IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT

SIX GOOD RADIO STATIONS.

FORT INDUSTRY STATIONS

**WSPD**
Toledo, Ohio
5,000 WATTS—1370 KC.
NBC BASIC

**WAGA**
Atlanta, Ga.
5,000 WATTS—590 KC.
BLUE NETWORK

**WLOK**
Lima, Ohio
250 WATTS—1240 KC.
NBC NETWORK

**WWVA**
Wheeling, West Va.
50,000 WATTS—1170 KC.
BLUE BASIC

**WMMN**
Fairmont, West Va.
5,000 WATTS—920 KC.
CBS NETWORK

**WHIZ**
Zanesville, Ohio
250 WATTS—1240 KC.
NBC NETWORK
50,000 WATTS, a clear channel, and five times the power of any station within hundreds of miles—that’s WWL!

IF THE DEEP SOUTH is on your program, just one station will do the whole job—
"YOU SHALL HAVE MUSIC"... AND MUSIC PROFITS

"You Shall Have Music" is one of the programs prepared by the ASCAP Radio Program Service. It is written by skilled commercial writers and, in a substantial percentage of stations using it, is sponsored. Any ASCAP-licensed station may have this program... and others... without cost. Let us tell you how alert stations everywhere are turning music costs into music profit.

ASCAP RADIO PROGRAM SERVICE
30 Rockefeller Plaza, New York City

MEMBER OF NATIONAL ASSOCIATION OF BROADCASTERS

Broadcast Station

WMEX

OWNED AND OPERATED BY THE NORTHERN CORPORATION

WMEX Building
70 BROOKLINE AVENUE, BOSTON
TELEPHONE COMMONWEALTH 3800

ROBERT L. MURRAY, DIRECTOR
RADIO PROGRAM SERVICE
ASCAP
30 ROCKEFELLER PLAZA
NEW YORK CITY, N.Y.

DEAR MR. MURRAY:

IT IS WITH GENUINE DELIGHT
THAT I INFORM YOU OF THE PLEASANT RESULTS
OF YOUR SCRIPT SHOWS, "YOU SHALL HAVE MUSIC".
THE SCRIPTS MAKE UP A REGULAR FEATURE SHOW
HEARD EACH MONDAY EVENING AT 10.30 OVER THIS
STATION, AND I SHOULD LIKE TO QUOTE IN PART
A RECENT LETTER RECEIVED FROM ONE OF OUR
LISTENERS IN REGARD TO THE PROGRAM:

"..........IT WAS A GRAND PROGRAM AND BROUGHT
BACK MANY PLEASANT MEMORIES THAT WE ALL LOVE
TO RECALL. THE ANNOUNCER WAS SPLENDID WITH
HIS EASY, NATURAL WAY OF INSERTING HIS OWN
COMMENTS TO AN ALREADY EXCELLENTLY WRITTEN
NARRATION."

THE SHOW IS ON A SUSTAINING BASIS AND IS
ONE OF THE MOST POPULAR NOW HEARD ON THE
AIR, OF THIS TYPE.

YOURS SINCERELY,

DEBORAH B. SPRINGER
ASS'T TO PROGRAM DIRECTOR

BROADCASTING • Broadcast Advertising

May 24, 1943 • Page 5
Biggest Listening Survey Ever Made in America's 4th Largest Market!* 

Impartial Radio Research Paid For Cooperatively Proves WAAT Invariably Delivers in North Jersey The Most Listeners Per Dollar!

As a smart time buyer you owe it to yourself to send for a detailed report (by 1/4 hours periods) of the latest Continuous Listener Survey in America's 4th largest market - conducted by the Pulse of New York... whose monthly surveys are paid for cooperatively by all major stations in this area.

This survey proves conclusively that although WAAT does not deliver the most listeners in North Jersey... it invariably delivers the "Most Per Dollar."

No wonder leading agencies and advertisers are getting "on the beam" - are placing more new national business than ever before on New Jersey's First Station! It will pay you to investigate! Write, wire, or telephone WAAT; Executive Offices, Hotel Douglas, Newark, New Jersey.

2nd Largest Audience Between 12 noon and 6 P.M. in America's 4th Largest Market

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<tr>
<th>Station</th>
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"DOLLAR FOR DOLLAR NORTH JERSEY'S BEST RADIO BUY!"

Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

Page 6 • May 24, 1943
TEN ON 1010

★ TEN THOUSAND WATTS ON 1010 KC.* ★ CLEAR CHANNEL ★ NEW RCA 10E TRANSMITTER ★ THE ONLY COLUMBIA STATION IN ARKANSAS ★ THE ARKANSAS STATION WITH THE GREATEST COVERAGE AND POWER

LITTLE ROCK, ARKANSAS

KLRA

Represented Nationally by the Katz Agency, Inc.

NEW YORK • CHICAGO • DETROIT
ATLANTA • DALLAS • KANSAS CITY • SAN FRANCISCO

★ 5000 WATTS AT NIGHT
J. Dudley Saumenig
sales manager, WIS, Columbia

SUCCESSFUL men in any field are usually versatile. Such a man is Dud Saumenig. An Episcopal parson’s son, he early acquired a taste for music in the church choir and has been the bass main-stay for many an NAB convention quartet. Golfing is another hobby . . . and he’s something of a bridge expert. But most of all Dud has lived for radio, and knows it like the palm of his hand.

Have you ever considered that the very self-same management, or sales personality, that would assure the success of a station in Rochester, say, might mean its ruination, say, in Virginia or Nevada? Well, it’s a fact—and it’s proof that you can’t buy any station just on the promise of power, or location, or kilocycles. It’s management that makes the station.

Here at F&P, one of our biggest jobs is to know about the management of the various stations in all the markets we help serve. Knowing those facts, we are in an ideal position to help you choose your stations effectively. Are you availing yourself fully of the information we have for you, here in this group of pioneer radio-station representatives?
Senate to Open Probe on Radio Legislation

Industry United As Full Committee Is Called

A LAST-DITCH effort to offset the sweeping Supreme Court decision in the network cases through legislation designed to break the FCC's newly sanctioned stranglehold on radio will be undertaken by a virtually united industry with the opening of hearings tomorrow (Tuesday) by the Senate Interstate Commerce Committee on the White-Wheeler Bill (S-814).

Following sessions in Washington all last week which saw no disposition on the part of the FCC to postpone the June 14 effective date of the chain regulations, plans were completed for presentation of an industry case supporting the White-Wheeler Bill, with modifications geared directly toward closing up the gaps afforded by the Supreme Court ruling, and to define clearly the Congressional intent as to the limit of the FCC's regulatory functions. The NAB Legislative Committee, after an all-day meeting in Washington last Wednesday, held that new legislation "is the only hope of free radio in America".

Full Committee

Seen as particularly significant was the action of Chairman Wheeler (D-Mont.) substituting the full Interstate Commerce Committee of 22 men for the hearings, in lieu of a five-man subcommittee named early in the session to consider the White-Wheeler Bill. Action was taken because of the widespread interest on the Committee in the legislation and the impetus given the whole subject by the far-reaching Supreme Court opinion of May 10, upholding the FCC's right to regulate contractual relations between networks and affiliated stations and also infringing broad powers covering all aspects of radio to the Commission.

The hearings are expected to run at least two weeks. Among the witnesses definitely slated to appear are Neville Miller, NAB president; William S. Paley, CBS president; Niles Trammell, president of NBC and chairman of the board of the BLUE. Whether Mark Woods, BLUE president, or Miller McClinton, MBS president, would appear was not clear last week. It was thought MBS would make no appearance unless the trend of the testimony by the competitive networks made offsetting testimony desirable. Mutual sided with the FCC in the litigation.

Feeling was high in the industry as the impact of the Supreme Court's opinion was felt. No petitions had been filed with the Commission seeking postponement of the regulations. A delay is still expected, either through Commission action on its own motion, as a result of Congressional suggestion, or by formal petition of any of the parties. Chairman James Lawrence Fly, however, stated last Monday he thought there was no reason for postponement and that he would not condone "dilatory tactics". After the case in favor of legislation along lines of the White-Wheeler bill is presented, it is presumed Commission witnesses will appear, led by Chairman Fly. He has opposed new legislation on all counts and had denounced the Sanders Bill in the House last session as untimely and unnecessary. Many of the features of the Sanders Bill, which encompass suggestions of the Federal Communications Bar Assn., are incorporated in the White-Wheeler measure to reorganize the FCC into two autonomous divisions and with clear-cut language as to the scope and extent of the Commission's powers. One three-man division would handle all matters relating to broadcasting and the other only those having to do with common carriers. The chairman would be the executive officer.

NAB Board Meeting

Indicating the widespread industry interest was the action of Mr. Miller in serving notice on the NAB board to be prepared for a meeting in Washington early next month. Tentatively, it is expected the 26-man board will meet in Washington June 2 or 3, NBC, CBS and BLUE called meetings of advisory committees.

Members of the Interstate Commerce Committee are (Democrats): Chairman Wheeler; Smith, of South Carolina; Wagner, of New York; Barkley, of Kentucky; Bone, of Washington; Truman, of Missouri; Andrews, of Florida; Johnson, of Colorado; Holl, of Alabama; Stewart of Tennessee; Clark of Idaho; Tunnel, of Delaware; and McFarland of Arizona. Republicans are: White, of Maine; Austin, of Vermont; Shipstead, of Minnesota; Tobey, of New Hampshire; Reed, of Kansas; Gurney, of South Dakota; Brooks, of Illinois; Hawkes, of New Jersey; and Moore, of Oklahoma.

The NAB Legislative Committee, which will keep constant watch on the legislative hearings, comprises Mr. Miller, chairman; Don S. Elias, WWNC, Asheville; Clair R. McCullough, WGAL, Lancaster; James D. Shouse, WLB, Cincinnati; and M. Russell, NBC Washington vice-president; and Joseph H. Ream, CBS vice-president and secretary.

While the five-man Senate subcommittee was designated to conduct the hearings, it was announced last Thursday that Chairman Wheeler had asked the full committee to participate because of the interest expressed by committee members in the proceedings and hearings on the White-Wheeler Bill (S-814) begin tomorrow (Tuesday, May 25) before the 22-man full Senate Interstate Commerce Committee, in the Caucus Room, Senate Office Building, at 10:30 a.m.
U. S. Coal Discs Must Be Sponsored

Interior Department to Provide Programs For Fuel Men

TRANSCRIPTIONS to be used only on a commercially sponsored basis, but not be used in local newscasts as the law now permits, will be the concern of the Subcommittee on Radio and Television of the House Appropriations Committee.

Tentatively slated to appear first will be a feature of the Federal Communications Commission's Bar Assn., original sponsor of the Sanders Bill in the House last session, some of the terms of which were supported by the Radio Section of the Interior Dept., in connection with the Order Coal Now campaign. The discs are being supplied by major coal dealers all over the country. Shipped express last week, they are now in the hands of coal dealers in about 300 localities.

Tied to the OWI national campaign, which began early this month to urge summer coal orders through thousands of free radio spots, the discs have been made available to help with local coal advertising campaigns. Messages do not directly sell coal, but show the dealer's role in the war effort, with provision for local commercial announcements.

Not for Sustaining

On the label of each record is a statement: "These programs are NOT to be used on sustaining programs but are for the exclusive use of commercial programs presented by local dealers or coal dealers' associations." The original message from H. A. Gray, Deputy Solicitor Fuels Administrator for War, outlawed dealers from distributing the disc, stated they are separate from OWI's transcriptions, distributed to 850 stations.

"The OWI radio material is being used only for a three-month period as a patriotic contribution," the message stated. "In view of the contribution of free time which the radio industry is making toward the Order Coal Now campaign," wrote Mr. Gray, "we have a distinct understanding with OWI that free time will not be requested for the records offered to the industry by this circular . . . we cannot expect radio and OWI to keep the campaign on the air continuously this summer, and with this in view, we believe the recordings described here will take up when the OWI schedule pauses in mid-June . . ."

No Description

The letter accompanying the transcriptions suggests that dealers get in touch with their local radio stations and that they should be played so they can make a selection to fit their needs. No description of the transmitted material is given. Therefore, to find out what the programs consist of, dealers are expected to contact their local stations.

Consisting of three 16-inch discs, the program material includes announcements, music and dramatic programs. First transcription carries 20 45-second dramatized spots. Second transcription consists of 10 dramatized programs and one 12½-minute musical program, "Pirates of Penzance." Two 12½-minute musical shows, "Spanish American Festival and Old-Time Music Festival," are transcribed on the third disc.

"The radio industry is doing an outstanding war service in helping to stimulate public cooperation with the full campaign," Mr. Gray said. "The effectiveness of the help of the radio industry was clearly demonstrated in a similar campaign last summer. The success of that campaign was a major contribution to the adequacy of last winter's fuel supply."

"I want to thank the radio stations and networks for their fine cooperation in helping to meet the coal problem."

Churchill 27.1 Rating

Prime Minister Winston Churchill attained a rating of 27.1 for his four-network address to Congress May 19, according to a survey made by C. E. Hooper Inc. and released by CBS. Fiorello La Guardia, who opposes the rating for President Roosevelt's Congressional message Jan. 7, reported at 27.1, or an estimate of 10,500,000 listeners. Churchill's listeners were estimated at 14,045,000.

Meservey a Major

DOUGLAS W. MESERVEY, former assistant Director of the Radio Bureau, last Friday was commissioned a major in the Army of the United States and reports to the Military Government School at Charlottesville, Va., today (May 24). He was commissioned April 17, after 17 months of Government service.

Mr. Meservey on leave of absence from NBC, where he was assist- ant Director, joined the Army as a first lieutenant in the rank of major of the network's program and talent sales department. At Charlotte- tsville, Maj. Meservey will join Maj. James C. Harrah, executive vice-president of the Scripps-Howard Radio Stations and WMPS, Memphis, who reported to the School on May 14.
Per Program Use Held Violating Agreement

BROADCASTERS who have taken out per program rather than blanket licenses for the use of ASCAP music were notified last week that programs of ASCAP music preceded or followed by spot announcements are commercial programs under the terms of the licenses and that the stations must pay ASCAP a percentage of the revenue from such announcements in accordance with the licenses provisions.

Explaining that after more than a year's experience in checking station logs and accounting ASCAP has found "certain practices which are contrary to the language and spirit of the agreement," the letter states that many stations are not accounting properly due to a misunderstanding as to what constitutes a sustaining and what constitutes a commercial program.

Amenable to Percentage

"For example," the letter continues, "a musical program containing compositions in the Society's repertoire which is preceded or followed by a spot announcement is a commercial program under the local station's program commercial license. The income from such spot announcements whether they precede or follow the musical program is amenable to percentage under a local station program commercial license.

"There should be no misunderstanding on this point because this question was discussed in detail time and again at meetings of the broadcasting industry all over the United States and the interpretation of the situation in connection with this type of income was made perfectly clear and the Society's position was reiterated over and over at each of these meetings.

"The only modifications of this understanding were contained in a letter sent to all broadcasters by the Independent Broadcasters, Inc. called Network Affiliates Inc., under date of October 17, 1941, in the contents of which letter ASCAP advised the independents. It contained that letter.

"In that letter an exception was made for spot announcements between completed programs at station breaks as well as "business suicide" as well as "business suicide as well as "business suicide as well as "business suicide."

NAB Opposed

Despite ASCAP's claim that the agreement is understood, a letter was recently received containing only such announcements as Bulova, Longine, and weather reports (when permitted) and similar announcements.

"NAB Opposed"
Supreme Court Grants KOA Hearing Right

Prohibition Given Protection by 4-2 Ruling

INTEGRITY of existing broadcast allocations was preserved in large measure by the Supreme Court last Monday in a decision preventing the FCC from modifying coverage or service of stations without prior hearing and with the burden of proof on the applicant.

The 4-2 ruling against the FCC came in the KOA-WHDH case, with the court upholding the conclusion of the Court of Appeals of the District of Columbia that the clear channel Denver station had been denied hearing and the right to intervene in the FCC proceedings, which resulted in the breakdown of 850 kc. as a Class I-A channel and the assignment of WHDH, Boston, to fulltime on that frequency.

Upholds Hearing Right

In essence, the highest court's opinion means that the FCC cannot authorize new station assignments which tend to modify the service of existing stations without according full right of hearing from the beginning. The burden of proof thus is placed on the applicant station. The end result, according to legal observers, may be the same but the FCC cannot grant applications without the participation of those stations which might be adversely affected.

The lower court, by a 4-2 split, and in five separate opinions, reversed the FCC and remanded the case for further hearing. The Commission then appealed to certiorari to the Supreme Court. The case is regarded as of importance because it makes hearings mandatory in all cases regarding modification of license where interference of any substantial character is involved.

The ruling in the KOA case came a week following the Supreme Court's decision in the network cases upholding the FCC's right to issue regulations controlling contractual relations between affiliated stations and the networks. These two cases, however, did not overlap.

FCC Chairman James Lawrence Fly stated following the court opinion, that he assumed the case promptly would come back to the FCC for hearing, so that NBC could become a party. He said he was not attempting to interpret the decision because he hadn't studied it. He added it was his understanding that the substance of the decision went only to the matter of hearing.

The Commission was given broad authority over business aspects of broadcasting in the May 10 opinion. In the May 17 ruling its au-

Full text of majority opinion in the KOA case on pp. 20-22.

Chief Justice Stone and Associate Justices Reed and Jackson were the majority. A strong overall dissent was handed down by Associate Justice Frankfurter, supporting the FCC's position throughout. Associate Justice Roberts was in the majority but submitted a brief written opinion of his own on other aspects.

Associate Justice Black, Murphy and Rutledge did not participate, the latter because he was a member of the lower court and wrote the majority opinion of that tribunal in the case. Associate Justice Black did not participate presumably because his brother-in-law, C. J. Durr, is a member of the FCC. Associate Justice Murphy was absent at the time of the argument due to illness.

Under the court's ruling, WHDH, BLUE Network outlet in Boston, could be required to return to its daytime assignment on 850 kc. No stay order, however, has been pressed by NBC, as licensee of KOA. Similarly, the FCC has authorized the removal of WJW, Akron, to Cleveland, with assignment to the same channel, resulting in further breakdown as a 1-A channel. Whether NBC will press for clearing of the channel and its return to 1-A classification was not indicated last week. Presumably nothing will be done until the court's mandate comes down in 25 days, or about June 11. The FCC, through the Solicitor General, also, if it chooses, can petition for re-

Several Replacement Programs Ready To Fill Gaps Slated for the Summer

WHILE a number of network advertisers were still indefinite last week (Broadcasting, May 17) as to the status of their programs for the summer months, new replacement programs have been set up, and several periods appear to be slated to be abandoned by their regular sponsors until the fall.

General Foods Corp., which last year carried Maxwell House Coffee Time on NBC under a new format with a change of product throughout the summer, will be off the air from July 8 to Aug. 26, with no replacement, and definitely discontinue Aldrich Family for the July 8 to 29 period, with no replacement planned.

Kraft Cheese Co. has decided on a hiatus for The Great Gildersleeve from July 4 to Aug. 25, and has not indicated plans for a substitute. Gracie Fields will give her last broadcast for the summer on the Blue for American Cigarette & Cigar Co., June 9, but replacement plans are still under discussion.

On the positive side Brown & Williamson Tobacco Co. is replacing Red Skelton on NBC, Tuesday, 10:30-11 p.m., with a former NBC show titled Beat the Band. Summer series, which stars June Grant, will be Hal Hildgeide, night club chanteuse, as both m.e. and singer, with Bob Grant's orchestra supplying the music. Parker Gibbs will direct, show originating in New York. Agency is Russel M. Seeds Co., Chicago.

Dinah Shore, singer, and Paul Whitman, band leader, and Blue director of music, are definitely set for Standard Brands summer substitute for the current NBC Chase & Sanborn Hour. First guest artist will be Eddie Cantor, May 30. Agency is J. Walter Thompson Co., New York.

New England Plan

From the New England Regional Network, J. B. Williams Co., Gladstone, Conn., will take its current program Adventures of Nero Wolf, based on Rex Stout's mysteries of the same name, and place it in the BLUE period currently occupied by the company's True or False which will be off from June 28 to sometime in September. Firm is filling the resulting vacancy on NERN hearing, though such grants are rare.

The case was argued before the court April 8 by Philip J. Hennessey Jr., member of the law firm of Segal, Smith & Hennessey, for NBC-KOA, and by Paul A. Freund, special assistant to the Attorney General, for the FCC. It was regarded as a significant victory for radio.

Both the lower court and the Supreme Court were divided on the issue. In the lower court, there were five separate opinions by six judges. In the highest court, with only six judges sitting, there were three separate opinions.

Procedural Questions

Justice Roberts, in the majority opinion, recited that the case presented important questions of procedure arising under the radio provisions of the Communications Act. After reviewing the history of the KOA case from its inception in 1938, he pointed out that the Commission granted WHDH authority to operate fulltime in lieu of daytime with 5,000 watts on the KOA clear channel, on April 7, 1941. NBC, in KOA's behalf, then appealed to the lower court which concluded that the Commission's action affected a modification of KOA's license and that consequently it was entitled to participate in the proceedings.

The FCC contended that grant of the WHDH application did not amount to an additional modification of KOA license because the FCC has the right to modify its rights in such fashion as to require KOA to be permitted to intervene, and that KOA was not denied any substantial right of participation, since it did appear at oral (Continued on page 50)
"WE'LL BUY IF YOU USE W-H-O!"

Thanks to a Survey made by the Iowa Pharmaceutical Assn., you now have confirmation of what merchandising help your Iowa druggists, themselves, say they want.

They want W-H-O!

The Association itself made the Survey early in 1943. They asked members: "What state-wide advertising medium helps to sell the most goods for you?"

Replies were received from every county in Iowa. When tabulated, the score stood as follows:

87.4% said Radio
7.8% said Large Newspapers
4.5% said Farm Papers
0.3% said Billboards

Among those druggists who mentioned any particular station, the score stood as follows:

- WHO ------------ 65.1%
- Station B -------- 13.7%
- Station C -------- 3.6%

(No other station received more than 3% of votes.)

We thought these figures might help you make your 1943 radio plans in Iowa. The complete Survey will be gladly sent on request. Or ask Free & Peters.

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

BROADCASTING • Broadcast Advertising
Ivanization

ALLIED INVASION of Europe may take place anywhere between May 25 of this year and the spring of 1944, according to the diverse opinions of members of the International Division. Joining in a pool, which will "pay off" when the first wave of United Nations forces lands on the Continent, writer-announcers in the Italian section named May 25, while the German-speaking representative foresees no action till next spring. Two French news analysts have placed their bets on June 22, an English writer has selected July 4, and a Turkish broadcaster marks Aug. 7.

Joe Lopez Heads WEAN; Women Assisted Named

MANAGERSHIP of WEAN, Providence, has been added to the duties of Joe Lopez, Bridgeport, where he is manager of WICN. The announcement came from John Shepherd 3rd, general manager of the Yankee Network, on May 18.

Mr. Lopez takes over position vacated when Malcolm Parker was inducted into the Army. Rose Powers has been appointed assistant station manager of WEAN, and Florence Ballou has been made assistant station manager at WICC.

American Express Show

AMERICAN EXPRESS Co., New York, will promote the use of its travelers checks on a twice-weekly program on WQXR, New York, titled American Express Cavalcade of Music, effective May 24. Aired Monday and Wednesday 9:30-9:55 p.m., the broadcasts will present recorded comedy and show music. Further radio advertising plans are not yet set. Firm used several small stations in the New York area last month to promote use of American Express drafts among listeners sending money to relatives in Great Britain. American Express Co., New York, handles the account.

Religious Group Offers Award In Promoting Understanding

A THIRD annual award for radio programs was established last week when the National Conference of Christians & Jews announced that it would give Awards of Distinction and Merit for programs in several fields, which make outstanding contributions "to an understanding of the American tradition of fair play, respect for the rights of others, and the concept of harmonious collaboration among Americans of all faiths."

The new award will take its place as an annual event beside the previously established Peabody Awards and the DuPont Award for public service.

Explaining that it is aware of the importance of radio in the promotion of its objective, the Conference said "we should like to give public recognition to the individuals and programs in radio that contribute to a wider understanding of our American heritage."

Awards will be given to programs in several fields: straight dramatic, playlet, religious, children's programs, musical programs, women's programs, serials, and special events. Presentation will be made during Brotherhood Week, the week of Washington's birthday.

Stations and members of the industry have been invited to submit nominations during the course of the year for consideration of the Board of Judges.

The National Conference of Christians and Jews was established 15 years ago "to promote justice, unity, understanding and cooperation among Protestants, Catholics, Jews and the United States, and to analyze, moderate and finally eliminate intergroup prejudices."

Butcher a Commander After African Victory

PROMOTION of Lt. Com. Harry C. Butcher, former CBS vice-president, and naval aide to Gen. Dwight D. Eisenhower, to rank of full commander was reported in Washington last week, effective early last month.

Com. Butcher, a Naval reservist prior to Pearl Harbor, initially was called to active duty in the Navy Department in June, 1942, in the office of the Director of Naval Communications. Subsequently, he was sent to London as aide to Gen. Eisenhower, as commanding general of our forces there, and went to North Africa on a mission before the launching of the campaign there last fall. Com. Butcher returned to the U.S. in March, and was placed on the official mission for Gen. Eisenhower. His promotion, a "spot" elevation in rank, was understood to have been recommended of Gen. Eisenhower.

CAB to Meet

DISCUSSION of an appearance before the 1943 Parliamentary Committee on Broadcasting, which is expected to start its sittings at Ottawa early this summer, will be a major item on the agenda of the meeting of the board of directors of the Canadian Assm. of Broadcasters this week, according to an advance report made by the CAB.

The agenda is also expected to include a report on the latest Canadian manpower regulations as they affect broadcasting.

Krelstein Permanent

NEW general manager of WMPS, Memphis, is Harold R. Krelstein, whose permanent appointment has been announced by Jack Howard, president of the Memphis Broadcasting Co. Mr. Krelstein joined WMPS in 1939 as a salesman and became commercial manager in 1940. Before coming to WMPS he was a salesman for transcribed radio shows.

MEETING IN CINCINNATI to settle problems arising from OWI regional activities, representatives of stations in Michigan, Ohio, West Virginia, Kentucky and Indiana were promised that the Government would place increasing reliance on chain break announcements. At a cocktail party given by WLW following the session (1), William M. Thompson, field representative for OWI; James D. Shouse, Crosley vice-president in charge of broadcasting, WLW-WSAI; Katherine Fox, coordinator of war activities, and public service director for WLW-WSAU; and William Spire, chief of the Allocations Division for the OWI Radio Bureau, Washington.
NOWADAYS the Public demands—above all things—News. WSIX is currently running a total of 75 quarter hours of sponsored news broadcasts and commentaries per week.

Through its policy of giving the Public what it wants, WSIX, “the Voice of Nashville,” has built a tremendous audience for all its advertisers.

For rate card, coverage data and availabilities, contact the station or Spot Sales, Inc., National Representatives.

Member Station The Blue Network and Mutual Broadcasting System
Baudino Is Named Manager of KDKA
Rock Entering Marine Corps; Myer succeeds Baudino

WITH THE departure of James B. Rock, general manager of KDKA, Pittsburgh, to accept a commission in the Marine Corps, appointment Joseph E. Baudino, assistant to the general manager of Westinghouse Radio Stations, as his successor, was announced last Friday by Lee B. Wailes, WRS general manager.

Mr. Rock began his leave effective today (May 24) but has not yet been sworn in. An engineer, it is expected that he will be assigned to the communications division of the Marine Corps about June 1.

Myer Promoted

Simultaneously, Mr. Wailes announced promotion of Dwight A. Myer, KDKA chief engineer, as Mr. Baudino's successor in Philadelphia. Theodore C. Kenney, assistant chief engineer of KDKA, is advanced to Mr. Myer's position. The three promotions followed closely the recent promotion of

Mr. Baudino

Mr. Myer

W. B. McGill, KDKA sales manager, to general advertising manager of Westinghouse stations in Philadelphia; departure of John S. deRussy from Pittsburgh as KDKA sales manager to the same post at KYW, Philadelphia; and appointment of Frank V. Webb, former assistant sales manager of WRS in Philadelphia, to the Pittsburgh post.

Mr. Rock's Marine Corps status has not been announced and won't be until he is sworn in. He leaves KDKA after 2 1/2 years as its manager. Prior to that he was at Philadelphia headquarters as assistant to the manager in charge of technical operations. He joined Westinghouse in 1927 and spent two years as an engineer at KDKA and KYW, then in Chicago. After five years with RCA, Mr. Rock rejoined Westinghouse in 1937 as assistant manager of the radio division. He is a native of Milwaukee and a graduate of Illinois U. in 1923. The Rocks have two children, Stephen Clark, 2 1/2, and Janet Foote, 1 1/2. Mr. Baudino, also an Illinois U. graduate in 1927, has been with Westinghouse since that time. In 1931 he was chief engineer of WBZ, Boston, but returned to KDKA in 1936. He supervised the installation of the 50 kw. transmitters and studios at WBZ, KDKA and KYW. He succeeded Mr. Rock in Philadelphia in 1940 as assistant

NEW MARINE

James B. Rock

AAA Told to Face Manpower Drain

War Contributions Will Not Get Special Consideration

PRaisE for their contributions to the war, and their cooperation in further war campaigns now being developed, was given advertising agencies of the country at the 26th annual meeting of the American Assn. of Advertising Agencies, held at the Waldorf-Astoria, New York, last Thursday and Friday.

At the same time, the agencies were told they must perform these important war tasks as well as their regular services to clients without any special consideration for personnel from the draft boards. Brig. Gen. William C. Rose, chief of executive services, War Manpower Commission, told the agency men to prepare to lose all of their able-bodied draft-age men to the armed services before the year is out and urged them to begin immediately to train women and older men to take over these jobs. Without in any way minimizing the value of advertising's wartime contribution, Gen. Rose said that there is little likelihood of advertising being included in the "essential industry" list that is being prepared and that men are being taken from war plants into the armed forces.

Howard Cooley, director of the Copper Division, War Production Board, explained that the Government's program of standardization and simplification does not generally involve adherence to "Victory Models" as was done in the case of bicycles, but that usually only one or a few parts of a manufactured product must be standardized to comply with Government specifications for maximum amount of material, minimum standards of quality or performance and price range, permitting the maximum of individuality that is compatible with the nation's war needs.

Raymond Rubicam, chairman of the executive committee, Young & Rubicam, president at the Thursday afternoon session, at which Raymond Moley of Newsweek discussed post-war planning and De Witt MacKenzie of AP reported on a recently completed 36,000-mile tour of the battle areas of Europe, Africa and Asia.

Fighting Inflation

Opening the Friday morning meeting on agency war services, Dr. Herman Hettinger, campaign manager on inflation for the Office of War Information, outlined the task advertising is being asked to perform to help prevent inflation, which he described as one of advertising's toughest assignments. In addition to explaining, briefly and simply, the complex economic and social factors involved, he said advertising copy on the subject should get across seven basic positive advertising appeals.

He said it must urge the public to buy and hold as many War Bonds as they can afford; to pay willingly any taxes — increased taxes — that the country needs; pay up all old debts and avoid making new ones; provide for the future with adequate insurance and savings; pay no more than ceiling prices and buy rationed goods only by exchanging stamps; buy only what they need and make what they already have last longer; don't try to profit from the war by asking for either higher prices or higher wages.

Recruiting Womanpower

Advertising's part in solving the manpower problem was presented by a three-part discussion introduced by A. O. Buckingham, vice-president, Cluett-Peabody & Co. and Advertising Council Co-ordinator on this campaign. Citing public opinion surveys on the present unwillingness of most women to take work outside their homes and of most men to let their women and children work in their families work unless it is an economic necessity, Mr. Buckingham outlined the need for an intensive job of reeducation.

William Herndon of J. Walter Thompson Co., volunteer agency which developed the campaign, outlined the localized campaigns (Continued on page 41)

Allen L. Billingsley Elected Chairman Of AAAA's Board At N. Y. Convention

ALLEN L. BILLINGSLEY, president of Fuller & Smith & Ross, Cleveland, was elected chairman of the board of the American Assn. of Advertising Agencies at the opening session of the AAAA's 26th annual meeting, held at the Waldorf-Astoria Hotel, New York, last Thursday and Friday. Other sessions were devoted chiefly to the effects of the war on advertising agency operation, and the part the agencies are performing in the war effort (see story on this page).

Other officers elected at the meeting are: Emerson Foote, president, Foote, Cone & Belding, New York, vice-president; Robert E. Grove, vice-president, Ketchum, MacLeod & Webber, New York; treasurer; John L. Anderson, secretary and treasurer, McCann-Erickson, New York, treasurer. John Benson continues as AAAA president, having been elected to a four-year term in 1940. Other officers are elected for one-year terms. Frederic R. Gamble continues as managing director.

Members-at-Large of the AAAA Executive Board elected at the meeting for three-year terms are: J. C. Cornelius, executive vice-president, BBDO, Minneapolis; J. F. Oberwinder, vice-president, D'Arcy Adv Co., St. Louis; William Heydel, partner, Newell-Emmet Co., New York.

Other Members


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BROADCASTING • Broadcast Advertising
In the Hudson Circle, where the cities are scattered and the conductivity only fair, it takes power to put together a 1½-billion dollar retail market. WGY—with the region's highest power (50,000 watts) and the lowest frequency (810 kilocycles)—is the only station that can do it.

*Within a radius of 100 miles from Schenectady, there is only one outlet for NBC, the most popular network, and that is WGY. NBC's great shows, plus the foremost local productions, give WGY 3½ times as many listeners as the next nearest station.*

WGY's first listeners heard it over crystal sets 21 years ago. Later they were the first listeners in the world to be served by a 50,000-watt station. Today, WGY is a regular listening habit in the 1,045,700 radio homes of the Hudson Circle.

*Schenectady PLUS Troy, Albany, Pittsfield, Utica, Binghamton, Rome, Burlington, Kingston, Watertown, Elmira, Amsterdam*
U. S. Rubber Co. Adopts Policy for Symphony Series
Will Feature Carl Van Doren As Intermission Speaker

THE BIGGEST decision United Rubber Co. had to make before assuming sponsorship of the New York Philharmonic Symphony broadcasts on CBS [BROADCASTING, May 10] was whether or not these concerts ought to be sponsored at all, according to Thomas E. Young, director of advertising. Once that had been settled, he said, the company was faced with the consequent problem of keeping its commercials on the same high plane as the music of the orchestra.

"As a commercial company we have to look at our expenditure from the commercial side," he stated. "What we bought was the audience of the Philharmonic. If we handle our part of the programs with intelligence and good will we will have made a good venture."

Van Doren Gives Talks

To adapt the Philharmonic concerts to the long range planning of the sponsor, only two changes in the present format were necessary, explained Paul M. Hollinger, CBS vice-president in charge of advertising, stated. The intermission periods, formerly devoted to "philosophic musical commentaries," will henceforth feature Ca., a historical and literary historian and author, in a series of brief word pictures of the circumstances surrounding historic spoken or written words of national figures.

A rehearsal recording was played of the opening episode, in which Mr. Van Doren described the nation scene at the time of Abraham Lincoln's election to the Presidency, with Frederic March reading Lincoln's farewell address to his fellow townsman of Springfield, Ill.

Audience to See Full Show

This program, broadcast May 23, first time the Philharmonic ever has been heard under commercial sponsorship, presented Bruno Walter as guest conductor. Other guest conductors will direct the concerts until the beginning of the regular Philharmonic winter season on Oct. 10, when present program director, Dr. Artur Rodzinski, will take over the baton permanently.

During the summer the full broadcast, concert and intermission feature, will be witnessed each week by the audience in the hall. In the winter, however, these seats are being reserved for members of the Philharmonic subscribers, and the intermission feature cannot be broadcast from the stage of Carnegie Hall but must come from an outside studio. U. S. Rubber Co. Mr. Young said, will distribute tickets to listeners wishing to see the historical part of the programs, after which they will hear a round-up of

LOCAL BOY MAKES GOOD. Eddie (Michael) O'Shea, (c) former member of THE WCFL Playhouse, returns to Hartford for the preview of his first motion picture, 'Lady of Burlesque' in which he co-stars with Barbara Stanwyck. Station personnel at a testimonial dinner are (1 to r): James F. Clancy, sales promotion manager; Leonard Patricelli, program manager; O'Shea; Paul W. Morency, general manager; Paul Lucas.

Spot Announcements Receive Big Play
At Luncheon of Radio Executives

SPOT announcements stole the spotlight from daytime serials and other programs in a panel discussion of "Radio Programs and Radio's Future" at the luncheon meeting of the Radio Executives Club of New York last Wednesday. Ben Gross, radio editor of the New York Daily News, opened the discussion by berating the operators of independent radio stations for their lack of courage in experimenting with new forms of entertainment.

"You're Placing an Egg-Beater"

These stations, he declared, "take a stack of recordings and stir in commercial announcements with an egg-beater." He warned them that although this practice may be profitable at the moment, unless they develop good studio programs they will eventually lose their audiences.

Linnea Nelson, buyer of W. J. Walter Thompson Co., admitted that stations are flooded with spot announcements but added that an agency trying to buy local studio programs has a hard time finding any and that under present conditions it is impossible to record such a program for use on other stations. "As long as the stations sell them and they produce results, we'll buy spot announcements," she concluded.

Speaking for the independent, CBS world news and then the concluding half of the concert. It was felt that the complete hour-and-a-half broadcast would be too long for a studio audience unable to see the orchestra. For concert-goers wishing to hear the mid-concert part of the broadcasts, they will be piped into a gallery at Carnegie Hall, Mr. Young stated.

Difficulties between the Philharmonic Society and Local 892 of the AFM over Dr. Rodzinski's dismissal of several of the orchestra's employees are being settled. Agency is Campbell-Ewald Co., New York.

station, Herbert L. Petey, managing director of WHN, New York, said that when a station builds a program and presents it to an agency, the agency asks for a rating and when the program had been kept on sustaining long enough to get a rating the agency then asks about availabilities before and after the program. All salesmen follow the line of least resistance, he said, "so long as we have availabilities for announcements and salesmen willing to buy them, we'll sell them."

Mr. Petey also said that program experimentation is expensive, citing WHN's "Gloom" broadcast from 9 a.m. to 1 p.m. each weekday with "everything live except some recorded spot announcements." WHN finds the program worthwhile at a cost of about $4,000, he said, but added that five independent stations outside New York and Chicago could afford such exploitation on day-time programs.

C. L. Merser, NBC Vice-President in charge of programs, stated that at present the spot announcement is an economic necessity for many stations, some of which derive as much as 65% of their total income from this source.

Jerry Frankan, radio editor of PM, agreed with Mr. Gross that stations should present more live programs.

Leonard Callahan, of SESAC, moderator of the panel discussion and responsible for planning and presenting the luncheon feature, said he had found many stations in small towns doing a real job in serving their listeners with entertainment and news, giving local talent a chance to develop, selling bonds and promoting other Government wartime programs, even when their complete personnel totals only two or three persons.

Out-of-town guests at the meeting included Harry H. Hoessly, WHK; Columbus, O.; James Woodruff, WRB, Columbus, Ga.; John T. Parsons, WBRK, Pittsfield, Mass.; Ray Fisher, Walker Co., Chicago;

TRANSFER OF KEVR TO TALBOT GRANTED
EVERGREEN Broadcasting Corp., operator of KEVR, Seattle, was granted consent of the FCC last week to transfer control of the station to A. V. Talbot from Walter L. Wyckoff and Fred Bianco by transfer of 960 shares (72%) of issued and outstanding stock of the licensee corporation. The proposed amount to be paid is $25,000.

Mr. Talbot controls Hartley Rogers & Co., Seattle, underwriters, sellers and traders in investment securities, and owns 100% Bellingham Marine Railroad & Boatbuilding Co., Bellingham, Wash. He had 95% interest in the Olympic Broadcasting Co. which applied for a contract permit for a station in October, 1941. The application was dismissed without prejudice in November, 1942, at the request of the applicant, because of wartime material shortages. At one time he owned an interest in KWLK, Longview, Wash., which he sold several years ago.

Mr. Wyckoff, of Seattle, is in the investment business and Mr. Bianco is president of Seattle Satellite Building & Dry Docking Co. and the Bianco Coal Co. Minority stockholders are McCaw, Hurst, Petry, and W. K. Stratemeyer, Seattle insurance man, 19.5%.

WFTL Seeks Approval Of Removal to Miami
REMOVAL of the main studios of WFTL, Fort Lauderdale, from Miami, contingent upon granting of the application for sale of the station by Ralph A. Horton to the Ford Industry Co., for $275,000, is sought in an application filed last week with the FCC. The removal application is coincident with that seeking transfer of the station [BROADCASTING, May 17].

WFTL now licensed as a Fort Lauderdale station with primary studios in that city and with secondary studios in Miami. The application for license in Miami would designate the main studios in Miami and the secondary ones in Fort Lauderdale. The application for the transfer is awaiting FCC action.

Pack Entering Service
DICK PACK, director of publicity of WOR, New York, will leave the station shortly to enter military service. He reports to Camp Upton, N. Y., June 1. Before joining WOR three years ago, Mr. Pack was director of publicity and continuity of WNYC, New York's municipal station and was assistant to the press department and trade news editor, replacing A. B. D. Oppenheim, who was director of publicity and advertising for Jay Thorpe Inc., New York, previous to coming to WOR last year. Succeeding Mr. Oppenheim as trade news editor is Bob Davis, who has been on the station three years.

It is estimated that about 200,000 people have moved into the Baltimore area since 1940. While this has been largely due to Baltimore's importance as a war industry center, it represents also the acceleration of a trend which has been apparent for 25 years.

The 1940 census showed that Baltimore had added 300,000 in population in the preceding 30 years. Over a 24-year period (1914-1937) in the number of manufacturing wage earners most eastern cities including New York, Philadelphia, and Boston showed an actual decrease, while Baltimore showed an increase of 31.7%. The census showed that Baltimore was growing more rapidly than any other Eastern seaboard city—moving into 7th place among the cities of the United States (according to the recent Survey of Buying Power by Sales Management magazine, Baltimore is now 6th city). In value of manufactured products all cities showed an increase—but none came close to the 211% increase of Baltimore. This same situation existed in increased payrolls.

So Baltimore's present war time "boom" is simply accelerating a 25-year trend—a trend that seems destined to carry Baltimore to even greater heights in the post-war world.

Number One of a Series
For further information about Baltimore of the present or future, write WBAL or the Baltimore Association of Commerce.
FOLLOWING is the text of the majority decision of the Supreme Court of the United States (No. 585, October term, 1942) handed down May 17 in the case of FCC Petitioner, vs. NBC Inc. (KOA), et al., on writ of certiorari to the U. S. Court of Appeals, District of Columbia (see dissenting opinions on pages 22 and 24): Mr. Justice ROBERTS delivered the opinion of the Court. This case presents important questions of procedure arising under Title III of the Communications Act of 1934. The respondent is licensed to operate station KOA at Denver, Colorado, on a frequency of 850 kc. Station WHDH, of Boston, Massachusetts, had a license to operate, daytime only, on the same frequency. October 25, 1938, WHDH applied to the Commission for an increase in power and for operation unlimited in time. The Commission set down the application and designated certain issues for hearing, of which the following are pertinent: To determine whether the interests of any other stations may be adversely affected by reason of interference, particularly KOA and other named stations; to determine whether public interest, convenience or necessity would be served by modifying the rules governing standard broadcast stations to authorize the proposed operation of WHDH. Effect of FCC Rules On Status of KOA The Commission's rules presumed the operation of a second station at night on KOA's frequency; provided that an application not filed in accordance with its regulations would be deemed defective, would not be adjudicated, and would not be acted upon.2 The applicant, and also that if an applicant desired to challenge the validity or wisdom of any rule or regulation he must submit a petition setting forth the desired change and the reasons in support thereof.3 The respondent petitioned to intervene. Its petition was denied. It then moved to dismiss WHDH's application for failure to conform to the rules and regulations. The motion was denied. Meantime the Commission, and apparently believing that, in view of the possible alteration of the rules concerning standard broadcast stations, questions of policy might be involved and that its decision in accordance with §§ 409(a), the hearing would have to be conducted by a member of the Commission,4 designated Commissioner Case to conduct the hearing. No hearing was held under the original notice. A new notice was issued which indicated that the Commission did not then contemplate the promulgation of substantive rules but intended merely to afford the applicant an opportunity to urge that they be construed in the applicant's favor. Issues specified in the second notice were "to determine whether or not the Commission's Rules Governing Standard Broadcast Stations, particularly Sections 3.22 and 3.25 (Part III) of the regulations precluded the granting of the application" and to determine the nature, extent, and effect of any interference which would result from a grant of the application, particularly with Station KOA and others named. The inquiry thus limited could be heard before an examiner under Sec. 408 of the Act. Accordingly the Commission withdrew the designation of Commissioner Case and assigned an examiner. A hearing was held Jan. 29 and 30, 1940, and by a two-commissioners' decision not permitted to appear or participate. Dec. 9, 1940, the Commission promulgated proposed findings of fact and conclusions. Two commissioners dissented. The regulations, promulgated Secs. 3.22 and 3.25 of the regulations precluded a grant of WHDH's application. Three voted to modify those regulations and to grant the application. Respondent then filed its second petition to intervene, which was denied. The Commission subsequently, on its own motion, permitted respondent to file briefs and an oral argument. Amicus curiae. April 7, 1941, the Commission adopted a final order amending Sec. 3.26 of the rules and granting the WHDH application, two commissioners dissenting. Rehearing Petition Filed by KOA Respondent filed a petition for rehearing pursuant to Sec. 405 of the Act. This was denied. Thereupon respondent gave notice of appeal to the Court of Appeals of the District of Columbia, which concluded that the Commission's action affected a modification of respondent's license and consequently the appeal entitled the respondent to be heard by a party and to participate in the hearing. The court below therefore reversed the Commission's order and remanded the case for further action. The respondent contends that it was entitled, as a matter of right, to participate in the hearing before the Commission on the question of the granting of WHDH's application and that its rights in this respect were not satisfied by permitting it to file a brief and present an argument. It further insists that the Commission's proceeding was invalid due to the provisions of Secs. 402(b) of the statute, the failure to comply with the procedural rules then in force, and the arbitrary and capricious action taken. Finally, the respondent asserts §§ 405 and 406(2), of the Act, relating to rehearing and § 402(b)(2) granted it an appeal. The petitioner urges the grant of WHDH's application did not amount to a substantial modification of KOA's license or so affect KOA's rights as to require that KOA be permitted to intervene and that, in any event, KOA was not denied any substantial right of participation in the proceeding. Interference Found In Decision by FCC First. We are of opinion that respondent was entitled to be made a party. Section 312(b) of the Act provides: "Any station license hereafter granted ... may be modified by the Commission ... if in the judgment of the Commission such action will promote the public interest, convenience, and necessity; Provided, however, That no such order of modification shall become final until the holder of such outstanding license shall have been notified in writing of the proposed action and the grounds or reasons therefor and shall have been given reasonable opportunity to show cause why such an order of modification should not issue." The Commission found that there would be interference with KOA's broadcast in the eastern part of the United States if WHDH's application were granted. The Commission's own reports to Congress show that at night a small proportion of the urban population and a much larger proportion of the rural population of the country enjoy only such broadcasting service as is afforded by clear channel stations. KOA, one of the stations upon which this service depends, has operated continuously at Denver since 1924 and has used a clear channel upon which only one station is permitted to operate during normal daytime hours. Further, the Commission's regulations (§§ 3.22 and 3.25) KOA had, therefore, little or no channel interference from any station located within the United States. In addition, its signals throughout the United States were free, and entitled to remain free, of channel interference from any station in Canada, Mexico or Cuba, pursuant to the provisions of the North American Regional Broadcasting Agreement. The Commission's order deprives KOA of freedom from interference in its night service over a large area lying east of Colorado. For the same reason, and more, the order opens the way for Canada, Mexico, and Cuba, signatories to the broadcasting agreement, to acquire the right to operate stations which may cause channel interference at night on KOA's frequency within the United States. The respondent urges that it can be shown that the service of WHDH, while interfering at night with that of KOA, would not be a service equally useful, and that the grant to WHDH adds a new primary service to an area already heavily supplied with such service. In its petitions to intervene, the respondent called attention to the terms of its existing license, asserting that the grant to WHDH would cause interference in areas where KOA's signal was interference free; that respondent would be aggrieved and its interests would be prejudiced by the operation of the application and that the operation proposed by WHDH would not be in the interest of public convenience and necessity; that a grant of the application would result in a modification of respondent's license in violation of § 312(b) and would result in a modification of the Commission's regulations without such a hearing as is required by § 303(f) of the Act. In its petition for rehearing the respondent elaborated and reiterated the reasons embodied in its motions for dismissal of the petition and its petitions to intervene. No Application To Case, FCC Claims The Commission says that the section has no application to this case. It asserts that the proceeding was an application by WHDH for modification of its station license and that, under § 309(a) of the Act, the Commission might have acted on the application without any hearing. So much may be conceded, if nothing more were involved. But the grant of WHDH's application, in the circumstances, necessarily involved the modification of KOA's outstanding license. This petitioner denies, saying KOA's license granted no more than the privilege of operating its station in a prescribed manner and that the grant of WHDH's application in nowise altered the terms of KOA's license. This contention stems from the circumstance that KOA's license authorizes it to operate a transmitter of 50 kw. on the frequency 850 kc at Denver. The petitioner says that the grant of WHDH's application affects none

2 Secs. 3.22 and 3.25.
3 Sec. 1.72.
4 Sec. 1.71.
The Prestige and Popularity of 
KLZ'S NEWS SERVICE
Are Wrapped Up in These Words!

NEWS, as KLZ gathers, edits, and broadcasts it, is a major, full-time service operated by a full-time staff of experienced newsmen.

The management of KLZ is innately news-minded and for that reason has concentrated relentlessly on this phase of its service. With a managerial background of newspaper know-how, KLZ has manned its news staff carefully with highly trained and experienced personnel.

News editing, as KLZ does it, is infinitely more than tearing off a wire report from a teletype on the way to the microphone. KLZ has established an inimitable record of scoops and news beats in this area because of its sincerity of purpose, its facilities, its staff, and its know-how.

That's why listeners in the Denver region regard KLZ as their most reliable, thorough, and complete news source.
of these terms. But we think this too narrow a view. When KOA's license was granted the Commission's rules §§ 3.21 and 3.25 embodied these provisions:

"The frequencies in the following tabulation are designated as 'exclusive' and are reserved for use by the classes of stations given:

(a) To each of the channels below there will be assigned one class I station and there may be assigned one or more class II stations operating limited time or daytime only.

The power of the class I stations on these channels shall not be less than 50 kilowatts." 850 kc. was one of the frequencies appearing on the schedule forming part of the rule.

Rules Incorporated In Terms of License

These rules were incorporated into the terms of KOA's license which granted a frequency of 309 kc., and a power of 545 kw. If the rule were altered in any respect to deprive KOA of what had been assigned to it, and to grant an application which would create interference on the channel given it, that was in fact and in substance to modify KOA's license. This being so, § 312(b) requires that it be made a party to the proceeding. We can accord no other meaning to the language of the proviso which requires that the holder of the license which is to be modified must have notice in writing of the proposed action and the grounds of the proceeding. This also is a reasonable opportunity to show cause why an order of modification should not issue.

Certainly one who is to be notified of a proceeding, and whose showing to show cause is not to be considered a stranger to the proceeding but is, by the very provisions of the statute, to be made a party. The very notices issued by the Commission show that by that knowledge there would probably be an interference with KOA's signals and that KOA was required to be brought in as a party. A licensee cannot show cause unless it is afforded opportunity to participate in the hearing, to offer evidence, and to exercise the right of appeal.

Much is said to the effect that KOA was not in fact injured, because the Commission permitted it to file a brief amicus curiae and to present oral argument. It is beside the point to discuss the Commission's action in the last instance, and the privileges accorded by the Commission to one denied intervention since we are of opinion, as already stated, that, under the terms of the Act, the respondent was entitled to participate in the proceedings.

Jurisdictional Issue Raised in Proceedings

Second. While the Commission did not urge before the court below, and did not advance as a reason for the grant of certiorari, that respondent was not entitled to apppellate jurisdiction, this matter was argued here and, as it raises a question of jurisdiction, we shall consider it.

It would be anomalus if one entitled to be heard before the Commission should be denied the right of appeal from an order made without hearing. We think the Act does not preclude such an appeal. Section 402(b) (2) permits an appeal of right of the District of Columbia by "any person aggrieved or whose interests are adversely affected by any decision of the Commission granting or revoking or modifying an existing station license. If, within the intent of the statute, the interests of KOA would be adversely affected, or if they should be aggrieved by granting the application of WHDH, then the statute grants KOA a right of appeal.

In Federal Communications Commission v. Sanders Bros. Radio Station, 309 U. S. 470, we dealt with a similar situation. There the question was whether a rival station, unlicensed by the grant of a license to another station, had standing to appeal under the terms of the Act. We held that it had. We pointed out that while a statutory license, as a property right, and while the Commission was not bound to give controlling weight to economic injury to an existing station concerned with its decision to grant a license to another station, yet economic injury gave the existing station standing to present questions of public interest and convenience to be heard in the appeal we granted the Commission. Here KOA, while not alleging economic injury, does allege that its license ought not to be modified because such action would cause electrical interference which would be detrimental to the public interest.

In view of the fact that § 312(b) grants KOA the right to become a party to the proceedings, we think it plain that it is a party aggrieved, or a party whose interests will be adversely affected by the grant of the license. This is a situation in which the Commission seems to have thought when it first noticed WHDH's application for hearing. We, therefore, hold KOA was entitled to appeal from the Commission's action and was entitled to participate in the proceeding and from the order made by the Commission.

Our judgment is affirmed.

Mr. Justice BLACK, Mr. Justice MURPHY and Mr. Justice RUTLEDGE took part in the consideration or decision of this case.

JUSTICE FRANKFURTER'S DISSERT

FOllOWING are the highlights of Mr. Justice FRANKFURTER's dissent—abstracted from his 14-page opinion:

"The Act explicitly provides for a 'petition' in the case of an existing station license, or for renewal of an existing radio station license, whose application is refused by the Commission. The Act does not specifically provide for "aggrieved" or its "interests were adversely affected" by the granting of the license to another station. Whence we conclude that the Commission in exercising its licensing function must be governed by the public interest and not by the private interest of existing licensees, an application under § 402(b) (2) appears only to vindicate the public interest and not his own. Federal Communications Kommission, 310 U. S. 4.

Effect of Sanders Ruling Discussed

That the Commission's order may impair the validity of an existing radio station's license is itself no ground for invalidating the order; it merely may be attacked on the ground of the validity of the order on other grounds. We have examined as to whether the ingredients of "case" or "controversy", as defined, in Husk v. United States, 219 U. S. 346, are present in this situation were dissuaded from the hearing. In so doing, we have determined that the legality of a Commission order is denied "by showing that the case is not a case of "aggrieved" or whose interests are adversely affected," thereby, even though the Commission was proved to what is claimed is made the order unlawful. But from this it must not be concluded that a person who claims to be "aggrieved" or who is in any manner adversely affected by Commission action has a right to appeal.

As the prevailing opinion in the Court of Appeals pointed out: "In the present stage of radio, very few changes in the frequency or power, can be made without creating some degree of electrical interference, which, in the initial instance, is practically harmless but which, or the occasional limination in secondary service areas to total obliteration in the primary field. • • • We are disposed to rest in the [Sanders] opinion as requiring by implication that there be probable injury of a substantial character. So much by way of limitation seems necessary to prevent vindication of the public interest from turning into mass appeals by the industry which is not only a hindrance to the progress of the administrative process by judicial review. Likewise, with the hearing of a case is the necessity to secure appellate championship by every broadcaster who will not be removed or whose action is in any manner adversely affected by the Commission's action as having a right to appeal. • • • We are not in a position to say that a case of the [Sanders] opinion is necessary to secure. The record makes clear, a failure to do. In the hearing to the Commission below, KOA made only a general and unspecified statement of the facts, and these must be as the conclusion of law, that the Commission's action resulted in a "substantial modification" of its license.

No supporting allegations of fact
RADAR puts the finger on our enemies!

Hiding above the clouds there's a plane. Anti-aircraft guns let loose — down crashes the enemy bomber.

How can you hit enemies you can't see — through clouds, darkness and fog? The answer is Radar — radio detecting and ranging equipment.

How Radar does it

Radar sends out a wave which searches the sky or sea. When this beam hits a plane or ship, it bounces back to the Radar. Traveling with the speed of light, the beam makes this round trip in a few thousandths of a second and tells you... there he is!

You keep the Radar focussed on him. It tells you his direction, distance, speed, whether he's climbing or descending. Having this information, gunners direct their fire with deadly accuracy.

* * *

Radar is the result of the work of many research groups in this country and abroad. Bell Telephone Laboratories has played an important part in its development. Western Electric today is one of the world's largest manufacturers of Radar.
were tendered. There was no claim that KOA's economic position was in any way impaired, or that the proposed operation of WHD would cause substantial interference with KOA, or that such operation would result in a substantial loss of listeners to KOA, or that any areas of service would be left without service in order to receive satisfactory service from KOA. Neither in its petitions for rehearing did the Commission challenge the correctness of the Commission's findings.

KOA does not claim that it did not have sufficient notice, formal and otherwise, of the proceedings upon the WHD application. Nor can there be any doubt that it had ample and "reasonable opportunity to show cause" why WHD's application should not be granted. The 1953 of the Commission's Rules it could have had no idea that WHD had, I do not believe that KOA was afforded less opportunity to participate in the proceedings in consideration of an application than the statute requires.**

Following is the full text of Justice Douglas dissenting opinion:

Mr. Justice DOUGLAS dissenting.

While I am in substantial agreement with the majority opinion of the Court, I agree with the dissent of Mr. Justice FRANKFURTER, there are a few words I desire to add on one phase of the case. I agree with the Court that if as we do here, we now extend the privilege of a decision of an S. 470) a person financially injured by the grant of a license has a standing to appeal, and the appeal will suffer from electrical interference if the license is issued. I expressed my views on that problem, in Scripps-Howard Radio, Inc. v. Federal Communications Commission, 316 U. S. 4, 20-21, whether Commission must afford private litigants with the power to vindicate the public interest when it granted the right to appeal under § 402(b) to a person "aggrieved of whose interests are adversely affected" by a decision of the Commission. I also expressed my concern for the case with the constitutionality of a statutory scheme which allowed one party to appeal the construction of a public right to call on the courts to review an order of the Commission. See S. Rep. No. 133, 79th Cong., 1st Sess., p. 11-12. If we accept as constitutional the established system of judicial review involved by a private plaintiff who has no individual substantive right of redress (except, perhaps, as only as a representative of the public interest, then I think we must be exceedingly scrupulous to see to it that his interest in the matter is substantial and immediate. Otherwise we will not only permit the administrative process to be clogged by judicial review; we will most assuredly run the risk of prolonging the determination of case or controversy. Federal Radio Commission v. General Electric Co., 281 U. S. 404.

Any actual controversy which may now exist between KOA and the Commission. Any controversy which existed between KOA and the Commission has come to an end. United States v. New York Telephone Co., 341 U. S. 361, 364-365. The interest, if any, of the appellant KOA is the interest of a party litigant in a proceeding in which the public interest cannot be considered. I agree that a decision of a public right, if it has sustained or is about to sustain some direct and immediate injury to him from electrical interference, the Commission must be empowered to use its judgment in that proceeding. But I do not believe that an appellant KOA is entitled to a hearing in which the public interest, not by the criteria which give him a standing to appeal. This means that in determining the opinion of the Court takes a contrary view. The Commission, on the contrary, took the case that KOA made an adequate showing under § 402(b). I disagree with that conclusion.

I referred to as a sort of King's proctor by Edgerion, J., in California Radio Corp. v. Federal Radio Commission, 229 F. 2d 24, 25; and as "private Attorney" by Frank, J., in North American Air Line v. Shreveport Rate-Cutting, 220 F. 2d 584. As pointed out by his illness. He is scheduled for operation in San Francisco June 24, and the Rotary Club of Los Angeles June 27. On May 26 he will speak of the Rotary Club of Philadelphia.

New WIBG Antenna Is Said to Provide

Unusual Suppression Over Wide Angle

SUPPRESSING 10,000 watts into 10 watts over an angle of more than 200 degrees is the evident technical achievement of WIBG, Philadelphia, which last week began program tests with a direct- ing antenna designed to reduce more suppression over a large angle than any other antenna built to date," according to Raymond M. Wiltzou, Chicago, who designed the antenna, and Cooperman of Washington. Mr. Wiltzou supervised the installation, with C. X. Castle, a staff engineer, directing the work.

Protects Canada, Knoxville

WIBG, licensed to operate on 990 kc. with a 10,000-watt transmitter, was given the grant provided certain rigid engineering limitations regarding its coverage pattern could be met. At first it was designed both by FCC engineers and by Mr. Wiltzou that the full suppression required by the construction permit could not be achieved. The tests to date, however, suggest that the engineering result has been attained and, according to Mr. Wiltzou, even more suppression than was required by the construction permit has been produced through adjustments, giving the station some leeway of operation. We have suppressed 10 kilowatts at one point and 10 watts over an angle of more than 200 degrees — that is, over that angle there are a few directions in which as much as 10 watts of power is being radiated, while in nearly all directions less than 3 watts of power is being radiated," said Mr. Wiltzou. "Over an angle of 180 degrees is the station in a position in which a power in excess of about 6 watts is being radiated. In the direction of maximum signal, about 65 watts is being radiated, which is 10,000 times greater than the average effective output of a station using its legal power level."

The WIBG antenna is designed to protect the whole Canadian border so that the signal does not exceed 25 microvolts per meter 10% of the time at any point inside Canada. The nearest Canadian border point is 275 miles. Besides protecting the border, it was necessary to protect WNOX, Knoxville, as well as a station in Cuba. All these limitations necessitated reducing the signal to a very low value over a wide angle.

The antenna consists of five guyed radiators insulated at the base and coupled to the transmitter through coaxial transmission lines and Western Electric coupling circuits. In the case of the guyed radiators, power goes from the radiator back into the transmitter, instead of the usual direction from the transmitter to the radiator. The suppression of signal has been measured for two weeks and the pattern in both wet and dry weather has not appreciably changed. In making a proof of performance, some 700 measurements of field strength have been undertaken.

Strong in Philadelphia

Mr. Wiltzou said the station will produce a strong signal in Philadelphia, and the service was found to be "very close to that predicted." He said the result shows that with proper care in selection of site and in design, it is possible to achieve theoretical results to a remarkable degree of accuracy.

Justice of accuracy achieved may best be realized from the fact that the greatest power radiated in any direction over the whole semi-circle where suppression is greatest is about one-tenth of a thousandth of the power radiated in the direction of maximum signal.

The station went into full time operations at 10,000 watts May 18, and is now producing full power of the move. Until now WIBG had been operating on a dawn-to-dusk schedule at 1,000 watts. While permission was granted some time ago for the station to increase its power to 10,000 watts as soon as an antenna could be erected, the construction program was held up by priorities problems.

McCLINTOCK Back;
WAS ILL A MONTH

MILLER McCLINTOCK, Mutual president, is expected back at his desk May 24, having completed his convalescence from an attack of bronchial pneumonia, which occurred almost a month ago during the NAB and Mutual meetings in Chicago.

Following Mr. McClintock's return to his home in New York, upon his release from the hospital, it was announced that he had passed, announcement was made of the network's newly elected president, Mr. McNeill, who is the only new member. Earlier, a vote for Mr. McClintock as director, at a meeting of Mutual shareholders at a public meeting, was occasioned by the fact that this was the first such meeting since he took over the presidency of Mutual in January.

At the same meeting, shareholders reelected all former members of the board of directors as follows: Chairman, A. J. McCooker, WOR, New York; W. E. Macfarlane, WGN, Chicago; Theodore C. McNeill, Meteor, Chicago; John M. McGovern, WGN; Lewis Allen Weiss, Don Lee Network; John Shepard 3rd, Hicken network; W. H. Brown, Don Lee, Inc.; West, Cleveland; Leonard K.a p n e r, WCAE, Philadelphia; I. R. Lounsberry, WGR, Buffalo, and Hope E. Barroll Jr., WFBB, Baltimore.

All Mutual officers were reelected at a meeting of the board of directors at New York, June 16. Mr. McClintock will resume in June his trip to the West, interrupted by his illness. He is scheduled to address the Pacific Coast Ad Club, in San Francisco June 24, and the Rotary Club of Los Angeles June 27. On May 26 he will speak of the Rotary Club of Philadelphia.
FEEDING TODAY'S ARMIES TAKES ALL-OUT EFFORT ALONG THE ENTIRE FRONT FROM FARM FIELDS TO FIGHTERS. STRATEGICALLY LOCATED TO REACH OVER A HALF MILLION FARMS* ON AMERICA'S FOOD PRODUCTION-FRONT . . . COWLES STATIONS ARE DOING THEIR UTMOST TO ENCOURAGE A RECORD-BREAKING 1943 OUTPUT.

*Advertisers can reach them at group rates as low as $61.50 for daytime quarter-hour on three stations.

IN SUSTAINING A FIELD FORCE AT HOME . . . OR ABROAD . . .

TEAMWORK GETS THE JOB DONE BETTER

GEARED FOR RESULTS

THE COWLES STATIONS

AFFILIATED WITH THE DES MOINES REGISTER AND TRIBUNE

WMT KRNT KSO WNAX

CEDAR RAPIDS DES MOINES DES MOINES SIOUX CITY YANKTON

REPRESENTED BY THE KATZ AGENCY
Resignation of Trio Indicated As House Hits FCC Employees

Overwhelming Vote Urges Deletion of Watson And Dodd for Alleged Communist Activities

INDICATIONS that the FCC may bow to the Congressional will by separating from its staff employees charged with Communist associations, was seen last week with the report that employes of Foreign Broadcast Intelligence Service had resigned, another was about to quit, and that the Commission itself is considering steps against the third.

The FCC gave credence to reports that Dr. Frederick L. Schuman, former Chicago U. professor, had resigned effective June 12. The report reached Dr. Godwin Watson, FBIS chief analyst was denied, though informed sources said it was imminent. The FCC itself met in what was described as a "far-reaching" session last Wednesday to consider action involving William E. Dodd Jr., of FBIS looking toward his separation from the FCC.

These developments came simultaneous with the action of the House last Tuesday for the ouster of Dr. Watson and Dodd. Dr. Schuman had been cleared by the House investigating committee previously, but he had loosed a blast against the Congressional activities.

The vote followed a report by an Appropriations subcommittee headed by Rep. Kerr (D-N. C.) which declared the men "unfit to continue in Government service". Also lumped in the rider to withhold salaries was Dr. Robert Mors Lovett, an official of the Interior Dept. The FCC previously had split 4-3 against releasing the two FBIS employees, after Congressional suggestion that they be separated from the Government payroll.

Denounced by Dies

Last year a similar amendment was beaten in the Senate. The present bill awaits Senate action. Drs. Watson and Dodd had been denounced in the House by Rep. Dies (D-Tex.), chairman of the special committee on Un-American activities. At that time, Dr. Frederick L. Schuman, political analyst, and about 30 other Federal employees had been named by the Texas [Broadcasting, Feb. 6]. Special study of the cases by the Appropriations subcommittee resulted in recommendations that Dr. Watson and Dr. Dodd be dismissed. The committee said it had failed to come to a case against Dr. Schumun [Broadcasting, April 26].

Debate last week centered about the constitutional right of Congress to bar an individual from Government services. Members of the Kerr Committee said that Congress controlled the purse strings, and contended it was within the rights of the body to specify who was fit to serve the Government.

'Bill of Attainder'

Opponents, led by Rep. Hobbs (D-Ala.) contended that the amendment was a Bill of Attainder, contrary to Art. I, Sec. 9 of the Constitution. A Bill of Attainder is defined as a legislative act inflicting punishment without a judicial trial. Rep. Hobbs told the House Congress has power to abolish an agency, or a job, but has no right to fire an individual.

"Maybe the FCC should be abolished," Mr. Hobbs suggested. Congress has the power, undoubtedly, to abolish what it chooses within our power to do it..." We can abolish the FCC. We can prescribe incidental regulations to control or limit the appointing powers or the powers of removal we grant, but we cannot violate the Constitution by passing a bill of attainder," he said.

Entire two hours of debate allotted to the Deficiency bill Tuesday was spent on the Watson-Dodd-Lovett amendment, with members of the Kerr Committee explaining the Committee's charges against the men.

The case against Dr. Watson was outlined by Rep. Keefe (R-Wis.) who said, that a man expressing the opinions Dr. Watson's record shows "ought not to be serving in the position of chief analyst of foreign broadcasts in the office of the FCC. Let him submit his advocacy to the people and run for Congress and then he will learn the attitude of the people," he said.

Rep. Keefe said Dr. Watson opposed the profit system, advocated revolution--"a sharp break"--and was a member of several Communist associations condemned by the Attorney General. He said in testimony before the Committee that Watson claimed he had changed his mind on these subjects, but had failed to submit written articles or other material to substantiate this.

Attack on Dr. Dodd was carried by Rep. Anderson (D-M. N.) who said that in addition to membership in several condemned groups, Dr. Dodd, the son of the former U. S. Ambassador to Germany, misrepresented his activities to Chairman Fly and to the FBI.

Rep. Anderson told the House that a letter on Dr. Dodd submitted to Rep. Woodrum (D-Va.) by Chairman Fly contained repeated inaccurate statements, all of which, the Congressman said, were fairly hinted, however, that the FCC chairman had strained every effort to make out a good case for Dodd. Pointing to Chairman Fly's statement that Dodd had advocated an embargo on Japanese goods--a position which Dodd denied in testimony before the Kerr Committee--Mr. Anderson said, "Chairman Fly was willing to pat Mr. Dodd on the back for his foresight in supporting a boycott on Japanese goods..."

"I suggest," Mr Anderson continued, "that Mr. Fly has not done the cause of the FCC any good in passing on to the distinguished gentleman from Virginia (Mr. Woodrum) such misleading information."

Mr. Fly had never talked to Mr. Dodd and had no personal information whatever of what his answer correctly should have been"

Rep. Anderson continued by attacking an FCC request for deferment for Dodd, pointing that his work was merely that of a copy cutter. "This, my friends, is essential war work for which he should be deferred from the operations of the Selective Service Act in the opinion of the FCC," he continued.

Several Congressmen criticized the Committee for not submitting complete reports of the hearings to the House. Rep. Keefe explained that the case could not be one of certain information from the FBI, and Army-Navy intelligence, was confidential. Rep. Coffee (D-Wash.) attacked the report of the Kerr Committee on grounds that no adequate definition of "subversive activity" existed. He inserted in the record the report of the FCC in which the Commission declared no reason existed for dismissing the men [Broadcasting, May 31].
It takes eyes as well as ears to keep up with a network that's rising as rapidly as Mutual. From reception room to president's chair — this is the network that's new. With better studio-audience facilities in the key cities and better parlor-audience facilities in the rest of the country — this is the network that bears watching. And here are some of the advertisers who have kept an interested eye on the new Mutual, liked what they've seen, and launched these programs, all in the first four months of 1943:

KELLOGG COMPANY, with "Superman" starting in January . . . LUMBERMENS MUTUAL CASUALTY CO., with Upton Close starting in February . . . SINCLAIR REFINING CO., with "Confidentially Yours" starting in March . . . CONSOLIDATED RAZOR BLADE CO., with "The Better Half" starting in April . . . LEHN & FINK PRODUCTS CORP., with "Take A Card" starting in April . . . PETRI WINE CO., with "Sherlock Holmes" starting in April . . .

* * * *

Lots of important eyes are focussed on Mutual these days — and so are plenty of ears: we regularly serve eight out of every ten ears in America.
THE SWING IS TO LANG-WORTH

Radio Broadcasting today is big business. Successful operators can’t rely on hunches — they must be realists.

When hard-headed radio realists swing to Lang-Worth there must be a reason — and it’s utterly simple.

Comparative tests prove Lang-Worth the outstanding service to improve programming and increase sales.

Ask any Lang-Worth customer.

LANG-WORTH
INCORPORATED
PLANNED PROGRAMS
420 MADISON AVE. • NEW YORK

MERCHANDISING & PROMOTION

Strip Tease—Career Booster—Flash Bulletin Combination Card—YHF Reporter

Combination Card
TYING in with the Camel slogan, “First in the Service,” a radio card plugging all three Camel-CBS shows heard on KRNT, Des Moines, was worked out by H. F. White, R. J. Reynolds representative in Iowa, and placed with regular Camel displays in Des Moines retail outlets.

Proud of Remote
WHEN the Wyoming U. championship basketball team traveled to Madison Square Garden to play for national and world titles with Georgetown and St. John’s of Brooklyn, KMYR, Denver, bought a direct wire to the court side, and the story has been broached to 5,000 agencies and advertisers.

YHF Reporter
INTRODUCING Your Home Front Reporter, under sponsorship of Owens-Illinois Glass Co. since May 10, CBS has issued an oversized red-white-and-blue folder containing a double-spread map showing location of network affiliates in relation to sponsor’s plants and offices. Presentation starts with quotes from President Roosevelt, taken from a Congressional message, on the importance of the “home front,” and is followed by statements from network and sponsor officials illustrating how the program came into being as a public service and institutional feature. Included are reproductions of Owens-Illinois ads containing “home front” messages, and plugs.

WANT SCHEDULES

SURVEY conducted by KLZ, Denver, brought immediate responses from 70% of listeners receiving the KLZ monthly program schedule who asked continuation of the service. Replies indicated universal desire for more pictures and information on stars, which the new KLZ program schedule includes.

Langendorf Patrol
MANAGERS of Langendorf Unit- ed Bakeries on the Coast met in BLUE studios in San Francisco, Hollywood, Wenatchee, Seattle, Portland and San Diego May 7 to hear a closed circuit announce- ment of the Red Ryder Victory Patrol. Membership is open to all. Each member gets from comic book, membership card, de-coder, pictures of planes and tanks, Indian wrestling tricks and directions on how to obtain luminous badge. Applications are filed at grocers. More than 100,000 joined last year. Ruthrauff & Ryan is agency.

Career Booster
CAPITOL RADIO Engineering Institute, Washington, has published an over-sized, slick paper brochure presenting its home study courses, with pictures of instructors and equipment accompanying the various descriptions. The brochure explains the schedule of courses, tuitions and terms, together with information on selection of courses and the value of home study training. With this piece is a large compendium brochure containing 29 pages of letters from former students telling of ways in which their study with CREI has been of help to them.

Strip Tease
SPICY promotion for the latest United Artists feature “Lady of Burlesque” for which extensive radio is being used, is reaching the desks of radio editors and promotion men in the form of a 12-oz. drinking glass, stamped with a figure portraying Barbara Stan- wyck, star of the film and the motto “Your Troubles Will Melt Away With U. A.” Accompanying direc- tions advise Miss Stanwyck’s dress can be washed away with warm water and “after the glass has dried the dress will return ready for the next show.”

Flash Bulletin
BLUE SPOT SALES will release June 1, the first issue of a monthly “Flash Bulletin” to a selected list of advertising agencies throughout the country. Contents will include short items on WIZ, New York; WENR, Chicago; KGO, San Fran- cisco; WMAL, Washington; and the Pacific BLUE Network, all re- presented by the spot sales depart- ment. Exceptional time periods available will be listed. Four-page bulletin, produced by photo offset process, will be edited by Murray B. Grabhorn, national spot sales manager.
Towers that talk...


Nothing more?

Much, much more—for this is radio. And in radio as in man, the things unseen count most. Like the power of the human spirit, the energy of radio is invisible.

From the silence of these towers come the ringing words of patriot radio speakers—the lift and lift of radio music—the saving grace of radio drama—the instruction and counsel of radio teachers and advisors—the linking of the people's needs and aspirations with the services of America's manufacturers and merchants.

This is the work of America's broadcasters, in which RCA is proud to assist. Through years to come radio broadcasting will render service now but dimly realized—not only in standard broadcast, but in FM, television, and facsimile—in these, too, RCA's special knowledge, extensive facilities and tireless research will play their part.

RCA's resources are today concentrated on war production. Yet RCA engineers are still available to help you solve your pressing technical problems. To the fullest extent possible under war conditions we shall continue to supply and service the vitally important broadcasting industry.

RCA BROADCAST EQUIPMENT

RCA VICTOR DIVISION - RADIO CORPORATION OF AMERICA - CAMDEN, N.J.
Paging Congress

THE SUPREME COURT has spoken twice within a fortnight on the subject of radio. It has acted in both directions.

In its momentous May 10 opinion in the network cases, the court set up the FCC as a sort of Lord High Executioner of all it surveyed, with that ephemeral, indefinite phrase “public interest, convenience or necessity” its sharp-edged sword. All business operations of broadcasting fall within the pale of the FCC’s administrative powers; even broader authorities are inferred.

Last Monday, on May 17 the highest tribunal decided the NBC-KOA case against the FCC. Thereby it curtailed certain of the FCC powers, since the court held that any technical interference resulting to licensed stations through FCC grants, constitutes a modification of license. Established stations thereby are automatically entitled to notice and full hearing. The burden is on the applicant.

That was a notable victory. But it doesn’t offset or vitiate what the court decreed in the network cases. These cases did not overlap. One dealt with the FCC’s authority to regulate business aspects, writing into the law what we firmly believe was never contemplated by Congress. The other limits the FCC’s power to modify a station’s license without a full hearing.

The two opinions, taken together, as we see them, mean that the FCC is the Lord High Executioner, but it can’t execute without a trial.

In the KOA case the FCC assigned WHDH, a daytime station in Boston, to the 880 kc. clear channel, fulltime, without permitting NBC, licensee of KOA, to participate until the case had reached the oral argument stage, and then only as a “friend of the Commission”, not as an intervenor or participant. The Commission changed its rule establishing 25 Class I-A clear channels in the process. The Court held, and properly we believe, that KOA should have been in from the start, since a substantial modification of its license would result. Purely as an incident to the proceeding, a clear-channel breakdown was averted. The breakdown still may develop after a full hearing, or by acquiescence. But more important is the fact that the right of hearing extends to all stations, whether local, regional or clear, for the court clearly said those in the broadcasting business, once they are given a license, have a right to expect to continue operation without substantial modification of their service.

It was the lucid, effective argument of Philip J. Hennessey Jr., attorney for NBC-KOA in the Supreme Court proceedings, that obviously resulted in that tribunal’s ruling in the industry’s favor. What motivated the court in going so far afield in investing the FCC with such broad powers in the network cases is more difficult to figure.

In the network cases the court actually decried “judicial legislation” by a split 5-2 vote. In the KOA case the court, by a 4-2 vote, was unable to agree on the Congressional intent regarding cases in which electrical interference is involved. The lower court in this case split six judges handed down five separate opinions. Certainly there is need for Congressional guidance.

We restate now what we said in these columns a week ago. The two recent opinions make this more imperative than ever. Congress must be impressed, forcibly and convincingly, of the need for new legislation. The industry must be courageous. It should not be bludgeoned into submission by threats.

The most direct legislative approach is adoption by Congress of a resolution expressing it as the sense of that body that the FCC withhold its network modifications until new legislation is appraised. That was done once before (in 1938) by Chairman Wheeler of the Senate Committee on the higher power issue. It can be done again. It seems almost suicidal to gamble with so sensitive and important a medium as radio in these times.

With that accomplishment, with enactment of a simple amendment to the existing law which would not mean long hearings, Congress could in due course consider fullscale legislation along the lines of the White-Wheeler Bill. The results of the Cox Committee inquiry into the FCC also could be considered.

The situation requires headwork and action. Otherwise, look out for that Lord High Executioner, with or without full hearings.

UNCLE SAM—UNSUPPORTED

WHEN WORD got around last week that OWI was scrapping the Uncle Sam formula of Government production for local sponsorship, many were the station managers whose first reaction must have been, “write and give ‘em hell.” The letters are already pouring in on Washington, for Uncle Sam represented, to many of the 250 stations carrying the series under sponsorship, an ideal solution to their war time information job, and related war time business problems.

With the many advantages of the Uncle Sam formula in mind, the NAB War Conference in Chicago last month, by formal resolution, asked that the Government expand its plans for producing shows for local sponsorship. Uncle Sam, it appeared, got the war message across, and at the same time brought badly needed revenue to those much belabored “loser” stations.

Unfortunately for the 250 who were making good with Uncle Sam, almost two-thirds of the nation’s outlets (some 600 stations) were handling the program sustaining. These stations have asked for a better program, a show which OWI says cannot be produced while local sponsorship is permitted.

Conscious of its war information job, and perhaps worried over the legality of the Uncle Sam formula, OWI bowed to the majority. It plans a higher type program, using less time and offering more audience appeal.

No one will doubt that Don Stauffer and his staff at the Radio Bureau are acutely interested in the welfare of the stations. In adopting chain break announcements last week, Mr. Stauffer gave convincing proof that OWI is open and responsive to suggestion.

Although the Bureau’s production budget is definitely limited, it might have been better if Uncle Sam had been continued in its original format for stations that wanted it, and a new series begun for those unable or unwilling to sell, who wanted a “little better show.” Radio men know that high-fiber-mind is not necessary for successful programming; that the local program, with its own loyal following, can also do a job.
EDWIN PALMER HOYT

WHEN ELMER Davis, director of the Office of War Information, was confronted with selection of a successor to Gardner Cowles Jr., to head up the far-flung domestic activities of his organization, it didn't take long to decide upon the right man. It was simply a question of getting him.

Palmer Hoyt, hard-hitting and enterprising executive head of the Oregonian Publishing Co. and its two stations, KGW and KEX, Portland, was the hands-down choice. Mr. Hoyt was given a six-months' leave of absence and reports to OWI on June 30.

The appointment didn't come as a great surprise to "Ep" Hoyt's associates in Portland. In recent months his activities have been definitely tied to the war effort. As a matter of fact, he was approached by Elmer Davis a year ago about a top OWI job, but couldn't cut loose then.

"Mike" Cowles had been on the job directing domestic activities of OWI since last July. He left such private business interests as the presidency of the Des Moines Register & Tribune operations, the Minneapolis Star-Journal and the pioneer picture magazine, Look, to come to Washington. He feels he must return to his private business interests, but he has no qualms about the handling of his activities here. Mr. Hoyt's selection, he said, "should be applauded by newspaper and radio men everywhere."

Of "Ep" Hoyt, Mr. Davis said: "He is a competent, experienced newspaperman who knows particularly well the problems and point of view of the West, which should be helpful to all of us here in Washington."

The OWI announcement labeled Mr. Hoyt "a Republican." So far as is known, this is the first time a political affiliation has been mentioned in an OWI announcement. Since "Mike" Cowles also is a Republican, it was evidently the desire to bring out that the latter's departure would not upset the political balance of OWI. "Mike" Cowles was an original supporter of the Wendell Willkie presidential campaign. He may become identified with the new Willkie campaign, if and when it develops.

"Ep" Hoyt is a journalistic success story. From modest beginnings, he heads one of the most important newspaper-radio operations in the country. He first gained national recognition as one of the youngest and most successful among the editors and publishers of metropolitan newspapers. Since the war began, he has been active in Government campaigns. He is state chairman of Oregon's war bond campaign and has been from its inception, and is active in innumerable civic and public affairs. He is national president of Sigma Delta Chi, journalistic fraternity.

Edwin Palmer Hoyt was born in Roseville, Ill., March 10, 1897, the son of a Baptist minister. He was raised in Vermont and Montana and came to Oregon in 1912. Before the war he attended Linden College in McMinnville, Ore. World War I came along and young Hoyt enlisted in the 162nd Infantry. He served 18 months in France successively as a private, corporal, sergeant and sergeant-major.

Deciding on a journalistic career, he returned home and attended the U. of Oregon, graduating in 1923 with an A.B. degree. He worked his way through college in such capacities as janitorial operations, representation of local merchants on the campus, and a lumberjack's stint during the summer.

He joined the Oregonian staff for two months following graduation, and then went to work as telegraph editor of the Pendleton East Oregonian. In 1925 he returned to Portland as copy reader on the Oregonian. That was the beginning of his meteoric journalistic career. Hoyt was named copy reader (1926-28), reporter (1928-29), drama editor (1929-31), night city editor (1931-32), executive news editor (1932-35), managing editor (1933-38), publisher since 1938.

Commenting editorially, the Bend (Ore.) Bulletin recently said: "Ep Hoyt is the younger possible for young men to get ahead in this highly competitive world should consider the case of Palmer Hoyt, a Montana boy, who rose from the position of copy reader to the publisher of one of America's leading newspapers in a scant 13 years."

The Oregonian, in the 30's, when "Ep" Hoyt still was in his influence felt, was one of those stalwart, staid newspapers with nearly a century of background and history and with little else. Under Hoyt's aggressive leadership, the newspaper was made over from a tradition-bound, conservative, tradition-bound (Continued on page 38)
RALEIGH AXTON, formerly with Erich, Wayne & Co. New York, has been appointed as public relations director of KFAC, Los Angeles, Calif., to assume duties as director of the sales promotion department.

HERBERT DEXTER, former announcer at WJZ, Atlantic City, has joined WEPN, Philadelphia.

MRS. LILLIAN ZATT, assistant director of public relations and head of special features of WNEW, New York, has been appointed as public relations director, replacing Jack Banner, who resigned to enter military service. Mrs. Zatt also conducts a weekly program, "The Daily Telegraph," for Dumont Television Corp.

DOLORE WEIL, formerly with the publicity staff of WINS, New York, who has been freelancing for two years, has joined Harry S. Goodman Radio Productions, New York.

GEORGE VOSS, recently assistant to the studio radio director of Lennen & Mitchell, and who has served as production supervisor, has become program director, in the radio field since 1945, has joined CBS as assistant program director.

NELSON BRAGG, former announcer of FGAN, Portland, Ore., has joined BWC, Philadelphia.

EDWIN A. MULL, news commentator and announcer of WNEL, San Juan, Puerto Rico, in this country on a business trip. He has spent most of his trip in New York and Washington.

EARLE R. ALCOTT has been promoted from announcer to program director of KYO, Westwood, Mass.

CARL CHRISTOPHER, announcer of KMKX, St. Louis, has been inducted into the Army.

ROGER STONE, of Muskogee, Okla., is to join KGPF, Coffeyville, June 1, as announcer.

ELSWY HolmES, recently with WDQX, Jackson, Miss., as announcer, has joined the traffic manager and public relations director group, with Lyle Little, who enlisted in the Army.

BRTN MORTENSON, from WPIC, Minneapolis, has joined the continuity department of WING, Dayton. She will soon take a regular shift as announcer, in addition.

HAL MOORE, who conducted Start the Day Right, musical program on WNYC, New York, has been transferred to Camp Upton, May 19. The program has been taken over by Billy Kelly, of Milton's Restaurant, which is now handled by Art Ford, with Jack Lenox, as announcer.

SIX-FOOT-FOUR, formerly in newsroom of KOY, Phoenix, has been transferred to the announcing staff, replacing Larry Nelson, who has resigned. Louis Putnam, new to radio, has been added as apprentice news writer. Dorothy Ludlum, formerly of KRFX, Phoenix, has joined the KOY continuity staff.

FRANK GRAHAM, Hollywood announcer, has been assigned to the weekly NBC New York famous entertainment and program promotion for the Army Signal Corps in San Francisco.

JIM CHRISTENSEN, news editor and program manager of WSOY, Decatur, Ill., will join the announcing staff of WJW, Detroit, Mi. 24.

He was known as James Arljan.

BEN ALEXANDER, Hollywood writer-announcer-actor, has been commissioned lieutenant (j.g.) in the Naval Reserve, and will be attached to Naval Aviation Corps.

FRED RIGGS, formerly of KFAC, Los Angeles, has joined KHJ, Hollywood, as announcer. Other recent additions include Marvin Bet, former WPIC, of Don Lee, Chicago, and Bruce Buell, of KVOE, Santa Ana, Cal.

Edwin Palmer Hoyt

(Continued from page 31)

publication with a falling circulation to a modern publication whose opinions are respected everywhere. The paper, after 92 years, even added a "bull-dog" edition, primarily for street sales, adorned with a pink page one and with screaming headlines in studio type, the editorial page was worked over, releasing three talented writers from their conservative bonds to such a degree that one of them became a Pulitzer prize winner.

In his spare time, "Ep" Hoyt has managed to blow off steam by selling more than 50 short stories and maintaining his hobbies of golf and fishing. The journalistic paper, Quill, said of him: "He possesses an interest in the other fellow and the world about him which make him a man's man first, and a newspaperman always."

"Ep" Hoyt married a U. of Oregon classmate, Cecil DeVore, of Heppner, Ore., in 1921. They have two children, Edwin Palmer 3d and Charles Richard. He has never lost his interest in colleges and kids. He always finds time to advise youngsters or to appear at the U. of Oregon campus for a fraternal initiation or some other function, or to make speeches at banquets, or just being around having fun.

He is a director of the Portland Symphony Society, trustee of the Multnomah Amateur Athletic Club, a member of the Portland Chamber of Commerce, and numerous other clubs. Aside from Sigma Delta Chi, which he heads, he is also a member of Chi Psi and Sigma Upsilon.

HENRY SCHMIDT Jr., formerly of the sales promotion staff of McCann-Erickson, New York, has joined the research promotion staff of Mutual. He was at one time associated with Dr. Frank Gallagg's Institute of Public Opinion.

HERALD M. KARKAS, of NBC's press department, is recovering from an attack of pneumonia.

BILL REID has been appointed chief announcer of WDC, Houlouv, and Al Erkine as program director.

JAY SIMS, announcer on CBS New York staff, has joined the Army. Joseph U. Pelley has joined WJH, Atlantic City, and WJR, Detroit, has joined the CBS staff.

FREDLEN FARRINGTON, CBS announced his resignation. He has taken this move which has been accepted for publication by Story Magazine probably in the July issue.

SAM KAUFMAN, director of sales promotion and publicity of WCCO, Minneapolis, is the father of a baby boy born May 13.

TONY LA FRANCO, announcer-news caster of Don Lee Broadcasting System, Hollywood, is the father of a boy.

CPL. WILLIAM MOORE (Peter Potter, formerly announcer of KMPC, Beverly Hills, and Aline Brandeis, film actress, were married in Los Angeles May 10.

SKINNAY ENNIS, former musical director of the NBC Pepsodent Show, has reported to Santa Anita Orndance base as a warrant officer.

FRED MARKLE, leading aircraftsman, former Canadian Broadcasting Corp. script writer of Vancouver now in the Royal Canadian Air Force, has been promoted to sergeant.

FVT. LEN PEDERSON, formerly of CKOS, Regina, Sask., has been appointed to the radio section of the Canadian Army public relations staff.

GEORGE MATTAR, announcer of KVOE, Los Angeles, has been inducted into the Army. Leonard Brown, new to radio, has taken his place. Luther Newby also has joined the announcing staff.

$800 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.
FRED VOSBERG will resign as radio director of the New York War Savings Staff. Date of his departure has not been announced, nor has a replacement been named.

LAWRENCE RUDDELL, with the traffic department of NBC's International Division, will replace Earl Harder as head of the department.

MARRION RADCLIFF has joined the publicity department of WNEW as assistant to Mrs. Zett, acting publicity director. Miss Radcliffe, who came from WNEW from the radio department of Billboard and was formerly in the publicity department of Helen Rubinstein, New York.

LEON GOLSTEIN, publicity director of WOR, New York, will serve as instructor in radio news, news and publicity writing and war programming at the six-week radio workshop of New York U., which opens July 8 [Broadcasting, May 17].

JANICE WIDMOTTER, women's editor of WSAM, Saginaw, Mich., has joined the Shelbymoe family, and Miss Nettie Springer, associate editor of the Detroit Free Press, has joined the Detroit News.

Earl Harder, former publicity director of WOR, New York, will serve as instructor in radio news, news and publicity writing and war programming at the six-week radio workshop of New York U., which opens July 8 [Broadcasting, May 17].

FRED has joined the Navy. JACK CARBUTT, of WSB, Atlanta, has joined WSB, Atlanta. BOB WOLFE, of WRX, New York, has joined the Navy. EDWARD THOMAS, of WOR, New York, has joined the Army.

JACK ELLISON, former chief announcer of WOR, New York, has joined the Army. HOWARD GOFF, former chief announcer of WOR, New York, has joined the Army.

CAL MANSFIELD, former chief announcer of WOR, New York, has joined the Army. BILL McNEIL, former chief announcer of WOR, New York, has joined the Army.

L. H. KLEIN, former chief announcer of WOR, New York, has joined the Army. M. A. SMITH, former chief announcer of WOR, New York, has joined the Army.
CBS ‘Listening Diary’ Results
Chart Flow of Audience Habits

Study Indicates Serials Best to Hold Listeners
While Musicals Have Largest Audience

TO CHECK survey methods for its intensive eight-station “listening diary” research, made for CBS by Industrial Surveys Co., Chicago, for the first time in Washington, D.C., has revealed interesting new facts about listening habits which are true of that city and its environs at least.

CBS is still tabulating the results of the large survey made for its owned and operated stations last January, but has provided BROADCASTING with the results of the study. The survey was done with a description of the techniques used in all of the listening diary studies to date.

In the nation’s capital, daily use of the family radio was found to vary proportionately with the size of the family, ranging from an average of 3 1/2 hours for single individuals to 6 hours and 8 minutes for families of five or more.

Program Types Rated

To check continuity of listening to various types of programs CBS compared the daily audiences of three Monday-through-Friday daytime broadcasts, a dramatic serial, a newscast and a musical program, all hour-hour broadcasts and with coincidental rating between 8 and 10. The dramatic serial had the most consistent following, with a turnover of 1.8; the newscast and turnover of 2.4 is the musical show one of 2.9. Other factors being equal, an advertiser would choose the serial to drive home his sales story to the same group of listeners, the musical show to reach the largest cumulative audience throughout the week.

The “diary” technique measures the flow of a station’s audience, sometimes called station loyalty, throughout the day. In Washington at 7:30 a.m. 4% of the audience was found up of new listeners, 36% came from other stations and 60% were holdovers from the previous programs on the same station. At noon, however, 54% of the listeners turned on sets which had been silent, 8% switched stations and 38% continued to listen to the same stations.

Changes in Audience

Measuring the change in audience make-up, the Washington survey showed that 100 sets in use at 6:15 a.m. in the city accounted for 190 listeners—99 men, 31 women and 20 children. One hour later, at 7:15 a.m., the urban audience per 100 receivers had grown to 220, but proportionately—70 men, 10 women and 50 children. The rural audience, during the same period, changed from a 6:15 audience of 260 per 100 sets—100 men, 110 women and 50 children—to 250 at 7:15—80 men, 110 women and 60 children.

Such data, while secured by CBS primarily for managers of its O & O stations, should be equally helpful to advertisers and agencies, CBS believes, as they are basic radio statistics of a non-competitive nature which add to the industry’s general fund of information about the habits of the average listener.

Speidel Newspapers Ask For License of WKIP

RICHARD E. COON, chief owner of Poughkeepsie Broadcasting Corp., Poughkeepsie, N. Y., operator of WQNY, Newburgh, N. Y., with Merritt C. Speidel, president; John B. Snow, vice-president; Edward A. Chappell, treasurer; Harry S. Kair, secretary; the officers are the board of directors, which also includes Robert M. Speidel. In addition to these directors, other stockholders are Edna M. Speidel, Marjorie J. Speidel and Merritt C. Speidel Jr. The Speidel newspaper interests, besides owning several weekly and daily papers in various parts of the country, are also interested in KFBP, Cheyenne, Wyo., and KRBN, Monterey, Calif. [BROADCASTING, July 7, 1941].

Talent Mobilization

Plans to mobilize personnel and resources of the entertainment industry in an all-out campaign to be formulated at a conference to be held at the Hotel Edison, New York, June 24, under auspices of the Associated Actors & Artists of America, parent organization of all APL talent unions.

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G. E. builds FM’s future on these four facts

TRANSMITTERS
STUDIO EQUIPMENT
ELECTRONIC TUBES
ANTENNAS
RECEIVERS

G. E. Builds Both FM Transmitters and Receivers
G.E. is the only manufacturer with experience in building the complete FM system—FM broadcasting equipment and FM home receivers. Radio research and volume production for war are yielding new possibilities for further improving FM equipment.

G. E. Has Program and Equipment Experience
Three years of broadcast experience in its own proving-ground Station W85A, Schenectady, will enable G.E. to help new FM stations get started quickly. General Electric's experience also includes equipping more than a third of the 36 commercial FM broadcast stations now in operation.

G. E. is Telling Public the Advantages of FM
A powerful G-E advertising campaign in the nation's big-circulation magazines and the thrice-weekly nation-wide G-E program over C.B.S.—Frazier Hunt and the News—are pre-selling the public on the advantages of FM—and are steadily building an expanding post-war market.

Survey Proves Vast Increase in FM Acceptance
An independent consumer survey reports that: The public already strongly approves FM; 85% call it a definite improvement over conventional broadcasting; present owners of G-E FM receivers are the most enthusiastic of all FM owners! ... Electronics Department, General Electric, Schenectady, N. Y.
Vandenburg Quits OWI
For Aircraft Council
CLYDE VANDEBURG, formerly director of public relations for three western "World Fairs", has resigned as deputy director of the OWI, and chairman of the government's Inter-Departmental Production Information Committee, Gardner Lowles, Jr., director of the Domestic Branch announced last week. Mr. Vandenburg will become general manager of the Aircraft War Production Council, East Coast, but will continue with OWI as a non-salaried employee on labor and management industrial relations in the aircraft field and elsewhere.

In 1936, he was with the California-Pacific International Exposition in San Diego, where he introduced radio and p.a. installations. In 1937, he was Director of Information at the Texas Centennial, again using large radio installations. He was later Director of Publicity for the Golden Gate Exposition in San Francisco, resigning in the fall of 1939 to go with Packard Motor Car Co. in charge of industrial relations. He had been with the government since January, 1941 when he took a major role in early WPB production drives.

War Dept. Amateurs
AS A BOOSTER for Civil Service morale, the CBS Major Bowes program, which in recent weeks has been originating at Army camps, last week broadcast from Constitution Hall, Washington, and featured as contestants civilian employees of the War Dept. For two weeks before the broadcast, Bowes representatives conducted a series of talent auditions, listening to more than 400 vocal, instrumental and specialty acts by inhabitants of the Army's huge Pentagon Bldg. Among the War Dept. employees who appeared on the show was Bill Coleman, script writer in the Radio Branch of the Bureau of Public Relations.

"Story" Case Argued
ARGUMENTS of AFRA and the BLUE on the commercial or sustaining status of the My True Story series on the BLUE, which is carried on a sustaining basis, although True Story magazine is credited on each broadcast as the source of the story material, were heard last Tuesday by a three-judge panel operating under the auspices of the American Arbitration Assn. Decision is expected in the near future, probably this week.

WPTZ in Operation
PHILCO RADIO & TELEVISION Corp. began operation May 19 of its new television station, WPTZ, according to Paul Knight, program manager. Installation and testing of transmitter, at Wyndmoor, Pa., had been delayed by war demands on company's engineering facilities. Tentative schedule calls for regular telecasts every Wednesday and Friday at 8:30.

HAILED by the Treasury as one of the outstanding examples of coordination of radio, newspaper and billboard exploitation, Colorado's bond sales in the Second War Loan Drive gave the State 134% of its quota of approximately $3 million dollars, according to final tabulations last week released by KOA, Denver, focal operation of the all-media, State-wide drive.

Radio was accorded a bigger-than-average share of the credit for putting the campaign over. Regarded as the main factor in keeping the competition hot was the nightly report over KOA by Colorado's Gov. John C. Vivian, citing latest figures, county by county, saluting those in the lead and spurring on others. A giant master billboard, erected on the State Capitol grounds by authorization of the Governor, kept tally on the competition.

Many Exceeded Quotas
Seemingly a simple procedure, the Governor's talks meant many hours of work behind the scenes. Every day county chairmen of the War Finance Committee wired or phoned their percentage quota standings. Manager James R. MacPherson tells how KOA tabulated the returns to show county quota progress for the day, and these figures were transmitted to the people in the Governor's broadcasts. Not only did the program fan the public's spirit of competition, but it fired the thousands of War Bond field workers with renewed daily enthusiasm. So intense was rivalry between counties that some spurted to totals as high as 200% of quotas.

All media cooperated during the drive, with outdoor advertising playing a notable part. By authorization of Gov. Vivian, the master billboard, giving all county's quotas and marking their progress, was erected on State Capitol grounds at the outset of the campaign. Through cooperation of Beall Hart, General Outdoor Advertising, every county received a large outdoor poster to mark its sales. Newspapers gave prominent space to the campaign's progress and the Governor's talks.

Edwards Broadcasts
Two broadcasts of the Ralph Edwards Truth or Consequences show, with admission by bonds, were sold out so completely that KOA had to get Edwards to put on a personal appearance show the Friday evening preceding his broadcast. Over $6,500,000 in bonds was raised through the broadcasts.

Lorillard Answers FTC
P. LORILLARD Co., Jersey City, in answer to a Federal Trade Commission complaint of misleading advertising for Old Gold and Sensation cigarettes and Beech-Nut smoking tobacco, admits featuring an article in the July 1942, issue of The Reader's Digest, but denies that it has done more than inform the public about what the article said. The company also declares that its published testimonials were all genuine in all respects. Allegations as to the other products named in the complaint are also denied.
IT has been our earnest endeavor to serve the public in the WMCA area by offering worthwhile programs, keyed to the tempo of the times. We are pleased that the effort has been recognized by Ohio State University and the Women's National Radio Committee in their annual awards.

A radio station in these times has a function to perform for its audience. Over and above the purposes of providing popular entertainment, is its duty to create and broadcast programs of significance which keep alive the principles of democracy. This purpose we shall strive to maintain in the future as in the past.

WMCA
America's Leading Independent Station

"LABOR ARBITRATION"
conducted by Samuel R. Zack
Sundays 9:03—10:00 p.m.
has received from Ohio State University the National First Award for Public Discussion Programs 1941...1942...1943

THE WOMEN'S NATIONAL RADIO COMMITTEE
has awarded WMCA a citation for "programs furthering democratic ideals and public service"

In addition, the May bulletin of the WNRC, "Important Programs in War Times", lists six programs from New York Independent Stations. Five of them are WMCA programs.
Guestitorial
(Continued from page 30)

does radio plan to go for the horde of skilled craftsmen it will need.

True, the technical radio training offered by the various branches of the armed service is certain to produce many top-flight technicians. But how about announcers, producers and actors, writers and other artists certain to be in greater demand than ever before? If the progress in production and showmanship is to match the technical improvements in radio it would seem to be high time for the broadcasting fraternity to start making plans for personnel training.

What steps are now being taken for the instruction of potential radio talent? Eliminating the "Take-Your-Short-Course-And-Sell-Your-Soap-Operas" schools on their worth, it appears that the only legitimate educational facilities for training budding young writers, etc. are those to be found in our colleges and universities. There, under the tutelage of a drama instructor who won his spurs in 72 consecutive performances of East Lynn or a journalism professor who wrote his masters thesis on flagrant misuse of the semi-colon in 18th century literature, those who aspire to key positions in radio receive their training.

Radio is a specialized field, just as law, engineering, medicine or dentistry. True, it draws for its talent upon the moving picture, vaudeville, the concert stage and various other media of entertainment. But it is very definitely a specialized art and will become more and more so as it grows. Our universities have their schools of journalism, schools of business, schools of physical education, and so on. Have you ever heard of a university-sponsored "school of radio"? We haven't. Does this fall fare be with the universities or with the radio industry itself? We are inclined to blame the latter and give as the reason—just plain lack of interest. It's time we embarked on a program of educating the educators in the value of sound, practical radio training. Is there any plausible reason why a system can't be devised whereby those who seek places in the broadcasting profession can be trained before coming full-time station employees, receiving full salaries while learning?

The drain on man-power brought about by the war has inspired several stations to start their own schools for announcers. Others have taken it upon themselves to train technicians. Aristotle, or one of his contemporaries, once quipped something about necessity being the mother of invention. And mayhap in taking these emergency steps the pioneering stations have laid the foundation for a program of radio education supervised by the industry itself.

The matter's open for discussion. What's your solution to the problem? Or is it a problem?

2,000 Women Wanted

TWO THOUSAND women will receive training in military communications work under a new plan announced by the War Dept. Training program has been arranged by the Signal Corps, Office of Education, and Women's Army Auxiliary Corps. Enrollments are now being accepted at all WAAC recruiting offices for the new courses, to be taught in about a dozen schools distributed through the nine Service Commands. Trainees will learn radio code operation, radio repair, typewriter operation, and similar Signal Corps duties, as civilian Civil Service employees, paid on a basis of $1020 a year for the first three months and $1140 for the succeeding three months.

New Schenley Show

REVI SING program format, Schenley Distillers Corp., New York (Roma wines), starts its weekly CBS half-hour series under new title, Fiesta Night at Grapevine Ranch, with June 3 broadcast, Thursday, 8:30 p.m. (EST), repeat 9:30-10 p.m. (PST). Mary Astor will be the host with Charles Ruggles and Mischa Auer as featured comedians. Carlos Ramirez, South American vocalist, and Lud Giuskin, musical director, will be retained. A mixed chorus will be added. Russ Johnstone, radio director of McCann-Erickson, will produce. He replaces Tom McaVitty, executive of James L. Saphier Agency, Berlin, who handled talent service which packaged the original show. Series started March 4 under a 52-week contract.
NO FUNDS SO WOCB GOES OFF THE AIR

WOCB, West Yarmouth, Mass., became the second station to go off the air since the FCC's policy ruling of March 9 which refuses to allow stations to quit the air for the duration without prejudice. A telegram from the station to the FCC last week said: "WOCB off air indefinitely. Power and phone disconnected. No tower light. No funds." WOCB operates on 1340 kc. with 250 watts.

While WOCB, according to the Commission, had not previously requested permission to suspend operation for the duration, it is believed the station has been in financial straits for some time, the Cape country in which it is located having been one of the first sections to feel the straiteners of wartime economy. It is not yet known, however, what plans the Cape Cod Broadcasting Co., owners of WOCB, have for returning to the air, no further information having been received than that contained in the telegram to the FCC. Four stations in all have left the air this year because of wartime stresses—WJWC, Hammond, Ind.; WBBR, Brooklyn; WPID, Petersburg, Va.; WASH, Grand Rapids, Mich., was combined with WOOD; Grand Rapids, a sister operation of Kind-Trendle Broadcasting Co.

The absence of a tower light at WOCB constitutes a hazard to aircraft flying in the area, according to the Civil Aeronautics Authority, and until the Air Safety Division is notified that the light is again burning or that the tower has been dismantled, notices will be sent through regional offices to all pilots flying in the area.

WCKY PROGRAM JOB TO ROBERT FLEMING

ROBERT M. FLEMING, vice-president and radio director of Harry M. Miller, Cincinnati agency, has been named program and production manager of WCKY, L. B. Wilson, owner of the station, announced.

Mr. Fleming has been in advertising and radio production for the past ten years, and is currently writer and producer of Let Freedom Ring, WCKY program dedicated to Red Cross blood donors by Stokes Industries. He has also been active in dramatization of news for transcription locally and throughout the South and East.

A resident of Cincinnati since 1919, he was president of the Advertisers Club in 1931, and a member of the Board of Governors for 11 years. Previous to his work in radio writing and producing which began in 1933, he was with several Cincinnati industrial firms as advertising and sales executive.

HARRY W. FLANNERY, Hollywood news analyst on the twice-weekly series sponsored by Planters Nut & Chocolate Co. on CBS Pacific stations, has been signed as technical advisor on the 20th Century-Fox film, "Last Train from Berlin".

Statisticians tell us that KPO is 99.9996% perfect (KPO just won the General Electric Award for mechanical performance)... The Peabody Award Committee tells us that KPO's STANDARD HOUR rate number 1 for "outstanding entertainment in music." And advertisers tell us that KPO is tops in coverage lowest in cost per listener. Get the facts...and you'll buy

REPRESENTED BY NBC SPOT SALES OFFICES
New York • Chicago • San Francisco • Boston
Cleveland • Denver • Washington • Hollywood

NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO

BROADCASTING • Broadcast Advertising  May 24, 1943 • Page 39
SPECIAL Y&R DEPT.
FOR LATIN AMERICA
YOUNG & RUBICAM, New York, has set up a Latin-American department, to service current and future accounts advertising in southern countries. Manager of the new division, which was organized May 3, is Ovid Riso, formerly advertising manager of the international division of RCA Victor Co.

Mr. Riso, who has made a number of trips to Latin America, for the latter firm, was for five years

GOING SHERLOCK one better, this sponsor-agency-network executive trio attempts to unravel weekly mysteries during informal discussion preceding recent broadcast of the Mutual Sherlock Holmes series. Half-hour dramatic program started in early May for 52 weeks under sponsorship of Petri Wine Co., San Francisco. Amateur sleuths (1 to 1) are Sydney Gaynor, commercial sales manager of Don Lee Broadcasting System, Hollywood;eward O. Williams, vice-president and general manager of Erwin, Wasey & Co., San Francisco, and Louis Petri, president of Petri Wine Co.

Shappe-Wilkes Agency Organized in New York
JESSE E. WILKES, who has resigned as vice-president and account executive of Jasper, Lynch & Fishel, New York, has joined with Louis Shappe, president of Shappe Adv., New York, to form a new agency bearing the name of Shappe-Wilkes Inc., with headquarters continuing at 215 Fourth Ave., New York. Mr. Wilkes was associated with the former Shappe agency.

Two other members of Jasper, Lynch & Fishel, have come over to the new agency with Mr. Wilkes — Milton M. Hermanson, copy chief, who continues as such with Shappe-Wilkes, and Samuel Groden, who has been named production manager. Firm handles large amounts of radio, record, and musical instrument field.

Mr. Wilkes is secretary-treasurer of the new agency.

New Timebuyers
RICHARD WHITMORE and Frank Haas have joined the time-buying staff of Lake-Spiro-Shurman, Memphis. Mr. Whitmore comes from the Wm. B. Wisdom agency where he was in charge of radio. Mr. Haas was a member of the radio department of Ruthrauff & Ryan, Chicago. Mr. Brown is radio director of Lake-Spiro-Shurman.

Eugene Thomas Elected
Ad Club WAC Chairman
EUGENE S. THOMAS, sales manager of WOR, New York, has been elected chairman of the executive committee of the War Activities Council of the Advertising Club, succeeding James Westmore, sales manager of Polygraphic Corp. of America. Mr. Werblow continues as a member of the committee and also project director of local participation in campaigns instituted by the Army. Vice-chairman of the WAC executive committee is Carl J. Balliett, San Francisco, and George Petri, New York, is the liaison officer.

The WAC last Thursday gave a special luncheon at the Advertising Club in honor of Edward 

“PULSE OF THE MAGIC VALLEY”
Agricultural Wonderland

--KFI--
TWIN FALLS
IDAHO
1000 W. 1270 Kc.

--KOSO--

NEW YORK KOSO

SAM FULLER, of the radio production staff of Young & Rubicam, New York, was sworn in as a lieutenant (j.g.) in the Naval Reserve last Monday and is awaiting his orders. No replacement has been named.

RICHARD E. HACKEHNER, formerly of McCann-Erickson, Detroit, where he served the Ford Motor Co. on the Ford Sunday Evening Hour on CBS, has joined Campbell-Ewald, New York, as editorial director of the N. Y. Philharmonic symphony broadcasts now sponsored by U. S. Rubber Co., New York.

SAM WEISBORD, of the radio department of William Morris, New York, talent agency, has joined the Army, and Phil Weltman, also radio, leaves for the same purpose in July. Maurice Morton and George Gruskin, in the radio department of the agency's Hollywood office, are also scheduled for induction.

WILLIAM F. FIELDER, of Fielder, Sorensen & Davis, advertising agency, San Francisco, was elected the new president of San Francisco Advertising Club on May 12.

BROOKS MIDDLETON, former copy writer, Schwebower & Co., New York, has joined W. W. Garrison & Co., Chicago, as vice-president in charge of copy.

ROBERT PIGGOTT, formerly at the research staff of Needham, Louis & Brosky, Chicago, has joined BBDO, Chicago, as spacebuyer.

MARTIN GOSCH, producer of William Eatsy & Co., on the CBS Camel Commercial Series, sponsored by R. J. Reynolds Tobacco Co., signed contract with MGM as associate producer in early May. He will continue to produce the series and release the radio series for the current season.

J. WILLIAM SHEETS, head of J. William Sheets, Seattle, returns to his desk in late May following two-week business conference in New York.


JAMES N. RILEY, former copywriter of Ruthrauff & Ryan, and Blackett-Ramey-Hammett, Chicago, has joined the copy staff of Russell M. Reid Co., Chicago, where he will work on the Grove vitamins account.

JOHN COHAN, writer-producer of Smith & Bell Adv., Los Angeles, and KFI, Los Angeles, was married in that city, was married in Las Vegas, Nev., on May 5.

KOSO KOSO 5000 WATTS

BASIC BLUE AND MUTUAL 5000 WATTS

KRNT 5000 WATTS

The Cowles Stations in
DES MOINES

Affiliated with Des Moines Register & Tribune
Represented by The Kozt Agency

Page 40 • May 24, 1943
RADIO RATING AA2X FOR REPAIR PARTS

PREFERENCE RATING for broadcast maintainance and repair items was changed by the WPB last week, as the number of materials for maintenance and repair order, CMP-5, went into effect. Although provisions of P-133 remain in effect, the broadcasters' rating is now AA-2 instead of AA-2X.

One additional change in provisi-<sion P-133 was a limitation on the quantity of material that may be used for maintenance and repair. According to CMP-5 this quantity must not exceed the amount used in 1942.

The rating AA-2X is applied by broadcasters in certifying orders for materials. When such materials are not obtainable, priority assistance may be had from the Foreign and Domestic Broadcast Branch of the Radio & Radar Division by filling out form PD-1A.

New Sun Spots

SPOTS on the surface of the sun observed May 16, are probably the beginning of a new spot cycle, the U. S. Naval Observatory reported last week. The sun has recently been passing through the final phase of a cycle which reached its maximum in the fall of 1937, the Navy pointed out, adding that cycles in the past have lasted 11 to 13 years. The effect of sunspots on telegraphic and radio transmissions has long been a subject of study.

Mrs. Lewis a Grandmama

DOROTHY LEWIS, NAB coordinator of listener activity, who has traveled 50,000 miles and visited 47 states and Canada, was right on time recently for the arrival of her first grandchild, born in Itha<ca, N. Y. A few hours after she arrived in Ithaca, Thomas Lewis Gage was born to her daughter.

LYMAN BRYSON, CBS adult education board chairman, and moderator of People’s Platform weekly sustaining series on that network, received an honorary Doctor of Laws degree from Occidental College, Glendale, Cal., on May 17.

AAAA Convention

(Continued from page 16)

which will be staged this fall in the 58 critical areas and in other localities which may become critical, describing the advertising and publicity material which has been prepared for use by local committees. One-minute and five-minute radio spots, some of them transcriptions featuring Lowell Thomas, Kate Smith and other radio stars, together with other suggestions for special feature broadcasts, are included in the radio material. Newspaper copy and layouts, movie shorts, outdoor posters and magazine display material will also be distributed, he said, to get women to go to work not only in war plants but in all other essential community activities, such as transportation and communication companies, restaurants, etc.

OWI Campaign

Mary Brewster White, OWI manager of Women’s Campaigns, described the national campaign to be launched in September as a background for the local drives, declaring that 75,000 more teachers,

New Sunsweet Series

TO PROMOTE Sunsweet Prune Juices, and a number of apple products including juices, jellies and cider, Duffy-Mott Co., New York, starts a 13-week 10-minute program on Mutual June 21, Monday, Wednesday and Friday, 11:50 a.m. to 12 noon. Imogene Wolcott, women’s commentator heard on WOR, Mutual’s New York affiliate, will conduct the series, featuring news and information on home economics. Agency is Al Paul Lefton Co., New York.

140,000 more nurses and 2,500,000 more women in industry and business will be needed by the end of the year, when one-third of the country’s workers will be women. She stressed the need for advertising support in selling women the importance of the many unglamorous jobs that are just as necessary as those in aircraft factories and munitions plants.

Starting just before Labor Day, womanpower will be “given the works” by the OWI, she stated, with top network allocation for three weeks in addition to many special programs. Many national magazines are devoting their September front covers to this drive and giving it editorial support, she said, and she urged advertisers to tie their advertising in all media in with the campaign.

The over-all food situation was discussed by Morse Salisbury, director of the Department of Agriculture’s Office of Information; Albert Whitman, OWI campaign manager on nutrition, told how advertising can help on the nutrition problem, and Leo Burnett, president, Leo Burnett Co., discussed black markets. Thomas D’A. Brophy, president, Kenyon & Eckhardt, presided at this Friday morning session.

Pearson to Take Over Foreman Co. Stations

UNDER A new representative setup arranged among the principals last week, John E. Pearson Co., station representatives, effective June 1 will take over the sales and service of stations represented by the Foreman Co. Under the combined operation, Edward Foreman, president of the representative firm bearing his name, is to work out of the Pearson offices in Chicago at 360 N. Michigan Ave., while in New York, the Foreman Co., headed by Lillian Salib, has moved into the Pearson quarters.

John E. Pearson will be in charge of the entire organization. Stations represented by the Foreman Co. are WIND, WQXR, WCAR, KATE, WLOL, WHBL, KLCN, KBST, KCMC, KGXI, KPLT, KBBC, Southern Minnesota Network. Stations represented by the Pearson Co. are KGGB-KWTO, KCDT, WEW, WJJD, WIRE, KGFI, KSAF, WAOV.

BROADCASTING • Broadcast Advertising

PAUL H. RAYMER CO.
National Sales Representatives

Associated with the Worcester Telegram-Gazette

May 24, 1943 • Page 41
Dit Corp.,
New York Savings Bank
Colgate-Palmolive
P. Griffin Mfg. Co.,
Benrus Watch
Page 31.

Duff Bros., Inc., Cambridge (Riso),
20 ts, thru Ruthrauff & Ryan, N. Y.
Bennett Watch Co., New York, 66 ts, thru J. D. Tarcher Inc., N. Y.
Lowe Bros. Coffee, Continental Soup Mix, 6 ts, thru Young & Rubi.
Griffin Mfg. Co., Brooklyn (polishes), $12 ts, thru Bermingham, Castlemen & Pierce, N. Y.
P. Lorillard Co., New York (Friece tobaccol), 29 ts, thru Losen & Mitchell, N. Y.
BK Radio Pictures, New York (Hitler's Children), 6 ts, 1 tp, 2 as, thru McCann-Erickson, Chicago.
Pillsbury Flour Mills Co., Minneapolis (pasta, bread), thru McCann-Erickson, Chicago.
R. N. Stemmerman & Co., New York (Golden Center wheat germ), 26 as, thru C.
Charles Goldenring Inc., 56 ts, thru Hoyt Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap), 108 ts, thru Ted Levin.
Arts & Sciences Inc., New York (artistic)
C. B. Munn, New York (MurphyBrease Assoc., N. Y.)
Cargill & Co., N. Y.
E. L. Knowles, Springfield, Mass. (Rubine), 78 as, thru Charles W. Hoyt Co., N. Y., thru Smith & Bell Ad, Los Angeles.
Amer. Insurance Co., Los Angeles (instruction), 8 ne, thru Meyers Co., Los Angeles.
Douglas Aircraft Co., Santa Monica, Cal. (employment sales), thru Airways Co., Los Angeles.

KECA, Los Angeles
Interstate Bakers Corp., Los Angeles, 3 as weekly, 13 weeks, thru Dan B. Miner, N. Y.
Cubinson Cracker Co., Los Angeles (bakery products), 7 as weekly, 13 weeks, thru Elwood J. Robinson Co., Los Angeles.
San Ysidro Taw, Los Angeles (transportation), weekly sp, 28 weeks thru Fotte-Calkins-Holden, Los Angeles.

WJJD, Chicago
Universal Motors, Chicago (used cars), 5 as weekly, thru Craig Dennison Adv. Agency, Chicago.
Home Service Co., Chicago (housecleaning products), 3 tp weekly, thru Illinois Bell Telephone Co., Chicago, 6 as weekly, 26 weeks, thru N. W. Ayer & Son, Chicago.
N-U-Enamel Corp., Chicago (paint), 156 as, thru.

KFAC, Los Angeles
Seaboard Finance Co., Los Angeles (loans, investments), ne weekly, 52 weeks, thru Smith & Bull Adv., Los Angeles.
Red Moor & Co., Chicago (Monarch coffee), 2 as weekly, 13 weeks, thru W. J. Rand & Assoc., Los Angeles.

KMCV, Beverly Hills, Cal.
Benson Shops, Los Angeles (women's apparel chain), 5 as, 13 weeks, thru Glasser-Galley & Los Angeles.
Interstate Bakers Corp., Los Angeles, ne weekly, 13 weeks, thru Dan B. Miner, Co., Los Angeles.

KHJ, Hollywood
Opry Castles, Los Angeles (chain), 10 as weekly, 52 weeks, thru Western Adv., Los Angeles.

WOR, New York
General Baking Co., New York (Bread), 3 as weekly, 52 weeks, thru BBDO, N. Y.
John Phillips Tobacco Co., Louisville (Fleetwood Cigarettes), weekly, thru McCann-Erickson, Inc., New York.
National Oats Co., Cedar Rapids, Ia. (Three Minute Oats), 5 as weekly, 13 weeks, thru Irwin Vladimiro & Co., N. Y.
Select Theatres Corp., New York ("Ziegfeld Follies"), 5 as weekly, 13 weeks, thru Elgin-Thompson Co., N. Y.
S. A. Schonbrunn & Co., New York (Savarin coffee), as weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.
Neiman Bros., New York (Art Work), 5 as weekly, thru William H. Weintraub & Co., N. Y.
Rothchild Telephone Co., New York (institutional), 4 as weekly, 13 weeks, thru BBDO, N. Y.
Howard Clothes, New York (men's clothing), weekly, 13 weeks, thru Redfield-Johnstone Int., Inc.

WLBI, Brooklyn
Ringling Bros.-Barnum & Bailey Circus (New York showing), 7 as weekly, thru Cables Co., N. Y.
Corsetti Bros., Brooklyn (corsets), as weekly, indefinitely, thru A. W. Lewin Co., N. Y.

WJZ, New York
Pickwick Films, Seattle (Paramount Magazine), 15 ts, 1 week, thru Schwimmer & Scott, Chicago.
Pendleton Bros., Chicago, New York, 2 as weekly, thru Amos Parrish Co., N. Y.

WBBM, Chicago
The Chicago Sun, Chicago, 2 as weekly, thru Leo Burnett Co., Chicago.
Cook County Distributors, Chicago (used weekly, thru Bennett Ad Agency, Chicago.

KFI, Los Angeles
National Funding Corp., Los Angeles (loans), 2 as weekly, 52 weeks, thru Smith & Bull Adv, Los Angeles.
National Biscuit Co., San Francisco (Shreddies), 6 as weekly, 6 weeks, thru Feinbrant Constantine & Gardner, San Francisco.

KGFJ, Los Angeles
Starkie Foods, San Antonio (toothpaste, vitamins), 14 as weekly, 52 weeks, thru Pillet Adv., San Antonio.

SNIDER ACQUIRED BY GENERAL FOODS

GENERAL FOODS Corp., New York, has announced acquisition of the assets and business of Snider Packing Corp., Rochester, producer of condiments and canned vegetables, and a packer of Birds Eye Frosted Foods, the latter operated by Snider.

Following completion of the deal, which is subject to Snider stockholders' approval, the packing firm will be directed by Mr. Stephen E. Comstock, chairman, retiring from active managerial duties, and Burt Cady, president, serving as general manager of the new Snider division of G-F, other personnel remaining unchanged.

Snider brands, which include Old Fashioned Chili Sauce and canned fruit and vegetable brands such as Lily of the Valley, Fort, Burt Gil-ney and Mistietoe, will continue to be produced in Snider's 11 plants, 8 of which are in New York State. Snider agency up until the present has been Chas. W. Hoyt, New York Agency and media plans for the future have not been disclosed.

L.A. Store Co.

Principals and teachers of Los Angeles city schools have been in-formed of program's availability for classroom use as supplement to regular curriculum. Mays & Bennett Adv., Los Angeles, services the account.

Stephen Fry Visits WLW

STEPHEN FRY of the British Broadcasting Co., recently visited at WLW-WSAI with James Cassidy, special events director, and other officials in planning broadcasts on a series of programs from England to WLW.

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RKO RADIO PICTURES, New York, purchased an evening quarter-hour last week on WGN, Chicago, to advertise the premiere in 50 Illinois and Indiana cities, of "This Land Is Mine." Program was a round-table discussion of the picture. Advertising was placed directly.

CURRIBISON CRACKER Co., Los Angeles, to promote its coffee substitute, Saffron, on May 4 started sponsoring schedule of five spot announcements weekly on KMPC, Beverly Hills, Calif., and seven per week on KFCA, Los Angeles, as well as twice-weekly participation in Polly Patterson's "Pep for P.A.C." Los Angeles Contracts are for 13 weeks. Elwood J. Robinson Adv., Los Angeles, has the account.

R'Y CHEVROLET SALES Corp., Chicago, has purchased a quarter-hour six-weekly news spot on WJJD, Chicago. The corporation sponsored this news spot for four years previous to the freezing of new car sales, and returns to the air again this month on a six-week contract. Agency is Auspitz & Lee, Chicago.

STERLING INSURANCE Co., Chicago, has purchased quarter-hour participation six times weekly on the three-hour early morning musical program, Breakfast Frolic, on WJJD, Chicago. Account was placed through Neal Adv. Agency, Chicago.

MEDUSA PRODUCTS Co. of Canada, Paris, Ont. (jewels), has started spot announcements six times weekly on a number of Canadian stations. Account was placed by McConnell-Eastman Co., Toronto.

ALBERT S. SAMUELS Co., San Francisco (jeweler), has renewed for 52 weeks, its weekly program What Do You Think? with Art Linkletter, on KFRC, San Francisco, placed direct.

CHARM KFRC, St. Paul (permanently wax-papered), recently renewed its five-weekly participation in the Emily Barton program on KFRC, San Francisco. Agency is Gunther-Bridford Co., Chicago.

KENNETH A. BONHAM, former co-publisher of the American Druggist, and previously secretary of the Druggists' Supply Corp., has been named executive vice-president of Emerson Drug Co., Baltimore, sponsor of the Pajay on CBS and Elley Queen on NBC for Bromo-Seltzer.

DECREASE IN POPULATION SINCE THE 1940 CENSUS

South Carolina's FIRST Station

WSPA 5000 Watts Day 1000 Watts Night

Spartanburg, S. C.

CBS Affiliate • 950 KC • Represented by Hollingbery

May 24, 1943 • Page 43
Interwoven Returns
RETURNING to the air after an absence of seven or eight years, Interwoven Stocking Co., New Brunswick, N. J., on May 18 started participations on Arthur Godfrey's early morning program six-weekly on WABC, New York, 7-7:45 a.m. Sponsor contacted the station the day after Godfrey advertised about an open spot on his program. Ten-week contract went into effect six days later. Participations are in behalf of Interwoven socks for men. Agency is United
Adv., Newark.

More than 100,000 copies of "Suez to Singapore," by Cecil Brown, CBS news analyst, have been sold since its publication last fall. According to Random House,

Interwoven

Serials, With 79% Time, Draw Only Half Audience, Says Blue

'Listeners' Opinion Poll' Finds News Programs Most Popular; Music and Comedy Wanted

Daytime serials get 79% of the total daytime network commercial hours, but they get only 50% of the total daytime listening, the Blue Network reports after tabulating data collected last November from 5,000 housewives in 77 cities, towns and on farms. Survey was conducted by the network's advertising agency, Lord & Thomas (now Foote, Cone & Belding), under the supervision of Sam Gill. Interviews, averaging a half-hour, checked times at which the family was at home and awake, hours radio had been on, time spent listening to various types of daytime programs and whether the housewife thought there were too many or too few of each type. Calls were distributed to secure a cross-section of opinion.

Veterans Most Successful

Stating that the most successful serials are the old-timers, with which many an advertiser has tried to compete unsuccessfully, "only to realize that one more serial in the overcrowded program schedules can neither draw listeners away from the competition nor cause the silent sets to be turned on," the introduction to the study explains that recent discussions of daytime serials have caused advertisers to ask such questions as: "Have listeners become surfeited with the continuous problems of Helen Trent and Our Gal Sunday? Are there too many serials on the air? Does the public want other types of daytime radio entertainment? What effect have war-time activities had upon radio listening?"

Conducting its "Listeners' Opinion Poll" to find the answers to those questions and to others about daytime radio, the Blue summarizes its findings in the following conclusions:

Findings Summarized

1. At least 70% of the nation's housewives are available to the radio at any hour of the day. From 17% to 29% of the men are also available.
2. Nine out of ten radio families turn their sets on some time during the day—for an average of 2.6 hours. However, dissatisfaction with current daytime programs is indicated by the fact that only 28% of the occupied homes have their sets on at any one hour during the day, compared to 40% at night. Even at the peak hour—1 p.m.—only 34% of the occupied homes have their sets on as compared to a peak figure of 56% on Sunday night at 8 p.m.
3. News programs are the most popular type of program, followed by daytime serials, popular music and serious music programs, in that order. 81% of the radio families listen to news, 53% to serials, 49% to popular music and 32% to serious music programs. Daytime serials are listened to by 66% of the farm families, compared with 48% of the families in metropolitan centers. Sponsors of daytime serials, therefore, fail to reach the 26% of the women who use their sets daily but listen to other types of programs—news, music, quiz programs etc.
4. 36% of all housewives—and 28% of those who listen to serials—say there are too many of them on the air. In contrast only 10% say there are too many popular music programs. While only 1% say there are too few serials, 25% say there are too few serious music programs and 12% say too few popular music programs.
5. Contrary to popular opinion only 19% of the women leave their sets tuned to one station; 51% listen only to certain programs.
6. As a result of the war 26% of the housewives say they are lis-
tuning more to their radios during the daytime. Another interesting discovery is the fact that 7% of the
radio homes now have men engaged in night shifts who were not so employed a year ago. This
indicates a 7% loss of the male audience to nighttime programs, who are now available at some
time during the day.

7. While 79% of the total net-
work commercial daytime hours are devoted to daytime serials only
50% of the total listening time is devoted to them. With the demand
for more programs of a musical
or comedy type, it is obvious that the networks—
and their advertis-
ers—should devote less time to
daytime serials. While the serial
as a program form has met with
unusual success for its earliest
sponsors, the saturation point has
been passed, both in quantity and
in appeal. Daytime radio listeners
want new types of entertainment.

New Program Types

"The BLUE Network offers its
facilities to national advertisers for
the development of these new types
of daytime entertainment," it was
stated. "Because NBC and CBS
have become accepted as the vehicles
for serial dramas, the BLUE
Network is becoming the medium
for a different type of program.
The success of the Breakfast Club,
the spectacular rise of Breakfast at
Sardi's, and the reception accorded
Morton Downey indicate the ready
acceptance of this new program-
ing schedule on the part of
America's daytime audience."

Report of the survey comprises
a 65-page book of type script in
blue ink, with charts and tables.
Included are detailed breakdowns
of the answers to these questions:
How Much Do They Listen in the
Daytime? When Are They at
Home? When Do They Listen?
What Types of Programs Do They
Listen to? How Much Do They
Listen to Serial Programs? Do
Daytime Serials Appeal to Certain
Groups? Are There Too Many Seri-
al Programs on the Air? And What
is the Effect of the War on Day-
time Listening?

Keystone Winners

F. E. MAYHEW, of KASA, Elk
City, Okla., has won first prize in
a continuity writing contest for
members of the Keystone Broad-
casting System affiliates. Contest-
ants were invited by Keystone to
submit one episode for Sunrise Salute, early morning sustaining
program produced by KBS. Win-
ned script, and five runners-up,
will be heard on KBS the week of
June 27. A War Bond was awarded
to Mr. Mayhew, and additional
prizes of $5 in war stamps went to
the near winners: Evelyn Cox, KID,
Idaho Falls, Idaho; George
Brooks, KOVC, Valley City, N.D.;
Barbara R. Kirkpatrick, WAGM,
Presque Isle, Me.; Mrs. Ernest
Boyes, KGNF, North Platte, Neb.;
Hal Barton, KLUF, Galveston,
Tex. Contest was so successful that
another will be held in the fall, ac-
cording to Michael M. Sillerman,
KBS president.

ASCAP Suit Asks
Juke Royalties

Modern Music Box Held to
Give Performance for Profit

ARGUING that copyright law ex-
emption of coin-operated machines
from royalty payments was never
intended to apply to the modern
juke-box and that the performance
of copyright music on juke-boxes
without permission of the copy-
right owner constitutes infringe-
ment, ASCAP has started a gen-
eral campaign to collect royalties
for juke-box use of its members' music.

Two suits were filed last Tues-
day in the United States District
Court in New York by ASCAP, in
behalf of two publisher members
against two New York City taverns
using juke-boxes for entertainment
Inc. is plaintiff against Donahue's
Bar and Grill, claiming infringe-
ment on the song, "I've Heard
That Song Before," and M. Witt-
mark & Sons is plaintiff against
New Westminster Cafe on "Please
Think of Me." Both taverns for-
erly employed live musicians and
had ASCAP licenses, which were
canceled when they dropped their
live bands and installed juke-boxes.

Estimating that there are some
500,000 juke-boxes in the country,
with an annual income of many
millions, ASCAP contends that
competition with live musicians and
with other forms of recorded music
constitutes an inequity which the
courts should remedy. In 1909,
when the copyright law was en-
acted, the vacuum tube, basis
of modern sound amplification,
then not invented, ASCAP spokes-
men point out, and the coin-oper-
ated machine at that time was
equipped with a pair of tubes
which the man who dropped his coin
heard the recording. Today's juke-box,
which a single coin will activate in
a room-filling performance, is a far
different thing, according to ASCAP,
and its performance should properly be
interpreted a performance for
profit.

WHAT'S IN IT FOR ME?

Telling people about the fine war work your company is doing is good. It gains public respect. But
people are mostly pretty human. They're inclined
to feel a lot more friendly if your name is at-
tached to something that satisfies one of their
desires.

Nearly everybody desires entertainment. Radio

gives them entertainment... gives people some-
things value to remember you by.

CFRBR
TORONTO
860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are always tuned to CFRB.

79%
OF THE ADVERTISERS ON
WTCN

Washington's Only 24 Hour Station
1000 WATTS 1260 KC.

24 Hours a Day!

WASHINGTON
BLUE NETWORK

MINNEAPOLIS
ST. PAUL

RENEW THEIR CONTRACTS
YEAR AFTER YEAR

Free & Peters, Inc., National Representatives
New York Chicago Detroit
Atlanta Los Angeles San Francisco

BROADCASTING • Broadcast Advertising May 24, 1943 • Page 45
PARAMOUNT STARTS FILM SPOT SERIES
KEYING its promotion to current interest in the North African situation, Paramount Pictures, last week started the first phase of an extensive spot campaign for "Five Graves to Cairo". The drive will extend to 29 key cities from May 26 through June.

Combining live and one-minute electrical transmissions, Paramount is buying time on 5, 10 and 15-minute news and women's programs and on some music broadcasts. Latest news from the African front is incorporated into the live advertising messages.

First announcements broke in New York May 21 as a buildup to the premiere, May 26 at the Paramount Theatre. By the middle of last week, time had been purchased on stations in Tulsa, Cleveland, Detroit, Indiana, Louisville, Atlanta, New Orleans and Miami, with campaigns still being lined up. Buchanan & Co., New York, is agency.

IRE Gives Details Of Planning Body Post-War Project Would Draw Widely from Industry
ANNOUNCING more details of the cooperative plan adopted by the board of directors of the Institute of Radio Engineers for a post-war radio technical planning association [BROADCASTING, May 10], the IRE stated last week that a proposed charter for such an association had been approved by the board.

"The new association," the IRE reported, "will carry out the technical planning needed to build up a healthy post-war radio industry which will serve the public by speedily placing the new radio arts on a sound engineering basis and by stimulating post-war radio services as contributing to employment and prosperity.

Wide Representation
"In its work, the association will assign specific tasks, such as frequency-allocation plans, to groups of engineers charged with the prompt development of detailed proposals in each definite direction.

"The association will prepare plans and proposals in full accord with the public interest and in conformity with good engineering practices, so that all may findings widely known to those whom they may benefit."

Following the suggestions made to the IRE by James Lawrence Fly, chairman, and Com. T. A. M. Craven, both of the FCC, to the Institute, for an association to study all technical problems of broadcasting, television, facsimile and general communication and to recommend methods for introducing new radio developments, the IRE board not only drew up the plans and proposals, but also empowered a special committee to draft the plan and organize sponsoring groups.

Chairman of this committee is Haraden Pratt, vice-president and chief engineer of Mackay Radio & Telegraph Co. and past president of the IRE. Other committee members are B. J. Thompson, associate director of RCA Laboratories; Dr. Alfred M. Goldsmith, consulting radio engineer, and Prof. H. M. Turner of Yale U.

Harris Commissioned
SUCCESFUL world premiere on the BLUE Feb. 27 of Roy Harris' Fifth Symphony, as played by the Boston Symphony Orchestra, led Mark Wood's, president of the BLUE, to commission Harris to conduct the sixth symphony for presentation next spring on the BLUE, by the Boston Orchestra, conducted by Dr. Serge Koussevitsky.

SAYINGS equivalent to the upkeep of WNYC, New York's musical station, for 54 years were effected by that station in the construction of an auxiliary transmitter for the Navy Dept. at a cost of $7,000. Mayor F. H. LaGuardia, last week. By utilizing extra equipment on hand WNYC saved the city $148,000, he said.

ROI FEATURE PLAN PLACING PROGRAMS
FIRST of the group of network programs contemplated under the OWI Special Feature Plan went on the BLUE at 1 p.m. yesterday (Sunday), with the initial program in the series. This IS Official, a half-hour question-answer show in which Washington officials answered questions on Government regulations and policies.

This IS Official was to start with all invited cast, including Chester Davis, food administrator; Elmer Davis, OWI Chief; Senator Brown, OPA Chief; Paul McNutt, War Manpower Commission Director, and Undersecretary of War. Subsequent panels will use key officials from their departments. Producer of the program is John Heiney, originator of Prof. Quiz.

OWI will present two other programs in the Feature Series to network presidents during the week in participation of their early appearance on the air. The other contemplated shows include a scientific program on Merchant Marine and another on the United Nations. Both are half-hour programs written by private OWI writers, with research assistance of OWI.

To Star in Films
BESIDES Kay Kyser, star of the NBC College of Musical Knowledge, radio talent in the 20th-Fox film, "Around the World with Kay Kyser", currently in production, includes Georgia Carrell, vocalist featured on the series, and Joan Davis, comedienne on the weekly Rudy Vallee show. Chester Hance and Norma Giff, who portray Lem and Aber on the four-hour weekly Blue program, will be starred in "Dollar a Year" also to be released by that studio.

UNITED DIATHERMY Inc., 1337 Chestnut St., Philadelphia, denies a Federal Trade Commission complaint that it has used false advertising concerning its device called United Short Wave Diathermy, and asserts that it distributed a booklet to potential and actual purchasers giving complete instructions as to use and conditions of use of short wave diathermy and the manner of application.

Marie Nelson MARIE NELSON, 60, character actress in Chicago radio since 1890 and veteran of the stage, died May 12 in a Chicago hospital.

EVEN IN AFRICA Signal Corps Officer Keeps Informed on Industry
EDITOR, BROADCASTING: Believe it or not, copies of Broadcast Advertising find their way to some of the most unlikely and out of the way spots in North Africa, and they've made me realize just how far out of whack the current activity in radio can get when occupied with purely military responsibilities.

Therefore, please serialize that long-lapsed subscription of mine to Broadcast Advertising and let it start up in this direction.

Until we dispose of the Axis, and I get back to New York on CBS, Broadcasting is going to prove a Godsend.

E. MacDonald Nyhcn, Capt., U. S. Army.
DON'T expect radio manufacturers to be turning out "dream models" of the ultra-modern radio receivers you may have seen picture, as soon as the war is over. Eventually, we will be having home radio receivers and other peace-time appliances such as had not even been thought of before the war, but not immediately.

Some people feel that we may be making some civilian radio sets within a year from now. The Government has under consideration making available some materials for development purposes on peace-time radio receivers and other household appliances next fall.

Within four to five months after we have been told that we may make home radio sets, we can be making them—the same kind of radio receivers we were making when civilian production stopped, with some improvements.

We are going to have a tremendous manufacturing capacity after the war and some of us want to go back toward. We want to keep all of our people busy. Most of us believe that Germany will be knocked out of the war first, and that Japan will be defeated some time later. If the attrition idea of carrying on the war prevails, we may get into the gradual production of home radios and other peace-time products earlier than otherwise. We could then make the transition from war to peace time products without much trouble.

The radio industry's volume before the war was $325,000,000 while last year it turned out a total volume of war radios amounting to $1,200,000,000. Just after the war ends there will be a huge pent-up demand for goods and there will be war savings with which to buy them. After that, sales will not come so easily and they will require a lot of hard digging.

If the intensity of the war les-

AFRA CONTRACT RULE EFFECTIVE

AMERICAN Federation of Radio Artists has notified its membership that Rule 19, requiring submission of all contracts of 12 weeks duration or longer to the union for approval before they are signed, is now effective. Copies of the new rule were mailed on Friday. The rule was promulgated following AFRA's objections to a new type of talent contract offered by CBS, which did not violate any of the terms of the network's contracts with AFRA but which contained provisions concerning employment of salaried staff employees in stage, screen, night club and recording work which AFRA felt unfair.

Meanwhile, the union has named a committee to deal with the problem of setting up standard contracts for the various types of employment in which AFRA members are engaged, including station and network staffs, stead employment of commercial program series, single program engagements, etc. Group is now studying present employment contracts to see which provisions should be embodied in the new standard forms.


McCormack Spots

McCORMACK SALES Co., Baltimore, on May 17 started a spot campaign for Bee Brand insecticide on ten stations. Contract calls for two transcribed one-minute announcements a day, five days a week, for 13 weeks. For Pure Vanilla Baking Magic, the firm started announcements on WMPS, Memphis, on the same date. Agency is Jones & Brakeley, New York.

Sabine Joins OWI

RALPH P. SABINE, retired Washington businessman, has joined the OWI Overseas Branch, Bureau of Communications Facilities, as chief of station relations, it was announced last week. Mr. Sabine will have charge of negotiating contracts with shortwave stations now operated by the Government.
week regarding plans and procedure.

Also in Washington but not directly involved in the overall conversations were Mark Ethridge, publisher of the Louisville Courier-Journal and Times, which operates WHAS, Louisville; Edwin W. Craig, executive vice-president of WSM, Nashville, and Joseph O. Maland, general manager of WHO, Des Moines. They came to Washington primarily for a meeting of the Clear Channel Broadcasting Service, in connection with a successor to Alan B. Miller, director of CBBS, who died suddenly last month.

No word was forthcoming from the officials following their conversations with Chairman Fly and the Senate committee members. Chairman Fly, however, at his press conference last Monday, stated he had met with the network officials in informal discussions and would continue to meet with them, but there had been "no requests for an extension." He said he would be disposed to give the stations "ample time for the changeover" and "whatever time is necessary" but that he did not see that any extension beyond the June 14 deadline is required. Then he tersely added "I will say this: There will be no more dilatory tactics."

Mr. Fly commented that the rules now simply have to do with modification of existing contracts. "They do not have to do with any disposition of properties or any re-adjustments. So I would think the time allowed by the court should be adequate."

Network Sessions

Members of the NBC Station Planning & Advisory Committee called to meet in Washington May 24 are: Paul W. Morency, WTIC, Hartford; G. Richard Shafto, WIS, Columbia, S. C.; James E. Hough, WREX, WLL, Cincinnati; Harry Stone, WSM, Nashville; Stanley E. Hubbard, KSTP, St. Paul; G. E. Zimmerman, KARK, Little Rock; Sidney S. Fox, KDVL, Salt Lake City; Arden X. Pangborn, KGW, Portland, Ore.

Members of the CBS affiliates advisory board, also called to meet in Washington May 24 are: Franklin Doolittle, WDRC, Hartford; I. R. Lounsberry, WKBW, Buffalo; C. T. Lucy, WRVA, Richmond; John M. Rives, WCSC, Charleston, S. C.; Hoyt Wooten, WREC, Memphis; Leo Fitzpatrick, WJR, Detroit; Arthur B. Church, KMBC, Kansas City; Clyde Rembert, KRLD, Dallas; and C. W. Myers, KOIN, Portland, Ore.

The BLUE station planning and advisory committee, called to meet in New York June 2, comprises: Mr. Kobak described the plans and procedures, however, that petitions and proposals of this nature seldom get out of committee.

Commissioner Durr's petition, along with identical letters to the five members of the FCC investigating committee and an accompanying detailed memorandum, were released May 14. Among other things, the Commissioner cited Rep. Cox's relationship with WALB, Albany, Ga., whose license renewal now is pending before the FCC. Facsimiles of a $2,600 check issued to Congressman Cox by WALB, and a voucher showing it as payment for "legal expense" were attached to the Durr petition [BROADCASTING, May 17].

The FCC continued to hold the Congressional limelight last week. The House last Tuesday, after two days of debate, adopted an amendment to the Urgent Deficiencies Bill for 1948, withholding the salaries of Dr. Goodwin Watson, chief

Kobak Host to Staff

EDGAR KOBAK, BLUE executive vice-president, was host to over 140 BLUE employees at a dinner given at the Town Hall Club, New York, last week, as the fifth in a series of informal gatherings for network personnel. As at previous employe dinners, Mr. Kobak described the origin and history of the network.

Legislative Hearings to Start

(Continued from page 10)

Garey Goes Ahead

Despite Durr Move

Complaint Against Rep. Cox

Is With House Committee

DESPITE the pendency of the petition of Commissioner C. J. Durr of the FCC, for disqualification of Rep. E. E. Cox (D-Ga.), as chairman of the House committee to investigate the FCC, there was no discernible letup in the activities of the committee's legal and investigating staff last week.

While neither Chairman Cox nor Chief Counsel Eugene L. Garey of the committee would indicate when public hearings would begin, it was stated that public hearings would get under way as soon as the committee felt the time opportune. The committee's legal and investigating staff has interrogated nearly 300 witnesses and taken statements regarding FCC activities, dealing not only with broadcasting but with common carrier aspects of the Commission's licensing and regulatory functions.

Petition With Committee

The Durr petition for disqualification of Judge Cox, because of purported "bias" and "prejudice", as well as his "personal interest" in the proceedings, was referred to the Judiciary Committee. No word was forthcoming from the committee other than that the matter was pending. It was observed by those familiar with Congressional procedures, however, that petitions and proposals of this nature seldom get out of committee.

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The FCC continued to hold the Congressional limelight last week. The House last Tuesday, after two days of debate, adopted an amendment to the Urgent Deficiencies Bill for 1948, withholding the salaries of Dr. Goodwin Watson, chief
of the FCC's Foreign Broadcast Intelligence Service analysis section, and Dr. William E. Dodd Jr., editorial assistant of FBIS, because of purported Communist front activities. Previously, the Dies Committee had denounced the FCC employees as unfit, but the Commission, by majority vote, refused to release them.

Another incident in the Cox-FCC controversy developed last Tuesday, resulting in an altercation on the House floor between the fiery Georgia congressman and Rep. Rogers (D-Cal.), son of the late cowboy humorist. According to the reports, Rep. Cox took umbrage over a radio speech by Rep. Rogers, in which the Georgian alleged the Californian had accused him of taking a bribe. The extent of the encounter on the House floor was a tug at Rep. Rogers' hair by Rep. Cox. Later, the Congressmen met in the lobby and skirmished verbally only. Speaker Rayburn intervened.

Rep. Rogers commented afterward that "nothing was exchanged but conversation". Rep. Cox, however, asserted the Californian had accused him of taking a bribe but this was denied by the latter. Later, Rep. Rogers said "I want to state again that I did not say Mr. Cox accepted a bribe. * * * I have mentioned Mr. Cox in some radio addresses, but I don't know which one. * * * I expect to see him in a calmer moment, find out what he objected to and iron this out in more deliberate fashion."

The incident appeared to relate to the WALB $2,500 "legal expense" item.

DuMont Annual Report Discloses Busy Program

ANNUAL REPORT of Allen B. DuMont Labs., Passaic, N. J., issued last week by Allen B. DuMont, president, disclosed a net profit of $190,164.44 for the fiscal year ended Jan. 2, 1943, after $60,000 for taxes. Net sales totaled $1,272,624.19. Facilities are devoted almost entirely to requirements of the Army and Navy.

The New York television transmitter (W2XWV) is operated on a regularly scheduled basis.

Douglas Renew

W. L. DOUGLAS SHOE Co., Brockton, Mass., will continue Tonight's World News with John Stanley, commentator, on Mutual network, for coming summer. Portion of program will be devoted to sale of War Bonds, Red Cross and other aids to Government. Survivors of Coast Guard service and men returned from overseas duty are interviewed by agency Harold Cobott & Co., Boston.

WPB Standardizes Radio Repair Parts

AN ORDER to limit production of maintenance and repair parts for home radios to a standard line of parts has been completed by the Radio & Radar Division after more than six months of research in which the full facilities of the American Standards Assn. were used.

The Order, L-293, simply states that no manufacturer shall make any parts other than a list approved by ASA, without special permission of WPB. Manufacturers will continue to place their brand name on the standardized parts, however, and need not mark them "V" for Victory.

Purpose of the order is to reduce the number of types of parts in production. The WPB-ASA standard line is expected to serve about 90% of the sets in operation.

Under L-293, manufacturers are limited to nine types of dry electrolyte capacitors instead of several hundred formerly made. Similarly, instead of several hundred of each, producers will now make only nine types of paper and dielectric capacitors, six power transformers, two reactors and six audio transformers.

Study of standardized lines of both parts and tubes began over six months ago [BROADCASTING, Nov. 23]. The tube program, involving 117 important types instead of almost 700 pre-war types, has been in operation since the first of the year.

CBS Program Plan

TO GIVE members of its staff an opportunity to learn programming and to build up a source of replacements for its program department, CBS is setting up an orientation course, under the supervision of Lyman Bryson, director of education, in collaboration with Davidson Taylor, assistant director of broadcasts. Those over 35, classified as 4F, and women are eligible.

PAUL ARCHINARD, NBC foreign correspondent, formerly in Paris and Vichy and now in Berne, Switzerland, will be scheduled regularly on NBC's news roundups of its overseas reporters.

SCRIPT CONFERENCE gives official okay to a new weekly half-hour transcribed program, They Give Their Lives, sponsored without commercial breaks by the Peter Hand Brewery Co., Chicago, on WGN, Chicago. The program, which incorporates two one-hour transcribed features, Eye Witness News and War Correspondent, has been turned over to OWI for vital Government messages each week. Left to right are M. H. Petersen, regional radio director, Chicago Office of War Information; Harry P. Heuer, president, Peter Hand Brewery Co., and Hildred Sanders, Associate radio director of the agency, Mitchell-Faust Adv. Co., Chicago.

Murrow in N. Y.

EDWARD E. MURROW, chief of CBS European news staff, arrived in New York this week for five or six week's vacation. Announcement of his pending arrival, by Paul W. White, CBS director of news and public affairs, followed shortly after the disclosure that CBS correspondent William L. Shirer would be on his way to England about the same time. Although primarily on vacation, Mr. Murrow will continue his regular Sunday news broadcasts, 6:15 p.m.

NBC Recording Contracts

ORDER for re-recording of The Name You Will Remember has been received by NBC's Radio-Recording Division from KGGM. The series has been taken for the first time by WHDH, WFTA, WHAI and WIDA, WTVN and WMGB have renewed.

New contracts include Flying for Freedom from WLAC, WFBM, WGL and WASK. Five-Minute Mysteries has been taken by KXYZ, and by Allan Canada Radio Facilities. WMBD starts Betty & Bob and WHIS starts Let's Take a Look in Your Mirror. Other contracts are from WCBH and WSON.

NBC contributed 94 hours and 35 minutes to the war effort during April. March figure was 102 hours and 30 minutes.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

May 24, 1943 • Page 49
Supreme Court Upholds KOA

(Continued from page 12)

arguments amicus curiae. The court held it was of the opinion that KOA was entitled to be made a party with a section 312 of the Communications Act.

It pointed out the Commission found there would be interference with KOA's signal in the Eastern part of the United States if the Broadcast application was granted. The court held that the grant of WHDH's application in the circumstances "necessarily involved the modification of KOA's outstanding license.

Under Section 312 (b), the court cited the FCC was duty-bound to make KOA a party. "We can accord no other meaning to the language of the proviso which requires that the holder of the license which is to be modified must have notice in writing of the proposed action and the grounds therefore, and must be given a reasonable opportunity to show cause why an order of modification should not issue," said the court.

Not a 'Stranger'

"Certainly one who is to be notified of a hearing and to have the right to show cause is not to be considered a stranger to the proceeding but is, by the very provisions of the statute, to be made a party. The very notices issued by the Commission show that that body knew there would probably be an interference with KOA's signals if the pending application of WHDH were granted; and that the Commission also realized there was a serious question whether the application could be granted under its existing rules.

The majority upheld the jurisdiction of the lower court on KOA's right to appeal, pointing out that if the interests of the station would be adversely affected or if it should be aggrieved by granting the WHDH application, then the statute grants KOA right of appeal. The Sanders case, decided by the court two years ago, covered the question of economic injury resulting from the grant of a license to another station and whether the station had standing to appeal under the act, the court said.

"We held that it had," Justice Roberts pointed out. "We pointed out that while a station license was not a property right, and while the Commission was not bound to give controlling weight to economic injury to an existing station, question of the issuance of a license to another station, yet economic injury gave the existing station standing to present questions of public interest and convenience by appeal from the order of the Commission.

"Here KOA, while not alleging economic injury, does allege that its license ought not to be modified because such action would cause electrical interference which would be detrimental to the public interest."

Frankfurter Dissent

In his detailed dissenting opinion of 14 pages, as against the seven-page majority opinion, Justice Frankfurter disagreed with the majority on virtually all points. He held that unlike courts, which are concerned primarily with enforceable private rights although public interests may thereby be implicated, "administrative agencies are predominantly concerned with enforcing public rights although thereby be affected."

Justice Frankfurter said in his judgment the majority opinion "imposes a hampering restriction upon the functioning of the administrative process." He held that whereas the majority concluded that the Commission was required as a matter of law to grant KOA's petition to intervene, he felt the act provided such an order "only in the very broadest terms, and I think even then it involves a disregard of the language of Section 312 (b)." He would have it that the functions of the Commission be determined by the terms of the statute, case by case. "It is plain," he wrote, "that in cases of interstation hearing, the Commission may hear evidence and be guided by the considerations stated in the statute in finding whether the public interest requires that a hearing be held. And it may in cases of contested applications for new licenses hear evidence and be guided by the considerations stated in the statute in determining whether the public interest requires that a license be granted."

"The difference between the majority and the dissent is, then, one of degree. The majority says that the public interest requires the granting of a license. The dissenting opinion says that the public interest requires that the Commission hear evidence and determine the matter.

"The majority says, in effect, that the public interest requires that a license be granted. The dissent says that the public interest requires the hearing which leads to a determination of the matter."

Insisting that KOA, to establish its right to appeal, had to make a showing that its interests were "substantially impaired" by a grant of WHDH's application, Justice Frankfurter said KOA failed to do this. The station made only a "general allegation" in its appeal below.

While he contended that KOA had no standing to appeal, Justice Frankfurter held that even if it had, he did not believe KOA was afforded less opportunity to participate in the proceedings before the Commission than the statute requires. He said KOA had ample and reasonable opportunity to show cause why the WHDH application should not be granted.

In conclusion, Justice Frankfurter said "we must assume that an agency, which Congress has justified by the trust reposed in it, and especially when sitting in judgment upon procedure devised by the Commission for the fair protection of both public and private interests, we must view what the Commission has done with a generous and not a jealous eye."

Douglas Dissent

In a brief two-page dissent, Justice Douglas said while he was in substantial agreement with Justice Frankfurter, he desired to add on one phase of the case. He asserted he agreed with the court that if, as held in the Sanders case, a person financially injured by the grant of a license has a standing to appeal, so does one whose station suffers interference from electrical interference if the license is issued. But he pointed out he expressed his doubts in the Scripps-Howard radio case last year, whether Congress intended to give private litigants with the power to vindicate the public interest when it gave the right to appeal under Section 402 (b) to a person "aggrieved or whose interests are adversely affected" by a decision of the Commission.

Justice Douglas said any controversy which may now be present is between KOA and the Commission and that WHDH is not involved. He said KOA's interest is that of a "private person and accordingly must be measured in terms of private injury." He pointed out that Section 402 (b) of the act holds only that KOA made an adequate showing under Section 402 (b). "I disagree with that conclusion," he said.

Dolan for WLW

LEO DOLAN has been appointed war correspondent in England for WLW, Cincinnati, James D. Shouse, president in charge of WLW broadcasting, announced last week. Mr. Dolan, who has done newwork in New York and Washington, as well as the Midwest, is the third foreign correspondent now covering important theatres of war for WLW, the others being James Wel-lard in North Africa and Hugh Dash in Australia. Mr. Dolan's headquarters are in London, where he is London manager for INS.

DRIVE BAN KEEPS LISTENERS HOME

RENEWAL of the ban on pleasure driving in 12 Eastern states was ordered by the Senate Thursday to meet a gasoline shortage which officials said "had mounted to alarming proportions." Although a ban on pleasure driving for B and C card holders had gone into effect earlier this month, the new regulations are expected to be much more effective, since drivers can no longer claim they are doing non-essential driving on their permits.

Officials say that every effort is being made to remedy the shortage, but millions of motorists in the East will probably be spending more time at home, since OPA plans severe penalties for car owners whose vehicles are found near places of amusement.

Particularly hard hit by the order will be such warm weather attractions as amusement parks, beaches, theatres, concerts, golf courses, dances, skating rinks, bowling alleys and night clubs.

The L.B. Wilson Station

KWKH 5000 Watts

The Selling Power in the Buying Market

A Shreveport Times Station

SHREVEPORT, LA.

The Graham Company

Page 50 • May 24, 1943

WGAR Receives Award for Effective Broadcasts in Fire Prevention Drive

FOR OUTSTANDING educational work in the field of fire prevention during 1942, WGAR, Cleveland, will share top awards of $500 gold medals with the Paterson Morning Call at formal presentation May 27 in New York at the 77th annual meeting of the National Board of Fire Underwriters, sponsor of the awards.

Also in the field of radio, "Honorable Mentions" were accorded to: KMTR, Hollywood, for public service in contributing to the winning of high national honors in fire prevention activities for the City of Los Angeles.

WKZO, Kalamazoo, for effectiveness of fire prevention messages "through provocative and on-the-spot broadcasts related directly to the community which it serves.

WPTF, Raleigh, for "special distinction evidenced by effective correlation of fire defense and civilian defense broadcasts directed to both urban and rural audiences."

In awarding the Radio Gold Medal to WGAR, tribute was paid to the station for its development and application of a practical philosophy of fire prevention education which found year-round expression in constructive broadcasts designed to impress home owners and war workers with the importance of fire defense in national defense." WGAR's broadcasts were praised for "exceptional initiative and imagination" in dramatizing the need for increased knowledge of methods for protecting the community from fire.

In making the awards, the board of judges for the competition gave credit to the contributions made by the press and radio in granting their facilities to fire prevention.

Judges for the awards were James M. Landis, director, Office of Civilian Defense; Andrew T. Tichenor, president of International Ass'n of Fire Chiefs; and Sol Taishoff, editor of Broadcasting.

Chevrolet Regional

CHEVROLET MOTOR Co. has purchased two 15-minute newscasts weekly on The Tobacco Network, Eastern North Carolina regional. Contract was placed through Campbell-Ewald Co., Detroit. Headquarters of network is in Raleigh. The network is sponsored by Chevrolet. Stations are on national basis. Stations in the network are WGBR, Goldsboro; WFTC, Fayetteville; WGT C, Greenville; WRAL, Raleigh; WGM, Wilson.

JO BARRY LAKE, sports editor, who, Des Moines, under the nom de plume of Joe Barry, has written a mystery novel, The Pay Off, Arcadia House Inc., will publish this summer as the "mystery of the month."

OWI DISC ACTION AROUSES CRITICISM

CHARGING that withdrawal of Uncle Sam from local sponsorship was a "summary" action, John J. Laux, manager of WSTV, Steubenville, Ohio, last week wrote Don Stauffer, chief of the OWI Radio Bureau that more endeavor should have been made to secure opinions of all stations before the proposed new "big name" series was adopted.

Pointing out that OWI has consulted the stations fully before starting the original series, Mr. Laux commented, "yet we were summarily advised that important changes will be made without your department seeking the advice or opinions of the stations who have given so freely of their time."

Mr. Laux questioned whether alleged complaints from many stations actually represented the feelings of the smaller outlets.

"I cannot help but take exception," Mr. Laux wrote, "to the statement that in order to secure the cooperation of the stars, local sponsorship must be eliminated. It's a little too far fetched, but what if the radio stations were to adopt the same arbitrary attitude. No sponsorship—no broadcasting. It certainly must be admitted that local sponsorship of Uncle Sam in no way harms the stars or lessens their incomes."

Another letter of protest to Mr. Stauffer came from Bruff W. Olin, Jr., manager of WKIP, Poughkeepsie, N. Y. Mr. Olin, lodging "the strongest possible protest," called Uncle Sam, in its old form, a success. "I doubt," he wrote, "if any transcribed series of programs syndicated by any private enterprise, has ever been sold individually by 200 radio stations." Mr. Olin asked that Uncle Sam be continued for sponsorship, and that the "big name" series be prepared in addition.

Campana Plans

CAMPANA Sales Corp., Batavia, III., has asked MBS to clear the Sunday, 7:30-8:30 p.m. spot for its First Nighter series beginning Oct. 3. Program signed off for the summer after the broadcast of April 25. However, the client has stipulated that the network must include certain stations which are affiliates of both BLUE and RED. NCC is virtual and are currently carrying Here's to Romance which Bourjois Inc., New York, sponsors on the full BLUE at that time. New FCC regulations do not affect this situation, it was explained, as this Sunday period falls in station time which is not controlled by the BLUE. Campana is handled by Wallace-Ferry-Halkey Co., Chicago.

WELCH GRAPE JUICE Co., Westfield, N. Y., and H. W. Kaster & Sons in a joint action deny that they made the alleged false and misleading representations listed in a Federal Trade Commission complaint against them.

May 24, 1943 • Page 51
"WFDF Flint Michigan taught me how to swing 'em!"

**The Ol' Colonel Says:**

Get your share of Georgia's booming business.

**WTVC**

SAVANNAH - GEORGIA

CBS • 5000 WATTS

**WCHS**

CHARLESTON, W.V.A.

**WTOC**

Savannah, Ga. • 5000 WATTS

**WSA J**

NEW YORK'S STATION

English, Italian

Electronic, Distinctive Features

**THE ROLL CALL ROOM**

In the control room

**Stouin and Wright**

Radio Station Representatives

Montreal • Winnipeg • Toronto

**BROADCASTING** • Broadcast Advertising

**Page 52 • May 24, 1943**
Religious Series

TWO SPECIAL broadcasts on NBC May 23, together with the dedication of new studio for religious programs, marked the 20th anniversary on NBC of the National Radio Pulpit. Speakers included Niles Trammell, president of NBC; Dr. Ralph W. Macklin, pastor of Christ Church, New York, and officiating clergyman for the program; David Sarnoff, president of RCA and chairman of the board of NBC.

S. H. PATTERSON, president of KSAN, San Francisco, has announced acquisition of the AP radio news wire from Press Association, radio subsidiary of The Associated Press. AP dispatches will be featured on KSAN's many newscasts.

HOOPER SHOWS WHAT KANSAS CITY KNOWS!

A 250-watt local non-network station holds more day-time listeners in greater Kansas City than three network outlets.

It's KCKN, the Capper Publications station for Kansas City—programmed entirely and exclusively for Kansas City's 725,000 "city" listeners.

Chicago—Central 5977
New York—Mohawk 4-3280
WPB Plans to Take Steps To Ease Spotty Tube Dearth

Shortages Confined to a Few Types, Especially Those Used in Low-Priced AC-DC Receivers

QUESTIONED about newspaper reports that a famine in radio receiver tubes was marking civilian blackout throughout the country, officials of the WPB Radio & Radar Division said last week the situation is confined to a few types. They expressed hope that the situation would be corrected within a few weeks.

Tube shortages, they said, pertain to two types of tube needed for low priced modern AC-DC sets. These are low profit items which manufacturers have abandoned during the war. The types are now going into production at WPB's suggestion, a spokesman said.

To Plan Production

A complete review of all elements effecting the shortage of tubes will occur this week, WPB said, when the Vacuum Tube Advisory Committee meets with members of Frank H. McIntosh's Foreign & Domestic Tube Information. The meeting will bring industry and Government officials together to plan production for the remainder of 1943, and to work out methods to overcome bottlenecks in the distribution machinery.

The tube problem, persons familiar with the situation point out, involves two types of tubes: those used in high power, long-life vacuum tube receivers. These tubes are now being made in large numbers by the WPB for use in military receivers.

The shortage of the other type, the distribution-channel tube, is due to the fact that distributors are selling tubes originally intended for civilian to military purchasing agents, and to contractors who use them to fill military orders. In some cases these sales serve a useful war purpose since they meet emergency military needs. But in other cases, the distributors solicit non-emergency military business in hope of making a quick sale at list prices.

Several weeks ago, Mr. McIntosh moved to correct the first fault, by asking manufacturers to exchange tube supplies, so that complete lines would be available for all dealers. The WPB also recently advised tube makers to market civilian tubes "M.R.," for Maintenance and Repair, so that military purchasers would know they had not been subject to regulation military tests.

Some opposition to this apparently is developing however. Last week, RCA notified its dealers that "to meet the desires of the Army and Navy" it would brand all tubes manufactured and sold by RCA with an RCA trade-mark.

"It has been the practice of many tube makers to purchase unbranded tubes from other tube manufacturers and to resell them with brands other than those of the actual manufacturer," RCA said. "This has permitted tube manufacturers to offer to their customers a more complete line of tubes under their own or their customers' brand name."

"It may happen that we may no longer be able to supply certain tube types with RCA brand names where such tubes are not actually in production on our own manufacturing facilities," RCA commented. It asked dealers to explain to their customers which certain types are available only under other brands.

Press Articles

Articles pointing to a shortage of radio tubes were printed a week ago by the Wall Street Journal and the New York Times. The Journal claimed that lack of parts, principally tubes, had "hundreds of thousands of sets in city homes, including an estimated 180,000 sets each in Detroit and Philadelphia and 50,000 in Los Angeles." The Journal said the industry thinks that while Government action may help, "it won't serve to keep America's 58 million home radio receivers in operation." The Journal said the shortage of batteries had silenced a high percentage of farm sets in the Dakotas and Nebraska.

The Times said priorities are the stumbling block in tube production. "It is believed by many that the civilian situation will see little improvement until a specific plan, completely independent of the military, is devised," it was stated. T. R. Kennedy Jr., Times radio writer, said that manufacturers report they have only one customer these days—Uncle Sam.

At WPB, officials say material has been specifically allotted for tubes assigned to civilians. Under the new distribution order, L-266, the WPB hopes to insure that these tubes go where they were intended.

Stated policy of WPB has been to provide one set to a home, where figures indicate that almost half the homes in the country have two sets. WPB has said it will do nothing for the 3,000,000 portable or 8,000,000 car radios.

SAVARIN RESUMES RADIO FOR COFFEE

WITH sufficient supplies on hand to permit promotion of Savarin Coffee, S. C. Schonbrunn Inc., New York manufacturer, resumes radio advertising for this product May 24. Firm withdrew product from the market and ceased advertising recently when transportation problems and wartime restrictions made it impossible to continue using the regular ingredients and the vacuum pack container.

First radio will be participations on Bessie Betsy's five weekly program on WOR, New York, on a 52-week basis. Plans for additional radio advertising have not been set. Agency is Ruthrauff & Ryan, New York.

Schonbrunn started a campaign of transcribed "singing" announcements on several stations in the New York area in March of last year for Savarin. The same firm resumed advertising for another brand, Medaglia D'Oro, in February [BROADCASTING, March 29]. Agency for the latter product is Pettinella, New York.

MacVane May Rest
JOHN MacVANE, NBC correspondent, who accompanied allied forces in the invasion of North Africa, and who followed the American Army into Tunisia, may return to London.

Relief Is Promised For Battery Sets

AID to farmers who need farm-type radio batteries was promised last week by the WPB's newly established Office of Civilian Requirements, the revitalized Office of Civilian Supply, now functioning under direction of the aggressive WPB vice chairman, Arthur Whiteside, Dun & Bradstreet president.

The batteries were one of some 50 items which Mr. Whiteside said would be provided immediately as "essential in the production of food and other war supplies." Rp and Lend-Lease authorities had agreed to relinquish a part of the current production of these items.

Although details of the program are not yet ready, Mr. Whiteside said farmers would be able to buy reasonable amounts of the needed items directly from their dealers without complicated forms. Since stores may not now have adequate stocks of these items, Mr. Whiteside said, farmers should order now.

Manufacturers will be directed, Mr. Whiteside explained, to ship a fixed percentage of current production to wholesalers, retailers and other processors. Battery production is now about 425,000 monthly, WPB reported last week, twice the production of mid-1942.

The CPA Good Food Good Things Good Goods Division set out to meet the battery shortage [BROADCASTING, May 17].

RMA WAR MEETING JUNE 10 IN CHICAGO

OPENING its War Production Conference at the Palmer House, Chicago, on June 10, the Radio Manufacturers Association will hear government officials discuss the immediate military radio program and future radio developments and problems.

In addition to the high ranking official personalities are Chairman James L. Fly of the FCC and Director Ray C. Bottenhead of the Radio & Television Division, WPB, who will address the luncheon meeting. President Paul V. Galvin of the KMA will preside and will give an annual report emphasizing the all-out war effort and production problems of the industry.

Other government officials who will appear at various sessions of the meeting include: Chief Frank H. McIntosh of the Domestic and Foreign Radio Branch, the Air Force Material Command Trade Relations Advisor, Board of Economic Warfare; and Ralph D. Camp, in charge of exports under the WPB Radio and Radar Division.

Problems to be taken up include manufacture of front panels, radio receivers, exports and post-war planning. New officers and directors will be elected at business sessions which include meetings of the directors and sessions of the Set, Tube, Transmitter, Parts, and Antenna and Sound Measurement Divisions. There will be no social events or exhibits and the customary annual banquet has been dropped.

"He Invented a Radar-Television and Aims It At His Girl's House Back in Keokuk!"

Drew for BROADCASTING by Sid His \n
WLW merchandising dedicated to war-time aid for retailers is sparked by two intensive war-time activities. 28,000 calls will be made this year on the men who move your merchandise...supplemented with BUY WAY, our radio merchandising newspaper which has a readership of more than 50,000 twice monthly. Paced to give constant stimulation and help is direct mail contact that totals 360,000 mail pieces annually.

This merchandising program...which covers every phase of distribution from manufacturers' representatives to consumer...costs advertisers nothing. Now more than ever, it helps to make your WLW dollar the most effective advertising dollar you can spend.

WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.

LISTENER DOMINANCE. In 32 cities of its four-state area, and in 218 rural communities around them, WLW delivers 51.2% of all nighttime radio listening. (A weighted average figure based on Hooper Mid-Winter WLW area rating, 1943, which does not represent the size of our audience in any one city or rural area.)

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. The services of SPECIALTY SALES can be bought on an extremely flexible basis at a very nominal cost.

WLW

THE NATION'S MOST MERCHANDISEABLE STATION

DIVISION OF THE CROSLEY CORPORATION
THE TUBES THAT LAUNCHED A MILLION BROADCASTS

Probably no tubes in Radio history have launched more top flight broadcasts—and launched them more successfully—than the RCA-892 (water-cooled), and the RCA-892-R (air-radiation-cooled) types.

Prior to the war, these famous tubes led the field on a watt-per-dollar basis. This economy factor is still important, but war emergency conditions now make it secondary to their proved ability to last longer and to perform more dependably. Both types can be rebuilt under the RCA Plan (see below).

These are the RCA standard tubes for 5 kw broadcast requirements, or for driver stage needs in 50 kw transmitters. Both have double-unit filaments permitting operation from 2-phase a.c., thus minimizing hum. Both can be operated from single-phase a-c or d-c filament supplies. Both are designed for class B and class C services—and the RCA-892 has also found widespread use in the most modern induction heating applications.

Complete technical information gladly sent upon request. Write to RCA, Commercial Engineering Section, Harrison, N. J.

RCA Types 207, 891, 891-R, 892, and 892-R

Actual use over a long period of time has proved the efficiency of these RCA Rebuilt Tubes beyond question. Ratings or characteristics are in no wise impaired. If your station uses any of the five listed types, write today for details.

“Electrons in Action at RCA”

Modern electronic tubes could not be produced in quantity without employing equally modern tubes in the operations used in their manufacture. This profusely illustrated 32-page book tells the story of electrons in action at RCA and contains many valuable hints on possible electronic applications in other fields. Ask for Booklet No. 198159.

BOOKLET FREE!

RCA RADIO-ELECTRONIC TUBES

RCA Victor Division • RADIO CORPORATION OF AMERICA • Camden, N. J.