of a Los Angeles sales organization then associated with KMTR KMCIC and KMIC (now KDKD). It was in 1939 that he joined Allied Adv. Agencies Inc., Los Angeles, as vice-president and account executive. He left that firm after two years to join forces with Frank Bull.

Operating from his Los Angeles headquarters he contacts stations directly by frequent trips throughout the West. An all-around sports enthusiast, he considers golf and yachting as favorites. He is active in the Lakeside and Wilshire country clubs and a member of the U.S. Coast Guard Auxiliary. The Smiths live on what he terms a "city guy's ranch" in Encino, Cal.

Herbert Carlberg, formerly with the Detroit office of Radio Sales, CBS subsidiary, has been transferred to the New York office of Radio Sales as an account executive.

Godfrey WABC Series Is Used by 11 Sponsors

ARTHUR GODFREY'S 75-minute early morning program on WABC, New York, now has 11 participating sponsors, after one year on the air, according to a large-size brochure released by the station. Godfrey's program of news, recordings, comments and guest personalities, heard 6:30-7:45 a.m. six times weekly, started April 29, 1941. Sponsors are: B. C. Remedy Co., Durham, N. C. (headache powders); Barbasol Co., Indianapolis (shaving cream); Eaton Paper Corp., Pittsfield, Mass. (writing paper); Griffin Mfg. Corp., Brooklyn (shoe polish); Illinois Meat Co., Chicago (canned meat); Lehn & Fink Prod. Corps., New York (drugs and cosmetics); Manhattan Soap Co., New York (Sweetheart Toilet Soap; soap flakes); Mutual Benefit Health & Accident Ass'n., Newark; Pepsi-Cola Co., New York; O'Sullivan Rubber Co., Winchester, Va. (rubber wheels, seals); Waste Paper Consuming Industries.

Haley Joins Army

ANDREW G. HALEY, Washington radio attorney in the firm of Porter & Haley, has entered the Army as a major and is now stationed in the Judge Advocate General's Department. Mr. Haley at one time was on the legal staff of the FCC, resigning several years ago to become partner of George B. Porter, former assistant general counsel of the FCC, in private practice. Firm is continuing under Mr. Porter as Porter & Haley.
WPB Power Order (Continued from page 21)

In addition to taking into consideration the area covered by the station. If there is only one station in a given community, he felt it would not be affected by a power shortage.

Moreover, Mr. Faik pointed out that since most stations do not operate on a 24-hour basis, he did not feel that radio would be affected in any way comparable to other non-defense users of power, except in extreme emergencies.

A different, and somewhat novel, view of the WPB order came from the Federal Power Commission, which during normal times controls power in interstate commerce. An official stated he did not feel the order would affect existing broadcast facilities but he thought it would knock out use of power for any new facilities. This official said the order was issued to forestall any kickbacks when an "extreme emergency might arise" and that it would apply mostly to unnecessary uses of power such as for store window lighting, displays, neon lights, outdoor signs, billboards, and such.

The Power Commission official recalled that when the power shortage developed in the Southeast last year, there was no cut-off of broadcast stations. Only those lighting uses in the unnecessary category were curtailed, he said. Heretofore, the Power Commission repeatedly has indicated that broadcasting is regarded as a necessary service, albeit not an essential one within the technical meaning of the war program.

Appeals Can Be Made

Leighton H. Peebles, chief of the WPB Radio Branch, asserted that the order, as now written, obviously would strike radio hard, particularly in areas where power shortages develop. He pointed out, however, that appeals to WPB are always in order and that while radio has not been recognized as an essential service within the strict war meaning, it nevertheless is regarded as a necessary one. That is the reason broadcasting has been given an A-3 priority rating on requests for additional power.

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

IRONING-OUT KINKS in the new Songs by Dinah Shore on 104 BLUE stations for Bristol-Myers Co. (Mum), are (1 to r): Trum-

man Bradley, announcer; Gordon Jenkins, musical director of the series; Dinah Shore, vocalist and star; William Lawrence, assistant production manager of Pedlar & Ryan, agency servicing the account. Looking on (standing) is Walter Johnson, who is radio director of MCA. The program is heard Friday, 9:30-9:45 p.m. (EWT).

Senate Eliminates Ouster of Watson Appropriation Rider Viewed As Being Discriminatory

Because of an evident legislative slip-up, the services of Dr. Goodwin Watson as chief analyst of the FCC Foreign Broadcast Monitoring Service may not be sev-

ered by Congressional action.

Dr. Watson has been the subject of Congressional attack for alleged Communist-front activities, prin-

cipally resulting from investigations of the Dies Committee.

A proposal, included in the Independent Offices Appropriation Bill by the House Appropriations Com-

mittee and approved by the Senate Appropriations Committee that Dr. Watson’s salary could not be paid from FCC funds for 1943, was stricken from the bill last Wednesday by Senate vote.

Sen. Barkley (D-Ky.) led the at-

placement and repair materials. Mr. Peebles also was confident that WPB would be loath to ration power if there is only one station in a community and where areas would be deprived of broadcast service. He felt certain that even if the order is not changed to exempt broadcasting, special dispensation will be given.

"Crime doesn't pay! Get it honest on KKKK.

St. Louis"

630 KC, 5000 WATTS

BLUE NETWORK

The motion was agreed to and at the suggestion of Sen. McKellar (D-Tenn.), member of the Senate Appropriations Committee, it was advocated that congressmen be appointed to meet with the House on the matter. Senators Glass, Russel, Truman, Green, McKellar, Nye and White were chosen to represent the Senate.

It was indicated in Congressional circles that Dr. Watson may be asked to appear before a special investigating group on anti-American activities which is said to be in the process of organization with Attorney General Biddle as head.

RADIO & Radar Branch has been or-

ganized in the War Production Board with Ray C. Ellis in charge. Ellis was formerly in charge of this work in the Ordinance Branch but now is responsi-

ble to Harold E. Talbott, deputy di-

rector in the Production Division.

Page 120 • May 11, 1942

BROADCASTING • Broadcast Advertising
Batt Slated to Address Chicago RMA Meeting

FEATURED speaker of the 18th annual RMA War-time convention of the Radio Manufacturers Assn. June 9 at the Stevens Hotel, Chicago, will be William L. Batt, president of the materials division and chief aide to Chairman Donald Nelson of the WPB. Mr. Batt will address the annual membership luncheon with a special message on the industry's war production program.

RMA members at the session will also vote on a proposal, recommended by the executive committee and board of directors at a recent meeting in Washington, setting up a new transmitter division. The new branch would be aimed to expand RMA war services and activities in that category. A special organization meeting for the transmitter division will be presided over by Dr. W. R. G. Baker, of General Electric, chairman of the RMA engineering department. Several other meetings of RMA committees are scheduled.

Tenative plans for a meeting of the National Radio Parts Distributors Assn. are being made by its president, George D. Barby, coincident with the RMA convention. The sessions slated for June 7 or 8, would replace the National Parts Trade Show which was cancelled because of the industry's war production program.

Flava-Bake Spots

SEEMAN BROTHERS, New York, has started its second current campaign on WABC, New York, with a participation in behalf of Flava-Bake on Alfred Hawley's quarter-hour program, Woman's Page of the Air, heard five times weekly. The sponsor also presents George Bryan's quarter-hour news program six-times weekly on behalf of Kitchen Magic J. D. Tarcher & Co., New York, handles the account.

Bogert Elected

JOHN L. BOGERT, formerly vice-president and director of research of Benton & Bowles, New York, has been elected vice-president in charge of research and development of Standard Brands, New York. James S. Adams has been re-elected president and Harold G. Cutright has been re-elected vice-president, with the additional duties of secretary and treasurer.

Brewery Spots

ATLANTIC BREWING Co., Chicago (Tavern Pale beer), has started a total of 60 one-minute announcements weekly for 13 weeks on six Chicago stations: WENR WBBM WAIT WHFC WCFL WIND. Agency is Weiss & Geller, Chicago.

WHEN TO FIRE A SPEAKER

A Developer of RAPPORT

Vocal Authority, Basic Qualities


don't Look Now, but

There's a Message for You

AND 839 OTHER BROADCASTERS

ON PAGE 31

WHITNEY to Army

ERNIE WHITNEY, radio director of Potts-Turnball Adv. Agency, Kansas City, has resigned to enlist in the Army, according to an announcement by W. J. Krebs, agency president, who said Mr. Whitney will be succeeded by Les Comb, formerly chief engineer of WBBM, Kansas City. Previous to his agency work Mr. Whitney was a writer and sportscaster.

MeCaw Promoted

J. ELROY McCAW, operator of KELA, Centralia, Wash., who was commissioned a second lieutenant in the Army Air Force last March and assigned to the Communications Branch in Washington, last week was promoted to rank of captain. He will continue his present duties at Washington's headquarters. Capt. McCaw's brother, Robert, has joined the Army Signal Corps in Seattle.

SEX of KEX

SECRET BALLOT by representatives of the Army, Navy and Marines named Paty Barham, son of KGW, KEX, Portland, as Miss Militia. Her duties under this title call for appearances at most service functions held in and around Portland. At the same time she will continue her appearance on KGW's Personality Hour and the Blue's Granpappy and His Pal, which originates at KEX.

TOPS in Bonds

RADIO is credited by Indiana for its rank as the first State to subscribe its May quota of war bonds, according to Louis Carow, publicity director of the State's war savings staff. To aid in the promotion every station in the State is believed to have cooperated in a series of special MacArthur Week broadcasts. In announcing the success of the first month's drive, Eugene Paulian, chairman of the Indiana war savings staff and owner of the WIRE, Indianapolis, credited radio with a "magnificent job.

Whitney to Army

ERNIE WHITNEY, radio director of Potts-Turnball Adv. Agency, Kansas City, has resigned to enlist in the Army, according to an announcement by W. J. Krebs, agency president, who said Mr. Whitney will be succeeded by Les Comb, formerly chief engineer of WBBM, Kansas City. Previous to his agency work Mr. Whitney was a writer and sportscaster.

MeCaw Promoted

J. ELROY McCAW, operator of KELA, Centralia, Wash., who was commissioned a second lieutenant in the Army Air Force last March and assigned to the Communications Branch in Washington, last week was promoted to rank of captain. He will continue his present duties at Washington's headquarters. Capt. McCaw's brother, Robert, has joined the Army Signal Corps in Seattle.

SEX of KEX

SECRET BALLOT by representatives of the Army, Navy and Marines named Paty Barham, son of KGW, KEX, Portland, as Miss Militia. Her duties under this title call for appearances at most service functions held in and around Portland. At the same time she will continue her appearance on KGW's Personality Hour and the Blue's Granpappy and His Pal, which originates at KEX.

TOPS in Bonds

RADIO is credited by Indiana for its rank as the first State to subscribe its May quota of war bonds, according to Louis Carow, publicity director of the State's war savings staff. To aid in the promotion every station in the State is believed to have cooperated in a series of special MacArthur Week broadcasts. In announcing the success of the first month's drive, Eugene Paulian, chairman of the Indiana war savings staff and owner of the WIRE, Indianapolis, credited radio with a "magnificent job.

25% More

Spendable Income

from Industry

Here

Worcester has money to spend. The industrial wage earner's envelope contains 25% more than it did a year ago or an average of well above $40 per week. This huge industrial Central New England Market keeps tuned to WTAG. WTAG's ratings for exceed the totals of all other stations combined — morning, noon, and night. Ask for the complete details.

When You Buy Time—Buy an Audience

WTAG

Worcester

NBC BASIC RED NETWORK

EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVE

Owned and operated by The Worcester Telegram-Gazette

WALB Staff Additions

ADDITION of two new members to the staff of WALB, Albany, Ga., has been announced by George R. Clapp who was named general manager April 20. A. T. Spies was appointed regional advertising director and Roger Vann has joined the announcing staff. John Ay Myers of the announcing staff has been appointed publicity director.

GEORGE DAVIS, musical director of Help Mat, on NBC, is the author of a book of four songs titled Songs for a New World, designed to interpret the war to children. The songs were introduced on the air recently. In addition, an article by him on the value of music as an inspiration to children, particularly in time of war, is scheduled for the September True Story.

WENDELL NILES, Hollywood announcer, having completed a narration assignment for MGM short featuring Bill Tilson, tennis star, has been signed to do the voice for another sports film.

FANNIE HURST, novelist, on June 1 will start a ten-week commentary program on the BLUE, Monday through Friday at 5 p.m.

No Argument

FORS DIPLOMATIC interests, Street's Department Store, Tulsa, sponsors two 15-minute Sunday shows titled Melody for Milady and Music Men over KVOO, Tulsa.

N. J. Copyright Bill

AN ANTI-ASCAP measure introduced in New Jersey Legislature early this year has been reported favorably out of committee and advanced to second reading in the State Senate at Trenton. Identified as Senate Bill 57, the measure seeks to stop formation of combinations to control performances of copyrighted vocal or instrumental musical compositions by exacting of license fees.
Radio Executives Club Picks List of Nominees

CANDIDATES for official positions with the Radio Executives Club of New York during its 1942-43 season were nominated at the May 6 meeting. Art Tolchin of WHN, New York, served as chairman of the nominating committee. No meeting will be held May 13 due to the NAB convention in Cleveland and the final conclave of the year will be held May 20 when officers will be elected.

Nominated for president were Tom Lynch, Wm. Esty & Co., Bill Maillfort, Compton Adv., and Murray Grabhorn, general sales manager of BLUE M & O stations; vice-president, Linnea Nelson, J. Walter Thompson Co., and Helen Thomas of Spot Broadcasting; treasurer, Peggy Stone, of Spot Sales, re-nominated. John Hymes, Lord & Thomas, current president, automatically becomes an executive vice-president along with Arthur Simshener, Peck Adv., and Al Taranto, Ted Bates Inc. Secretary nominations were Bevo Middleton, Radio Sales and Paul Frank, Weed & Co.

Disque Quits Phil Lord

BRICE DISQUE Jr., has resigned from Phillips H. Lord, New York producing farm, where he served for three years as script editor, to enter the freelance field as producer and writer. He has written a new show for Victor, dramatizations of the stories of Americans who have won the Congressional Medals of Honor, and is writing independently for several agencies.

FREE AND PETERS CELEBRATES

Regular Firm Marks a Decade of Spot
Activity With Quiet Observance

WITH staff celebrations in Chicago, New York, and branch offices, Free & Peters marked its tenth year as station representatives last Tuesday. A pioneer in the field, the company was organized May 6, 1932 as Free & Steiner with a total personnel of two men, a secretary, and no stations. Within three months seven stations had been acquired, a list that has expanded throughout the years to 30. H. Preston Peters, president, joined the firm the fall of 1932, and opened the New York offices on Jan. 1, 1934. In the fall of 1936, C. L. Steiner sold his interest in the company to Mr. Free and Mr. Peters, and the corporate name was changed to Free & Peters.

“When we got started,” James L. Free, chairman of the board recalle,

“we first had to sell stations on the idea of national representation since many stations were in doubt as to whether representation was practical. Then we had to sell the idea of spot radio to advertisers and agencies.”

“The last decade,” Mr. Free continued, “has seen not only tremendous growth in the volume of spot radio, but a development of business methods in radio. Ten years ago, rate cards, for example, were used as a starting point of negotiation. Today, rate cards of stations mean as much, if not more, than the rate cards of newspapers. Programming and selling responsibility on the part of stations have changed the objectives of selling spot time. Stations formerly wanted to sell time in half-hour and hour segments, because they were not set up to program their own time. However, the greater share of spot business today is in the form of announcements placed in relation to the station program structure. Spot announcements in themselves have become miniature programs produced with entertainment value as well as selling message.”

Last year Free & Peters acquired the rights to Sonovox an instrument that articulates sound into words, and set up with the inventor, Gilbert Wright, a separate company, Wright-Sonovox. The Sonovox has introduced production technique into spot announcements as well as programs, and with Rainsonovox, with its separate personnel, acts as creative program department for Free & Peters as well as sales representative of Sonovox.

Robson Back at CBS

WILLIAM N. ROBSON, formerly radio director of Lemen & Michaels, New York, and for the last few months assistant to Bernard Schoenfield in producing broadcasts for the OEM and WPB, has returned to CBS as a producer-director to devote most of his time to war propaganda programs. He will supervise the revision of format for Report to the Nation, CBS weekly Washington program, dramatizing the background of issues currently in the public interest. Assisting Mr. Robson on war programs will be Raymond MacDougall, free lance scriptwriter, who resigned recently from NBC’s script division.

Keep ‘Em Walking

A CAMPAIGN to encourage people to keep in “wartime trim” by walking, has been launched on WOR, New York, by John Gambling, who conducts morning set-up exercises on his Musical Clock programs. Gambling uses the words of a new song by Irving Caesar, “Walk With Uncle Sam,” as the theme for his “Walk to Work Club.” Program is sponsored by Pepsi-Cola, New York, and Club of New York, on alternate days, six times weekly.

ONE Outstanding Market

563,000 people who spend $130,-

754,000 annually in retail stores.

Three thriving cities, 29 prosperous urban communities—11,000,000 acres of the richest farm land in the world!

with ONE Selling VOICE

42.3% of the composite listening audience from 7 A.M. to 10 P.M.

— that’s the showing of WTAD in a recent survey in this area (18,244 interviews). The other 9 stations reported, ranged from 16.6% down to 1%.

about which ONE Retailer Says

William E. Winkler, Salesmanager

of the Bueter Baking Co., Quincy:

“Although we use numerous media, we spend more for radio than any other single one. WTAD is the only medium that covers our whole territory. We cannot say too much as to the effectiveness of our program over WTAD.”

SEE How Your SALES Increase

Because RADIOS Keep Tuned To . . .

SEE “930 on the Dial”

WTAD

QUINCY, ILL. C. B. S. 1000 Watts

THE KATZ AGENCY National Representative

FREE AND PETERS CELEBRATES

Regular Firm Marks a Decade of Spot
Activity With Quiet Observance

MOUNTAINOUS BOUQUET from the staff and congratulations from radio folks he’s met in the last decade seem mighty fine to James L. Free, chairman of the board of Free & Peters, representatives, at the 10th anniversary celebration, May 6, in Chicago offices of the company.

WIAH

580 Kc. • 5000 Watts

“First on all Puerto Rico Dials”

Box 4504
San Juan, P. R.
Peabody Awards Board States Position Covering Selection of Annual Honors

EDITOR, BROADCASTING: Your editorial "Peabody Error," [BROADCASTING, April 27], has been read with much interest. We appreciate this constructive criticism of the Peabody Awards.

As a matter of record, I think you and the broadcasters of the country will be interested to know that we of the university share some of the opinions expressed in your editorial. Perhaps the best evidence of this fact is to be found in the opening paragraphs of the "Report of the University of Georgia Faculty Committee on Preliminary Selections to the Advisory Board of the George Foster Peabody Radio Awards", which I quote:

"As requested by your group, we the faculty committee on preliminary selections have examined the entries for the Peabody Radio Awards and are providing herein a digest of the material which in our judgment is most eligible for these distinctions, and from which you may choose to make your selections. We understand, of course, that you do not have to restrict your choices to the entries, but may select any program or station which you deem worthy of the honor.

Public Service

"You will note that our recommendations follow the classification suggested by Edward Weeks and approved by members of your board, viz., (1) the best reporting of the news, (2) the best entertainment in drama, (3) the best entertainment in music, (4) the best educational program (including forms, quizzes, literature, art, conservation, forest protection, etc.), and (5) the most distinguished impression upon the part of a station or individual.

"Although we recognize that these classifications make for a more specific measurement of public service in radio than did the plan of last year, we question whether this arrangement offers adequate recognition of public service activities by individual stations, as contrasted with the networks. We raise this point both because some of the station managers have asked us to do so, and also because as we have gone through the entries we have been impressed by the possibility that under this arrangement all awards could go to networks, thereby depriving individual stations of the recognition and stimulus envisioned in the creation of these awards.

"To obviate this difficulty, and also to carry forward the original purposes of these awards, we feel that there should be citations to stations for over-all public service activities, in addition to the awards for the best in reporting, music, drama, and education. We respectfully recommend, therefore, that the awards tentatively designated for the best innovation on the part of a station or an individual be regarded as classifications for over-all public service activities on the part of stations as contrasted with networks."

This opinion was shared by the NAB as reported by Joseph L. Miller, the representative of this group at the board meeting in New York.

Autumn Notices

Acting in the spirit of this recommendation, and in an effort to recognize both individual stations and programs within the various categories, the shortwave stations were chosen for one of the awards. It was also decided that in preparing the rules for next year's awards, the problem of station recognition would be a matter of paramount consideration.

Mark Ethridge, one of our board members and a former president of the NAB, suggested that the NAB office in Washington might be asked to set up some objective measurement of station public service for use by the Advisory Board in making next year's selections.

As for your statement, "The rules of the game were changed without public notice to the broadcasters", a detailed announcement was issued during the fall. There should have been no misunderstanding. The station exhibits were considered by both our faculty committee and members of the Advisory Board.

If you care to publish this letter, I shall be glad to have you do so. Speaking for the faculty committee and the Advisory Board members, I can assure the broadcasters that we want these Peabody Awards to recognize meritorious public service by radio in the most satisfactory manner to all concerned. Constructive suggestions regarding future awards will be welcomed by my office and will be passed along promptly to members of the Advisory Board.

JOHN E. DREWY, Dean, Henry W. Grady School of Journalism U. of Georgia, Athens. April 26, 1942.

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

BROADCASTING • Broadcast Advertising
Advance Registration for NAB Cleveland Convention

(With Hotel Reservations Reported)

(Continued from page 18)

Dewing, H. L., WCBS, Springfield, Ill., Statler.
Ding, Dietrich, KTRI, Sioux City, Statler.
Dobyns, Merwin, KGER, Long Beach, Calif.
Dressman, Elmer H., WCKY, Cincinnati, Statler.
DuMont, Joe, KBUR, Burlington, Ia., Statler.
Duncan, L. J., WDAK, West Point, Ga.
Duncan, Walter, WNEW, New York, Statler.
Davies, Robt. E., WLM, Cincinnati, Holden.
Dwyer, Ed O., WNW, New Orleans, Statler.

E
Evans, Arthur, Canadian
Enoch, Robt., Statler.
Eighmey, F., Statler.
Dewing, H. L., Statler.
Peters, John E., WKZO, Kalamazoo, Statler.
Ferber, C. Arthur, WTAD, Quincy, Ill., Hollenden.
Fisher, Bert F. and Mrs., KOMO-KJL, Seattle, Statler.
Fitzgerald, Fred, Broadcasting, Washington, Statler.
Fitzsimmons, F. E., KFIR, Bismarck, N. D., Statler.
Flanigan, E. Y., WSPD, Toledo, Statler.
Fletcher A. J., WRAL, Raleigh, Statler.
Foster, Frank, WCED, Dubuque, Pa., Statler.
Foster, R. D., KGGB, Springfield, Mo., Statler.
Fox, S. S., KDYL, Salt Lake City, Statler.
Franck, Nathan, WCBT, Roanoke Rapids, Statler.
Fremantle, C. M., WLS, Chicago, Statler.
Freeman, Don, WMT, Cedar Rapids, Statler.
French, Carlin S., WTMV, E. St. Louis, Ill.
Frieder, O. E., Chicago, Statler.
Fomon, J. R., WGAC, Augusta, Statler.
Free, James L., Free & Peters, Statler.
Frey, M. J., KEX, Portland, Ore.

G
Gammons, Earl H., WCCO, Minneapolis, Minn.
George, Bert, WHER, Portsmouth, N. H., Statler.
Gilliland, Wm. C., KTUL, Tulsa, Statler.
Gillin, John J. Jr., WWO, Omaha, Statler.
Glide, Earl J., KSL, Salt Lake City, Statler.
Glegg, W. L., KPRD, Riverside, Cal., Statler.
Godbold, Fred, KXKO, Aberdeen, Wash., Statler.
Goldsmith, Simon, WJTN, Jamestown, N. Y., Statler.
Gordon, Mr. and Mrs. James, WNOE, New Orleans, Statler.
Graham, Arthur W., WKST, New Castle, Pa., Statler.
Gray, Jason, WCED, Dubuque, Pa., Statler.
Green, Truman, WFLA, Tampa, Statler.
Gregory, Sherman D., NBC, New York, Statler.
Grinnell, William G., WINS, Milwaukee, Statler.
Gross, Irvin, WIFAA, Dallas, Statler.
Gunzendorfer, Will, KERD, Santa Rosa, Cal., Statler.

H
Hancock, Ken K. and Mrs., WHK-WCLE, Cleveland, Statler.
Hager, Kolin, WGY, Schenectady, Cleveland.
Hagman, Clarence T., WTCN, Minneapolis, Statler.
Hagen, Gus, SESAC, New York, Statler.
Hanover, E. A., WHAM, Rochester, Statler.
Hanson, O. B., NBC, New York, Statler.
Harris, A. F., United Press, New York, Statler.
Hart, John P., WBIR, Knoxville, Statler.
Heintz, Jack, WCBS, Springfield, Ill., Statler.
Henkin, Morton, KSOO, Sioux Falls, S. D., Statler.
Herbert, C., All-Canada Radio Ltd., Toronto, Statler.
Herman, A. M., KRAP, Fort Worth, Statler.
Herman, Butts, Katz Agency, Chicago.
Herrin, Weldon, WTOC, Savannah, Statler.
Hewitt, Leslie G., KFMB, San Diego, Statler.
Hill, Wm., Mrs. Evelyn, WSNB, Birmingham, Statler.
Hill, F. E., WTAG, Worcester, Statler.
Hill, Luther L., WMT, Cedar Rapids, Statler.
Hinkley, Felix, WBH, Canton, O., Cleveland.
Hobson, Philip N., WMEX, Boston, Statler.
Hossaux, Harry H. and Mrs., WHIO, Cincinnati, Statler.
Hoffman, Edward, WMEN, St. Paul, Statler.
Hoffman, Phil, WMT, Cedar Rapids, Ia., Statler.
Hollender, W. S., John E. Pearson, Chicago, Statler.
Hollister, Herb, KANS, Wichita, Kan., Statler.
Holkins, James F., WBKJ, Detroit, Hollenden.
Hough, Harold V., WBAP, Fort Worth, Statler.
Hover, Fred E., WFIN, Findlay, Ohio.
Howard, B. C., WBVA, Richmond, Hollenden.
Howard, E. S., Scripps-Howard Nwp., New York, Statler.
Howard, E. J., WOSU, Columbus, Ohio, Statler.
Hull, Clive B. and Mrs., WDZ, Tuscola, Ill., Statler.
Hunter, Cartwright M. and Mrs., WHK-WCLE, Cleveland.
Hutchinson, W. E. and Mrs., WAFF, Chicago, Hollenden.
Hyde, Chas. A. and Mrs., WHK-WCLE, Cleveland.

I
Ingieaud, Grace E., WFIN, Findlay, Ohio.
Irwin, W. C., WSOO, Charlotte, Cleveland.
Jackson, Geo. M. and Mrs., WBOE, Terre Haute, Statler.
Jackson, Rob, KNTH, Hot Springs, Statler.
Jackson, Lowell E., Kats Agency, Chicago, Hollenden.
Jackson, Philip, KATS, Detroit, Statler.
Jackson, John, WTVG, Kokomo, Ind., Statler.
Johnson, Geo. W., KTSX, San Antonio, Statler.
Johnson, Henry P., WSGN, Birmingham, Statler.
Johnson, L. C., WBFB, Rock Island, Statler.
Johnson, Walter, WYEO, Hartford, Statler.
Johnson, Kenneth B. and Mrs., WCOL, Columbus, Statler.
Jones, E. E., WSOO, Cleveland, Statler.
Jones, J. G., WRR, Columbus, Ga., Statler.
Jones, Ryland, New York, Statler.
Jordan, Charles, WBOB, Dallas, Statler.
Kahn, A. D., KFDM, Beaumont, Texas, Statler.
Keller, Leonard, WCAE, Pittsburgh, Cleveland.
Keskela, Fred H., C. E. Hooper, New York, Statler.
Kennedy, John A., WCHS, Charleston, W. Va., Cleveland.
Kennedy, Broadcasting, Cleveland, Chicago, Statler.
Kiley, Wm. F., WBFM, Indianapolis, Indiana.

An Invitation to Visiting Broadcasters

The undersigned representatives who are in Cleveland for the NAB Convention will be happy to have you visit them at INTERNATIONAL NEWS SERVICE headquarter's, Suite 914-168 in the Hollenden Hotel.

Walter E. Moss
William Stewart, Jr.
Thomas A. Pledge
Pierre J. Huss
Sam Pew
William S. Brans

Page 124 • May 11, 1942

Breasting • Broadcast Advertising
"WHAT ARE YOUR PERSONAL PEACE AIMS?"

asks ROBERT SHANNON, President
RCA MANUFACTURING CO., INC.

— and he explains —

"Besides fighting for our liberties, our freedom and our way of life, we're fighting — because we believe that with victory will come an EVEN BETTER WAY OF LIFE!

"After the last World War new products, new services, new industries were born. The automobile business jumped from infancy to a full-grown industry. Radio, which had been considered an experimenter's novelty, became an accepted necessity in every American home.

"Immediately following the successful conclusion of this war, the creation of new goods and services— involving entirely new conceptions of value—should be even greater than the developments following the last war because, as a nation, we move faster and utilize our facilities more economically than we did a generation ago. Entirely new means of communication built around Television, Facsimile, etc., new modes of travel involving cars and planes, unlike anything we have ever seen before are but a few of the possibilities of Victory.

"The war time job of advertising is clear. Advertising, more than anything else, can make our 'will to win' a personal thing. Advertising can crystallize for each individual the tremendously important reasons for victory — his PERSONAL PEACE AIMS. By visualizing the BETTER WAY OF LIFE that will come with VICTORY, advertising can make us all doubly determined to save, sacrifice and speed war production — even beyond our most rigid estimates.

"If advertising can contribute to the fulfillment of this objective, it will have amply served our nation in its all-out Victory war program."

★ 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.
With one of the finest, best equipped mobile units in the country, KLZ is able to lead the field in unusual broadcasts.