the record—
the station in New York that

in 1941 became the most powerful independent station in America

in 1941 served 239 advertisers — more advertisers, perhaps, than any other station, anywhere

in 1941 increased its primary coverage area by three million listeners

in 1941 dominated the News broadcasting field with both United Press and Associated Press services — The Newsreel Theatre — Fulton Lewis, Jr. — Wythe Williams — Fulton Oursler — George Hamilton Combs, Jr.

in 1941 installed its own "Washington Line" to better cover the important national news scene

in 1941 led in Sports broadcasting with pro football and hockey play-by-play— Clem McCarthy — Dick Fishell — Bert Lee — Sam Taub — Marty Glickman — and then scored the grand coup by copping the 1942 Brooklyn Dodger games with Red Barber — Exclusive!

that station is the 50,000 Watt

— and the station to watch in 1942!
As 1941 hangs up his hour glass and scythe to call it a day, our hats are lifted high in his honor for the magnificent job he did in rustling up a Construction Permit calling for a 50,000 Watt job to replace our present 5,000 Watt installation. It's thanks, old man, and happy retirement.

And as 1942 clears for action he finds stone masons, bricklayers, carpenters, plumbers, structural steel workers and engineers plugging away for dear life at the job of giving WWVA one of the most modern and efficient 50,000 Watt transmitting plants in the world—and that's a lot of territory! They promise us a finished job before the youngster travels very far.

Watch for definite announcement soon.

Still one of America's greatest 5,000 Watt buys!
It's the same traffic light but what a whale of a difference the colors make

HERE'S LIGHT ON A SOUND SUBJECT

To make a "Go" of any radio campaign there must be plenty of vivid, colorful showmanship. A slight suggestion to buy is a potent selling force, if the program is packed with the punch of showmanship. Showmanship, the life blood of radio, is so inexorably a part of WSM, that this station feeds more evening productions to the NBC network than any other independent station in America. Seven NBC programs a week originate at WSM!

This recognition, plus five showmanship awards, is more than a tribute to WSM's huge, versatile talent staff. It is the power, stronger even than our 50,000 watts, that has built a large and loyal audience and has brought over 40,000 letters in response to a single program. It is the stepping stone to sales in the South. It's salesmanship through showmanship! And it's at WSM! May we tell you more?

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

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

Sales for you right here...

WWL
NEW ORLEANS

50,000 watts - clear channel

Fan mail from Alaska, Canada and every state in the Union demonstrates the strength of WWL's 50,000-watt clear-channel signal. We love those foreign postmarks!

You get both with:

You get both with:

WWL
NEW ORLEANS

50,000 watts - clear channel

Fan mail from advertisers who concentrate their New Orleans money with WWL is our real thrill-bringer, however. Each new success story underlines the fact that WWL is . . .

The greatest selling POWER in the South's greatest city


BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

January 5, 1942

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BUSINESS OPPORTUNITIES: Farm income is up over 40 points over last year. Farm overhead has risen only 6 points. Invest in KFAB now, to sell this bigger, wealthier market!
THE 920 CLUB
MADE WORL THE RADIO SENSATION OF

hen building advertising campaigns, put WORL in as a dependable cornerstone!

nly once in a blue moon comes as startling a success as our 920 club!

esults, day after day, week after week, prove WORL the best radio buy in the east!

et us show you how WORL can be made the basis of a successful campaign!

THE GREATEST LOCAL PROGRAM IN ALL AMERICA
KEEPING SALES CHARTS ON THE UP AND UP
LET WORL SHOW YOU HOW THEY GET THAT WAY

MYLES STANDISH HOTEL
BOSTON, MASSACHUSETTS
950 KILOCYCLES
Unless you've actually spent time in the San Francisco Bay Area, it's hard to realize that Oakland is far more than just a suburb of San Francisco—that Alameda County (Oakland-Berkeley) is almost as important as San Francisco County (Pop: 506,200 against 629,600).

Truth to tell, it is mere wishfulness to hope that any one station, great or small, can "cover" the entire San Francisco Bay Area. Realistically meeting this situation, lots of smart national spot advertisers are buying one or another of the network stations in San Francisco, and using Station KROW as a supplement.

Station KROW is the leading independent station in this section. It produces more local live-talent shows than any other station in this region. In a 5-day coincidental telephone survey early last year, it was proved that, at certain hours, Station KROW delivers East Bay listeners at the lowest cost per thousand of any Bay Area Station....

Reaching 2,314,811 people within its half-millivolt contour, KROW does an excellent supplementary job in a big market. Ask for the proof!

KROW

Oakland-San Francisco
THE SHOWMANSHIP STATION
1000 watts . . . . . 960 KC

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932
Networks Strike Back as Suits Are Filed

War Effort Cited by Paley, Trammell; Consent Decree Talk Is Heard

IGNORING pending litigation attacking the validity of the FCC's network monopoly regulations, as well as the war emergency, Assistant Attorney General Thurman Arnold's Anti-trust Division of the Department of Justice last Wednesday instituted anti-trust actions against RCA-NBC and CBS. The civil suits, filed in Chicago, seek even more drastic alteration of network-station operations than the FCC's punitive regulations.

Long rumored, the Sherman anti-trust suits to divest the networks of purported domination of broadcasting were filed just 12 days in advance of hearings before the statutory three-judge Federal court in New York on the injunction suits filed by the networks against the FCC's regulations.

Violation Claimed

Whereas the FCC's rules were drafted on the premise that it was empowered to regulate chain broadcasting, the Department of Justice actions are founded on purported violation of the anti-trust laws.

In addition to naming NBC and RCA, the more detailed suit also was against David Sarnoff, as chairman of NBC and president of RCA; Niles Trammell, NBC president, and William S. Hedges, Mark Woods and George Englet, listed as vice-presidents of NBC. Mr. Engles resigned several months ago.

The CBS suit named William S. Paley, president, Edward Krauber, executive vice-president, and Herbert V. Akerberg, vice-president in charge of station relations. The NBC suit was assigned to Federal District Judge Charles E. Woodward, and the CBS case to Judge John P. Barnes. Parties have 20 days in which to answer, or until Jan. 20.

What effect the new litigation will have on the New York proceedings is uncertain. Probability that one or the other of the cases will be held up pending an initial determination was foreseen. Moreover, it is expected that following long precedent, the Anti-trust Division will undertake overtures, direct or indirect, toward evolution of a consent decree which may have as its goal a negotiated settlement, under court jurisdiction, of both the new civil suits and the litigation precipitated by the FCC's regulations.

The separate suits came also at a time when RCA-NBC had taken definite strides toward diversion of the Red and Blue Networks and in fact had negotiations under way for sale of the Blue. But the Department evidently took the position that the transfer of the Blue to RCA was not the kind of severance deemed consistent with anti-trust requirements.

The suits came as more of a shock than as a surprise. For several months it has been known that the Department had assigned one of its ace attorneys, Victor O. Waters, to preparation of papers. He had observed closely the proceedings before the FCC on the chain monopoly regulations and the subsequent inquiry before the Senate Interstate Commerce Committee on the propriety of the regulations. The Senate Committee has never issued a report on those proceedings.

Text of Justice Dept. charges against networks will be found on page 18.

Manila Broadcast Stations Dismantled

Mobile Portions Moved From City, Rest Destroyed

BY PREARRANGED plan Manila's four broadcast stations were "dismantled and destroyed" coincident with the declaration of Manila as an open city on Dec. 26. It is presumed that transmitters were moved and that all other immobile equipment, such as antennas, were blown up.

According to official logs, Manila had four stations. KZRM, licensed to H. E. Heacock Co. Inc., operated on 710 kc. with 10,000 watts. It was managed by Bertrand H. Silen, who, until the cessation of communications with Manila last week, was NBC's reporter.

KZRM, operated on 620 kc. with 10,000 watts, was licensed to Far Eastern Broadcasting Co., Inc., and was a CBS outlet. The manager was F. Da Silva. George J. Vogel, producer manager, was in the United States last month and discussed Philippine broadcast operations [BROADCASTING, Dec. 8].

KZRF, on 780 kc. with 1,000 watts, also was licensed to Far Eastern and had the same executive personnel. The fourth station in Manila was KZIB on 900 kc. with 1,000 watts, and was licensed to I. Beck.

The Philippine's fifth station is KZRC, Cebu City, operating on 1120 kc. with 1,000 watts. It is owned by the Heacock Co. and under the general management of Mr. Silen. Whether it is still on the air is not known.

Protection will be provided also for Hawaii, Puerto Rico and the Virgin Islands. Businesses and individuals suffering war damage will be required to file claims on their losses with the new corporation. Rules and regulations for the filing of claims now are being drafted, it was learned last Friday, and will be made available shortly.

Both Messrs. Paley and Trammell denounced the action as untimely and as a serious deterrent to maximum wartime operations. They expressed surprise that the additional suits should be filed while the injunction suits are pending before the New York Court.

Beyond Monopoly Rules

Going far beyond the chain monopoly regulations, the complaints ask the court to compel NBC and CBS to abandon time options, exclusive affiliation contracts and other existent practices which the Government alleges give the networks a monopolistic hold. Unlike the FCC rules, which would allow reasonable time for disposition by NBC of the Blue and for the sale of stations owned by the networks in cities with four or less stations, the Anti-Trust Division would force prompt liquidation.

(Continued on Page 37)
Industry Hits Boom in Early War Days

But Air of Uncertainty Marks Buyers Of Time as Events Occur Quickly

THE WAR hasn't yet come to radio advertising.

At least, there have been few important upsets since the Jap attack and business seems to be going about as usual.

Except that it's even better than usual in most lines. In fact, it's more in the nature of a young and active boom.

The opening of a new year finds the broadcast advertising industry at all-time highs in nearly every classification. Stated bluntly, business is wonderful.

Now if it will only keep that way for 12 months, 1942 will smash all the business records established in 1941.

Danger of Upset

The catch lies in the danger of a severe upset, a violent turnover in the nation's economy. This can arise from two factors: 1, a switch to wartime consumption and production; 2, repercussions from enemy attacks on American shores.

Superimposed on these economic factors are the military and regulatory controls already exercised and the all-out power of the Government to upset the applecart completely should such a measure become necessary in conduct of the war.

These elements offer worries to the broadcast industry as well as to the affiliated advertising and trade business enterprises directly and indirectly affected. But on the bright side appears the possibility that 1942 business and economic upsets may not be unduly severe.

Radio is delicately situated from the regulatory standpoint, and it has not yet felt the full import of what will be normal wartime censorships and restrictions.

But at the same time radio is fortunately situated from an advertising standpoint because its main customers are producers and distributors of products least likely to suffer from the effects of priorities and switchovers to military production.

Leading radio advertisers, of course, are drugs, foods, tobacco, soaps and cleansers, products. On the other hand auto, home appliances and tire industries, hardest hit by rationing, are not generally heavy users of radio and even so they are known to be interested in institutional campaigns to protect trade names. The auto industry and related lines were badly upset by the bans on auto and tire sales.

Main demand at the moment is for announcement time, especially adjoining news programs and commentaries. Naturally the demand for news broadcasts and commentaries has been lively for some years, swelling rapidly the latter weeks of 1941.

Cancellations have been almost nonexistent despite the crumbling mentality of a nation caught in a surprise armed attack. In fact, there aren't even any war clauses in the new NBC and CBS contracts, though MBS has been inserting them. The other networks claim they will deal considerately should any advertiser run into an emergency, and they don't care to upset the present 13-week contract cycle.

Apparently most agencies are finding that their clients are ready to accept advertising budget recommendations for 1942 and they expect to be carried out through the year, barring emergency. Some delay has naturally occurred because of the delicate nature of the economic structure, but it has not been at all serious.

Blackouts No Trouble

Not even radio blackouts on the Pacific Coast have caused any lasting disturbance. Repercussions were lively early in December when radio blackouts were ordered with considerable abandon but the shocks quickly disappeared and now the Coast acknowledges, as usual, no superiors in confidently anticipating a fancy business year.

And of course some of the recent activity can be traced to a get-it-while-the-getting's-good feeling on the part of the contract makers, products, to limit the list to the top five classifications—seem among the things least likely to be preempted for military use. Automobiles, home appliances and other machines, whose manufacturers have diverted their materials, men and plants into direct war efforts, are not as a rule heavily advertised on the air.

Of course, there are exceptions, such as Events of War, Inc., which has advertised the Civilian Conservation Corps, Wheaton's and the National Home Defense Council in the past few months.

Manufacturers of such merchandise as radio advertisers—Chrysler, Packard, General Electric, Du Pont, to name only a few—use radio, chiefly for institutional advertising. It is to date they are all continuing their programs.

In the opinion of many radio executives, such programs of institutional advertising are likely to increase rather than fall off in the coming year, with advertisers who formerly used printed media to promote direct sales turning to radio to promote good will and to keep their names alive until the time when they again will have something to sell to.

One network sales chief predicted that 1942 would see more programs of the type, sponsored either by single manufacturers or by industrial groups to aid in their public relations efforts, with only a credit line given to the sponsors.

New York

As American radio swings into its full first year of wartime operations, advertisers, advertising agency radio executives and station representatives interviewed by the New York office of Broadcasting last week agreed that at the opening the industry's revenue from advertisers is at an all-time high, but many were using the surfeit of orders to make any long-range predictions about the course of radio advertising.

Right now, they chortled, business is wonderful. Established uses of radio time are increasing the size of their networks and the extent of their spot schedules. Advertisers who formerly concentrated their expenditures in principal media are expressing definite interest in radio.

News and commentary programs are at a premium, as are also the spots immediately preceding and following them. There have been almost no cancellations because of wartime restrictions or priorities. As far as can be seen now, 1942 ought to be an even better year for commercial radio than 1941.

But, the United States is engaged in an all-out war effort in which there can be no business as usual and while the business outlook is a pure rose color as of here and now, no one knows what changes may occur before New Year's Day, 1943.

The restrictions recently imposed on the manufacture and sale of automobiles and tires, which did not happen to affect radio billings appreciably since neither of those industries has been a heavy user of radio time, may be followed by similar curtailments in other fields which might result in cancellations of radio contracts.

Leading Clients

At the moment, this appears unlikely. Radio's leading advertisers—drugs, foods, tobacco, soaps and cleansers, products, to limit the list to the top five classifications—seem among the things least likely to be preempted for military use. Automobiles, home appliances and other machines, whose...
LEADING midwestern advertisers, agency executives, network officials, station managers, and radio station representatives expect radio to retain the commercial gains which it has developed year after year. Any prediction, of course, is impossible with that necessary qualification — "dependent upon the course of the war".

In 1941 BROADCASTING on the basis of the past, expected the greatest year in the history of radio, but cautioned even the most conservative observers with an ominous IF. The year was the greatest in the history of the industry, but on Dec. 7, 1941, that IF became WIIEN.

As pointed out by one of the advertising elders of Chicago, analogies between World War I and II, do not, for the most part, apply. In the first place, commercial broadcasting did not exist during the last war. Secondly, priorities presented no problem—manufacturers continued to turn out their products if they could get labor. And thirdly, the method of fighting in this war is basically different than the last.

Blitz methods mean that the entire civilian population must be as thoroughly and effectively organized as the Army. And that means a civilian readjustment on a war-time economic, readjustment that will make necessary some changes in advertising.

This is the Time!

These changes, however, may mean immediate utilization of radio by entrepreneurs to play off the demand for immediate sales potentials. As expressed by William Polje, president of Pollyea Adv., Terre Haute, this is the time to "Harvard" for Hulman Co., Terre Haute (Clabber Girl baking powder), "I am urging marketers to intensify advertising and sales promotional effort while it is possible for all guns to be brought to bear on market potentialities. This, I reason, is the time for intensive effort toward market consolidation while means to that end are at the disposal of the marketer and in preparation for the time when opportunity to use all of the tools of selling will be reduced."

The broadcasting industry, in the opinion, of most Chicago observers, is in a singularly fortunate position — more so than other medium because radio advertisers for the most part are marketers of packaged goods, the least likely of all product groups to be affected by priorities. A breakdown of the 56 current programs handled by Chicago agencies on the three nationwide networks reveals that all but four of the products advertised on these shows fall into one of the following categories: food, soap, proprietary, soft drink, cigarettes, chewing gum, dental or shaving cream, candy, or cosmetics. Although there is a possibility of priorities affecting some of the packaging materials, advertisers queried, in each case, replied that they had been experimenting with substitute packages, and were confident that the withdrawal of their conventional package because of priorities would not deter their distribution.

The market potentialities for radio advertisers in the midwestern farm market will, according to all available estimates, be greater in 1942 than ever before. Today the American farmer has emerged as a producer with the latest scientific applications to farming; as a business man with a complete knowledge of his market, a business man with a potential customer for radio advertised products.

Advertisers are intensifying their coverage in rural markets through the use of additional sales promotions on network hook-ups or by adding stations on spot schedules. This intensified rural coverage is not confined to the midwest, it is reported, but is evident in all parts of the country.

Rural Markets Lively

Direct mail accounts placed out of Chicago have enjoyed a successful year. These accounts have been placed primarily in the rural markets. In most cases the distributor buys a page in a local journal or in the local part of a state. A recent survey predicted the 1942 peak of $131,000 in rural advertising. These were sold by direct mail in three months on WLS, Chicago. The volume of these accounts is expected to increase during 1942.

In the early part of 1941, it was thought by many advertising executives that increased corporate taxes would mean larger advertising appropriations, particularly by those corporations who as defense leaders had depended on their productive capacity, would step into the industrial field.

This trend has not occurred in radio, however, that increased corporate taxes are being utilized for institutional copy, radio has not received any institutional advertising.

Advertising sources in Chicago are doubtless as to the extent of institutional advertising. Non-commercial accounts and advertising sources in Chicago are doubtless as to the extent of institutional advertising. Non-commercial accounts and advertising sources in Chicago are doubtless as to the extent of institutional advertising. Non-commercial accounts and advertising sources in Chicago are doubtless as to the extent of institutional advertising. Non-commercial accounts and advertising sources in Chicago are doubtless as to the extent of institutional advertising. Non-commercial accounts and advertising sources in Chicago are doubtless as to the extent of institutional advertising. Non-commercial accounts and advertising sources in Chicago are doubtless as to the extent of institutional advertising. Non-commercial accounts and advertising sources in Chicago are doubtless as to the extent of institutional advertising. Non-commercial accounts and advertising sources in Chicago are doubtless as to the extent of institutional advertising. Non-commercial accounts and advertising sources in Chicago are doubtless as to the extent of institutional advertising. Non-commercial accounts and advertising sources in Chicago are doubtless as to the extent of institutional advertising. Non-commercial accounts and advertising sources in Chicago are doubtless as to the extent of institutional advertising. Non-commercial accounts and advertising sources in Chicago are doubtless as to the extent of institutional advertising. Non-commercial accounts and advertising sources in Chicago are doubtless as to the extent of institutional advertising. Non-commercial accounts and advertising sources in Chicago are doubtless as to the extent of institutional advertising. Non-commercial accounts and advertising sources in Chicago are doubtless as to the extent of institutional advertising. Non-commercial accounts and advertising sources in Chicago are doubtless as to the extent of institutional advertising. Non-commercial accounts and advertising sources in Chicago are doubtless as to the extent of institutional advertising. Non-commercial accounts and advertising sources in Chicago are doubtless as to the extent of institutional advertising.

Daylight Saving Time Proposal Again Receives Serious Study

White House and OPM Mull Various Proposals; House and Senate to Take Up Question Soon

LEGISLATION to establish daylight saving time, probably on a universal basis similar to that enforced during World War I, is to be pushed soon after Congress re-convenes Jan. 5. With the United States at war, and a premium placed on efficient production and conservation of electrical power, Congressional interest in DST took a sudden spurt last week after a lull of several months. Apparently some form of DST is definitely in the books as a defense matter, with proponents urging early establishment of "fast time".

Wheeler's Bill

DST legislation as a war measure has been recommended to Congressional leaders by President Roosevelt, and last Tuesday Senator Wheeler (D-Conn.) and Chairman of the House Interstate Commerce Committee, introduced a proposal (S-2160) which would authorize the President, during the war emergency and for six months thereafter, to advance or retard the nation's clocks by not more than two hours. This bill resembles one introduced in the House late in June by Rep. McLean (R-N.J.), providing for universal DST during a seven-month period.

A half-dozen other DST bills have been introduced in the House during the last year. The one getting the most attention was introduced by Chairman Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee. The House committee several months ago held public hearings on the Lea proposal, which would give the President power to set up DST in specific regions or all over the country at his discretion.

(Continued on page 85)

Studebaker Plans

Studebaker Corp., South Bend, said it has not formulated advertising plans for 1942. The 13-week basic radio contract was not flexible enough for advertisers who wanted from time to time to get institutional messages to the public, it was stated.

P. K. Wright, president of the WM, 5th & Co., Chicago, was confident that the country would adjust itself after the first impact of the war. While not inclined to make any predictions, Mr. Wright pointed out that three programs sponsored by his company have adapted a defense theme. A Thursday evening half-hour period has been donated to the Navy, Scattergood Baines is now designed to build civilian morale, while the "Melody Ranch" has added a weekly 20-minute dramatization of history of the U. S. Cavalry.

(Continued on page 44)
Industry Cooperates in Censorship Plan

Ryan Conferring With Federal Officials

RECOGNIZING war censorship as its No. 1 problem, the broadcasting industry is pitching in with the recently created Office of Censorship toward evolution of a full-scale voluntary code which will change the complexity of many programming practices, not restricted to the pure news field.

Working with Director of Censorship Byron Price and his assistant director in charge of radio, J. Harold Ryan, industry representatives last week set in motion machinery designed to produce a new wartime code, which would be invoked at the earliest possible time.

Ideas of Government agencies identified with war operations, as well as those of industry leaders, will be submitted to Mr. Ryan with a view toward placing in immediate effect standards to govern operations of stations domestically and probably internationally. The alternative would be a mandatory set of rules and regulations drafted by the Office of Censorship.

Ryan Confers

While wide praise already has been voiced by Government officials for the voluntary cooperation of the industry in steps to prevent use of broadcasting facilities for subversive purposes, it nevertheless is recognized that additional restraints must be imposed. By the same token, it is realized that imposition of extreme restraints might tend to hamper the usefulness of radio and affect public morale.

Mr. Ryan, vice-president and general manager of the Fort Industry Co., who was named assistant director of censorship for radio on Dec. 26 by Mr. Price, conferred practically all last week with representatives of the industry. He was delegated by Mr. Price to cover all preliminary ground on evolution of a new code. Mr. Ryan's plan, it is understood, is to confer with all Government agencies identified with the war operations and obtain their ideas. The NAB and other groups likewise will solicit the industry on similar factors and the results will be pooled.

The NAB wartime code, produced a fortnight ago, will be used as the base, though it is felt that the document, thrown together quickly, is not sufficiently comprehensive.

Some of the knotty problems that confront the industry, totally aside from handling of news broadcasts and commentaries, involve coverage of stations along the borders and use of request numbers on network stations and outlets having more than local or regional range. Use of request programs as vehicles for transmission of intelligence outside the country is regarded as a distinct danger.

Army Order

Some confusion has developed over issuance of orders regarding censorship. One incident last week was as an order from a West Coast Interceptor Command that network programs carrying request numbers and testimonials be not fed to the coast. (See separate story below.)

This Monday (Jan. 5) representatives of the news departments of the three major networks were to confer with army officers and to present problems that have developed since the war. This session is to be followed by other meetings with industry representatives, all geared toward the production of the revised and enlarged code.

Army Command on West Coast Forbids Net Testimonials and Request Programs

TESTIMONIALS and request numbers on network programs relayed to the West Coast were banned, probably temporarily, last week as a result of a sudden order from the Fourth Interceptor Command in Los Angeles, because of possible coded espionage which would give aid and comfort to the enemy. Simultaneously, many stations along the coast have agreed to go along with request programs and any other “communications from the public” for the same reason and were said to have been threatened with shutdown if they did not comply.

The matter was taken up with J. Harold Ryan, assistant director of censorship for radio, and the War Department was in the Branch. Mr. Ryan and Ed Kirby, chief of the Radio Branch, promptly decided to dispatch R. C. Coleson, administrative chief of the Radio Branch and a former West Coast broadcaster, to Los Angeles to adjust the matter and eliminate confusion.

Time Lag Involved

Orders to stations and to the networks came from the FCC inspector on the Coast, it was learned, following instructions from the Interceptor Command. The networks, it was reported, decided last Tuesday to comply promptly but undertook steps to remedy the situation. Misunderstanding of the manner in which testimonials are handled in commercial programs was ascribed as the basis for the summary order.

From the war's start, the military establishment has felt that the intention of Mr. Price's organization, it has been clearly indicated, is to accomplish as much on a voluntary basis as possible. Censorship at the source of all military information already is in full effect. Little difficulty has been experienced in the handling of news broadcasts despite one or two untoward instances. The most difficult problem now appears to be encompassed in non-news programs and in the coverage of stations along the borders. Every effort is being made, obviously, to plug all possible leakage of espionage.

In evolving the new code, emphasis is expected to be placed upon self-policing operations. Stations along the borders will be called upon, it is expected, to eliminate all types of requests, open micro- phone (man-on-the-street, etc.) programs and other features where intelligence might be conveyed by subterfuge to the enemy.

Mr. Price's operating board, made up of officials from governmental agencies identified with war activity, is rapidly being organized. E. K. Jett, chief engineer of the FCC, has been designated as member of that body. Herbert E. Gaston, Assistant Secretary of the Treasury and a member of DBC, already has been appointed. Among other members are Maj. W. Preston Gorderman, War Defensor; Capt. H. K. Fenn, of the Navy, in charge of Naval censorship, and Wm. Hinze, supervisor of national defense of FBI.

The code eventually will be an all-industry proposition, rather than one bearing the NAB imprint. In previous evident disagreement in industry circles over some NAB operations appears to have dictated this policy. The Radio Advisory Committee met Dec. 22-23 at the call of George B. Storer, interim NIB president, was instrumental in nominating Mr. Ryan for the censorship post and in taking other concrete steps toward establishment of an overall industry liaison in Washington.

Regulations Discussed

The regulations, when evolved, will be applicable to all stations, networks, and international stations, though the latter already volume have been subjected to censorship for several months, largely through the Navy and the Office of the Coordinator of Information.

Whether the coordinating Committee of five will again be convened on war matters is not definitely determined. It was thought, however, that the committee would function probably as the forerunner of a committee made up for the industry. The NAB board of directors, which meets in Washington Thursday and Friday, among other things will canvass this entire situation.

Executive Praise

WHITE HOUSE Secretary Stephen T. Early, speaking, he said, on behalf of President Roosevelt, last Monday praised radio stations and the newspapers for their observance of voluntary censorship.

Mr. Early extended what he termed a "well-deserved, belated" orchid" to the two news media. He said the Chief Executive was interested and has commented several times on the fact that no newspaper or broadcaster released in advance the news of Prime Minister Churchill's trip to Washington when this fact had been underpressured.

The same was true, Mr. Early pointed out, of the connection with Mr. Churchill's departure from Washington for Ottawa.
"THE BIG ONE
MUST BE RIGHT!"

Young and dashing as you undoubtedly are, perhaps you can still remember the days before standardized road-marking, when every competing township tried to lure you past its doors, regardless! Well, today's situation in radio sort of reminds us of those "good" old days. Whether it boasts five listeners or five million, every station naturally feels that it's your main road to success!

Here at WHO, we've probably done more research than all other Iowa stations combined, to gather the real facts of our coverage and listening audience, and to base our "road signs" on proven facts. Each year for four years, for instance, we've helped publish the largest and most authentic annual audience Surveys in the Middlewest.

Perhaps, being human, we wouldn’t be so energetic if practically every research one can make didn't support our contention that WHO is the "main road" to advertising success in Iowa Plus. But the facts not only support that contention—they prove it. Let us send you some examples—or if you prefer, just ask F&P.

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . National Representatives
New Company to Operate Blue Planned

Charter Will Be Asked; Slated Executives

Study Duties

FORMATION of a new company to operate the Blue Network and the filing of incorporation papers in Albany for the new organization which, for the beginning at least, will be a wholly-owned subsidiary of RCA, is expected within the next few days.

Meanwhile, although no appointments of personnel can be made officially until the new company is formed, those NBC executives who are slated to hold key jobs in the new Blue operations have already begun to devote at least a portion of their time to consideration of their new duties.

Owners Listed

Executive lineup, as tentatively set up in NBC-RCA conferences, is the same as forecast in the Dec. 8 issue of Broadcasting. Mark Woods, NBC vice-president and treasurer, will be president, with Dr. Edward Kobak, now vice-president of NBC in charge of sales, as executive vice-president and general manager. Lunsford P. Yandell, former assistant treasurer of RCA and more recently active in NBC's international division, is named as treasurer and vice-president of the new Blue organization.

Other scheduled officials include Robert Benson, president and managing director of the present Blue sales staff as general and eastern sales manager, respectively. Phillips Carlin, who has headed the Red program staff, will be program manager. Keith Kiggins, now sales manager of the Blue, will become manager of station relations. Robert Saudek continues as assistant to Mr. Kobak.

E. P. James, new Blue promotion director, will have charge of all advertising, promotion, publicity and research for the new company. Douglas Boroff, assistant continuity acceptance editor of NBC, will head the new Blue continuity acceptance staff. Earl Mul-lin, assistant manager of NBC's press department, will be manager of the press department of the Blue Network.

John H. McNeil, of the Blue sales staff, is reported slated to become manager of WJZ. Philip L. Merryman, coordinator of facilities, development and research in NBC's stations department, under Vice- President and General Manager Edward Doheny, will have a similar post in the station relations division of the new Blue operation. William Burke (Skeete) Miller, director of talks of NBC, will be understood to be under consideration for the post of director of news and special events of the Blue.

Name of the new company is undecided, but whatever the corporate designation, the network will continue to be known as the Blue, it was learned. Although the belief is that a new company will be organized, there is still a possibility that this step will not be taken immediately but that RCA may operate the Blue Network as a department of its own. A final decision is expected momentarily on these matters and certainly before the general meeting of all stations affiliated exclusively with the Blue which has been called for Jan. 15 in Chicago.

Advisory Sessions

Meanwhile the separation of the Red and Blue networks is expected to be a major topic of discussion at the meetings of the advisory committees of the Red and Blue networks to be held during the next few days. Each committee consists of six affiliates of the particular network (Red or Blue), one representing each geographical zone of the country. The Red committee will meet Jan. 1; the Blue committee Jan. 14 in Chicago.

In Chicago, Edwin R. Boroff, currently Blue sales manager there, is slated to become general manager of the Blue.

Carlin to Blue

PHILLIPS CARLIN, program manager of NBC-Red network, has been transferred to the Blue following the resignation of William Hill from that post last week. It is understood Carlin has been slated to become the Blue network program head with the reorganization of this network as a separate company outside of NBC, so the move is merely one of time a little sooner than had been anticipated. Clarence L. Menser, who became manager of all NBC programs Jan. 1, following the transfer of Sidney N. Strotz to Hollywood as NBC vice-president in charge of Pacific Coast operations, will assume Carlin's duties in connection with Red network programs.

Beechnut Renew

BEECHNUT PACKING CO., Ca-najoharie, N. Y. (gum), during January is renewing its campaign of chain breaks on a large number of stations throughout the country. The company also has a five-minute thrice weekly Beechnut musical program on WJZ, New York. Agency is Newell-Emmett Co., New York.

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NORMAN LIVINGSTON

VERSATILITY is the word for Norman Livingston, whose time-buying activities with Redfield-Johnstone, New York, are but one part of his job. Norm, many in the industry will recall, helped put the idea of cooperative network radio on a successful, practical basis.

Writer, producer, idea man and director, Norm for a long time toyed with the possibility of using a high-priced live variety or dramatic show on a coast-to-coast network for sale to local sponsors. Such a program, he argued, would give the small advertiser the advantage of a show he could never afford to put on alone, together with a local audience equal to any commanded by a regular network show, sponsored by a national advertiser.

Firmly convinced of the soundness of the idea, Norm went ahead with it and in 1935 Morning Mag- net featuring some of the greatest names in the entertainment field went on the air. The idea took hold and the program was repeated the next year as Redfield-Johnstone's MGM, whereupon it was presented. Show of the Week followed in 1939 and 1940 and this year it's Bulldog Drum- mond, all aired on MBS.

Strange paths led Norm into radio. After attending Columbia U he became a runner for a brokerage house, deserting that job to form his own Travel Agency in 1926. Business thrived and Norm opened a Paris office and spent some time in the shadow of Eiffel Tower. Then another show reared its head. Came 1929 and business began to sag. Norm turned to writing to help pay the rent, but it was not quite enough as the travel trade fell to pieces.

Using his writing as an entrance to radio, Norm set himself up as an independent producer, accepted a position with Rocke Productions, program builders. In 1935 he became associated with Donahue & Co. in the radio department, moved the next year to Dorland International and in 1937 became Radio Director and timebuyer for Redfield-Johnstone.

A native New Yorker, Norm was born June 29, 1903.
AND NOT just talking about it... but bringing it!

B. H. Rudo & Brother trucks leave Baltimore daily for retail destinations throughout Maryland, the District of Columbia, slices of Pennsylvania, Virginia and West Virginia.

Since 1909 B. H. Rudo & Brother has been showing national manufacturers what effective distribution really means. Together with its subsidiary, the Atlantic Wholesale Grocery Co., it is recognized as one of the East's foremost grocery distributing outlets—contacting over 7500 retailers. Sixteen sales representatives and a weekly merchandise circular serve as advance guard for fleets of food-filled trucks.

Too, the firm is singularly fortunate in being located in Baltimore, the South's largest wholesale center. This makes for an unique arrangement whereby retailers from all over the East and South "go to market" in Baltimore... back their trucks up to Rudo's giant warehouse... and haul away famous-brand foodstuffs.

Interestingly, B. H. Rudo & Brother's selling area coincides largely with WBAL's effective coverage area. But the similarity does not end here. As progressive merchants, the Rudo Brothers are keenly aware of WBAL's advantages to its many national advertisers of foodstuff... and keenly enthusiastic. As B. H. Rudo, president, puts it: "WBAL's powerful voice creates the demand... and we fill it."

Two forward-thinking institutions... B. H. Rudo & Brother and WBAL... both bringing business to Baltimore!

WBAL
ONE OF AMERICA'S GREAT RADIO STATIONS

The advertisement prepared by Theodore A. Neufeld Advertising Agency

January 5, 1942 • Page 13
FCC Rejects Petition to Defer Press-Radio Case for Duration

A PROPOSAL that the FCC's investigation of newspaper ownership of broadcast stations be adjourned for the duration, made by the Newspaper-Radio Committee, was rejected by the FCC last Wednesday, but resumption of the protracted hearings was postponed from Jan. 8 to Jan. 21.

Without formal or written opinion, the Commission denied the request. Chairman Hough, chairman of the committee, presumably on the ground that the war does not involve suspension of regular procedure. While there was no formal vote, it is understood that four of the Commissioners present indicated the desire to carry on the proceedings to completion as expeditiously as possible.

The fifth member present—Commissioner Craven—is understood to have maintained his past position in opposition to the entire proceedings. Commissioners Case and Payne were absent.

Thatcher's New Post

Mr. Hough suggested to the war that in light of the war, the proceedings be suspended indefinitely. He pointed out that former Judge Thomas D. Thatcher, chief counsel for the newspaper committee, had been appointed chairman of the Second Alien Enemy Hearing Board of the Immigration District of New York, at the request of the Attorney General; that many of the witnesses formerly available are now identified with the war effort; and that transportation and housing conditions in Washington are difficult.

Mr. Hough pointed out that the cooperation of stations and newspapers is essential in the war effort from the standpoint of public morale and that these important duties should not be inter-

rupted by continuing the investigation. He proposed that all newspaper applications, whatever their nature, now in the suspension file, be removed and considered on the same basis as other applications.

The Newspaper-Radio Committee would continue in existence and would be available to the FCC at any time, Mr. Hough declared. He added that in the hearing adjourned subject to the call of the chairman, and that if any developments required immediate handling, proceedings could promptly be reinstated.

The FCC, it was learned, considered first an informal request made by attorneys for the committee at an earlier meeting last week, after which the FCC adjourned the case. When the formal request came, similar action was taken with the vote overwhelmingly in favor of continuing the proceedings.

In the meantime, the FCC reiterated its determination to expedite completion of this hearing and will, accordingly, devote three days a week to it instead of two days a week as hereeto-

For.

VGLO Awarded Boost in Its Power to 5 kw

AN INCREASE in power from 1,000 to 5,000 watts fulltime on 1500 kc. was authorized for KGLO, Mason City, Iowa, by the FCC in a decision announced last Tuesday. The station, a CBS outlet, is owned by the Mason City Globe Gazette Co.

KTRB, Modesto, Cal., was granted a modification of construction permit to operate with 1,000 watts day and night and 860 kc., with a directional antenna for the daytime service. The station now operates with 250 watts day.

Penny a Plane

ENTHUSIASTIC listener response to the suggestion by Hershl Levine, Yiddish commentator on WHOM, Jersey City, that all listeners send in one penny every time an official communique announces that United States forces have shot down an enemy plane has started the "Penny a Plane" campaign on WHOM. The station now announces the campaign on programs in eight foreign languages, requesting listeners to send the pennies to the station which turns it over to the Defense Department in any phase of the war effort.

Soho Aids Treasury

STANDARD OIL Co. (Ohio), through its agency, McCann-Erickson, and in cooperation with the Treasury, is now devoting a greater share of its commercials to the sale of Defense Bonds and Stamps. In its 10 daily spots over WTVL, Toledo. All dealers for the company are also selling Defense Stamps.

Army Weather

JIM FIDLER, staff meteorologist of WLW, Cincinnati, has joined the Army Air Force as a weather master. Mr. Fidler's functions at the station were eliminated by the ban on other broadcast stations. WLW had just installed special meteorological equipment to facilitate complete weather coverage and plans to maintain the apparatus until the weather service can be resumed after the war.

KGRE, in Fresno, Cal.,
In Debut, Joins Don Lee

KGRE, new Fresno, Cal., 250-watt fulltime station operating on 1340 kc. Jan. 1 and on that date joined Don Lee Broadcasting System, MBS and featured a network affiliation. KGRE was authorized last May when the FCC issued a construction permit for a new local outlet for Rochester. Former Chem Co. dealer. Grant was for the facilities vacated by KARM, Fresno, now operating in 500 watts.

Paul R. Bartlett, in radio since 1933, is general manager. One-time program director of KERN, Bakersfield, Cal., he started as announcer on KJY, Fresno, and later was on the NBC New York, and KOA, Denver. The present program director is Stoddard, formerly manager of KERN, has joined the new station as program manager. Shaffer, Anderson, formerly chief announcer and engineer of KTKC, Visalia, has been appointed KGRE chief engineer. Martha Craig is traffic manager. She was for several years on the KJY staff.

RCA-equipped for the studios as well as executive offices are located in the T. W. Patterson Bldg., Fresno. The 264-foot tower and RCA transmitter plant are located on a 10-acre tract at Clinton and the line is a mile from the center of town.

VICTORY NETWORK
San Diego Hookup Designed

To Assist Defense

AFFORDING San Diego a broadcasting system which gives blanket coverage on short notice, the telephone hook-up known as the Victory Network (BROADCASTING, Dec. 29) was started Dec. 18, 6:30 p.m., with the George Bacon, organist; Bailey Watts, solo, and R. A. Benbough, dedicating the new network; Lieut. Max Black, Defense Corps chief; Ben Sweeten, conductor of Beating Rovedom, and network officials of KGFSD, KFSD, and KFMA, making up the network.

Designed as morale-builders, programs of the network originate almost entirely in the three stations. On Thursday from the three stations with origination of the programs passing from studio to studio. Full talent staffs of the stations are made available with all rules, regulations and orders being cleared through the defense councils. In the event of an emergency message, time is cleared on all three stations which simplifies the procedure of handling official bulletins.

DCB Urged to Call Labor Conference

PLEDGING labor's full cooperation in the wartime operation of communications, the Labor Advisory Committee of the Defense Communications Board, after a two-day meeting last Monday and Tuesday, forwarded a request to DCB-FCC Chairman James Lawrence that DCB immediately call a conference of management and labor representatives in the communications industry.

The letter, "for the express purpose of considering some of the most immediate problems confronting the industry and of establishing demonstrative machinery for continued consultation and cooperation."

The letter, unanimously approved and signed by nine labor-leader representatives, was brought to the attention of members of the board at a meeting last Friday.

Need of Efficiency

"The communications industry is a most vital part of the nation's war effort, and a great responsibility rests upon the leaders of government, industry and labor to do everything possible to guarantee the maximum efficiency of operations," the committee's letter stated.

"This can only be accomplished if labor is permitted and encouraged to make its maximum contribution. Labor in the communications industry must continue its cooperation toward the achievement of this end. Government, industry and labor, in the recent historic Washington conference, have declared for the elimination of strikes and lockouts, the peaceful settlement of all disputes, and maintenance of all the rights of collective bargaining, and that the War Labor Board, Labor in communications fully supports this policy.

The vital importance of the workers and communications industry to the war effort makes it necessary that labor be accepted as a partner in the determination of all policies affecting the industry. Some important problems are:

"The protection of communications facilities from attack or seizure; the maintenance of high morale among communications workers; the determination of the skills and availability of communications personnel and their relationship to the armed forces and the civilian defense; the determination of the condition and availability of equipment and plant in the industry; the determination of the effect of war service in the industry on the rapid flow of live traffic, the provision for the utmost protection of communications facilities in war; the maintenance of healthful conditions of work, the training of employees, the recognition of special services and exceptional valor—all these and many other aspects of the problem must be examined."
From Knoxville in the east to its confluence with the Ohio just above Paducah, Kentucky, the surging Tennessee River falls more than 500 feet. It is this rapid fall within a relatively narrow space that provides TVA with the source for its industrial power of more than 1,050,000 kilowatts.

Here is the South's river citadel of power, serving, through 113 municipal and cooperative electric systems, approximately 440,000 customers. This is the territory that WLAC, Columbia's Nashville outlet, serves--and serves powerfully!

LATE FLASH! An Army air base, to accommodate "heavy bombers", costing from $12,000,000 to $18,000,000 will be constructed immediately just 17 miles outside of Nashville.

COVERED FULLY AND INTELLIGENTLY BY

WLAC
NASHVILLE, TENN.

going to 50,000 watts!

THE STATION OF THE GREAT TENNESSEE VALLEY
Katz Drug to Use Radio Extensively

Becomes a Major Medium as Tests Prove Successful

As a result of a successful 10-week trial of spot announcements, Katz Drug Co., Kansas City, has decided to employ the medium hereafter as a major advertising medium.

Henry Gerling, advertising manager, disclosed that Katz has signed contracts for the 1942 first quarter with Kansas City stations WDAF, WMBC, KCKN and WHB for a heavy spot announcement schedule, 3 days weekly for 15 weeks. Katz has also signed a full-year's contract of spot announcements with KEEK, St. Joseph, Mo., where it operates a store.

Recent Campaign

The original 10-week trial extended from Oct. 26 to Dec. 24 during the Katz Million Dollar Anniversary and Fall Baum sales, using a total of 1,840 spot announcements over the four Kansas City stations.

Katz accounts are handled through Fritz T. Eger, Jr., agency, Kansas City with M. H. (Mouse) Straight as account executive and continuity writer. Live announcements will be used in St. Joseph with 15-second and one-minute transcriptions in Kansas City. In addition to the spot announcements, Katz will continue its full-hour show on KCKN five nights weekly and its 15-minute program on WHB, six days weekly.

Carter Shortwave

Carter Products, New York (liver pills), on Dec. 29 started a new series of thrice-weekly quarter-hour news programs titled News and Comments. Moderated by Victor Hugo-Vidal, Latin American authority, on WLW, Cincinnati shortwave station owned by WLW, WHW will follow Tuesday, Wednesday and Friday at 8:30 p.m. to eight Latin American countries, the station will pick up the broadcast directly and others rebroadcast. Countries are Puerto Rico, Venezuela, Cuba, Colombia, Costa Rica, Mexico, Guatemala and Peru. Agency for the company's foreign advertising is National Export Adv. Service, New York.

Scrutan Promotes Book

Scrutan Co., Jersey City (proprietary), as part of an extensive advertising campaign for the book you Are Fats, Ed by Victor H. Lindlauer, nutrition writer, has purchased Peter Grant, Tuesday, Thursday, Saturday, 10:30-10:45 p.m. on the Mutual network. He will also be plugged on Lindlauer quarterly-hour transcribed talks on Journal of Foods, radio 3 times weekly on 15 stations. Special announcements may also be included in a full-hour program on 17 NBC-Blue stations Sunday, 6:30-6:45 p.m., Raymond Spector, agency in charge indicated.

Networks and FCC File More Briefs Prior to Hearing on Injunction Pleas

Coming as an anti-climax, following the Justice Department's action in 12 of the antitrust suits against NBC, the FCC's order that RCA-NBC and CBS in Chicago last Wednesday, lengthy briefs were filed last Monday on behalf of the networks and the FCC with the U.S. District Court for the Southern District of New York, in the NBC-CBS move to secure a preliminary injunction to block enforcement of the FCC's chain-monopoly regulations.

Briefs supporting their motion for temporary injunction and opposing the complaint and grant summary judgment were filed by CBS, NBC and Woodmen of the World Life Insurance Society, operating WOW, Omaha, and Stromberg-Carlson Telephone Mfg. Co., operating WHAM, Rochester. An opposition brief also was filed for the FCC, stating its position in support of still another brief filed in mid-December by MBS, as intervenor.

The three-Judge Federal court, with presently two opinions on arguments from Dec. 15 to Jan. 12, also has ordered that counter-affidavits be filed by Jan. 5 and reply affidavits or briefs by Jan. 10—two days before the arguments on the motions [Broadcasting, Dec. 15].

Right of Appeal

Advancing its standing to appeal the FCC order in a brief re- filing validly may be granted. The FCC's motion to dismiss the complaints, if the complaint against a particular plaintiff should be denied, along with the motion for summary judgment, the brief declared.

The CBS brief maintained also that the chain-monopoly order exceeded the authority of the Communications Act, asserting that if the Act were construed to authorize the FCC to make such an order, it would violate the valid delegation of legislative power contrary to Article I, Section 1, of the Constitution. CBS motion to dismiss the FCC's chain-monopoly regulations serve no public interest which the FCC was authorized to protect, that they are "arbitrary and unreasonable", and that the FCC un- lawfully is attempting through a "misuse of its licensing power to regulate contracts over which it has no authority".

This brief declared that CBS has a right to challenge the order, on grounds that it invades the network's legal rights in the form of property and right to freedom of contract, the brief held that the networks' suit was premature, as argued by the FCC, and that CBS has no adequate rem- edy at law.

The FCC in its brief supporting the Government's motion to dis- miss the CBS-NBC complaints or enter summary judgment, asserting the motions for preliminary injunction, declared that the court is without jurisdiction in the case. The FCC counsel held that was premature, since the chain broadcasting regulations themselves do not constitute the FCC's "proprietary determination and are "wholly without present legal ef- fort", and because plaintiffs have still "an adequate remedy before the Commission which they have not exhausted.

FCC's Position

The Government contention, as evidenced in the brief, is that even if the court has jurisdiction, the motions to dismiss or for summary judgment should be granted, since the FCC is validly exercising au- thority within provisions of the Communications Act. Paralleling this stand, the brief declared that the plaintiffs are not entitled to "the requested relief validly and it is a "denial of the FCC's authority,

FCC counsel urged that the complaint should be dismissed insofar as the NBC and other plaintiffs were "granted under the "general equit- able jurisdiction of this court", maintaining that the FCC's chain-monopoly order is not an "order" subject to review by the court.

MBS also contended that the FCC's regulations of May 2, 1941, as amended Oct. 11, 1941, are valid, and that they did not violate any legal rights of the network organizations. The Commission does have jurisdiction under the Com- munications Act to promulgate the chain-monopoly regulations, the brief continued, laying emphasis on the point that the scope of jur- idicial review of the FCC's rule- making power is limited narrowly.

SPECIAL television program showing defense applications of tele- vision was presented Wednesday in Chicago before Mayor Ed- ward J. Kelly (right), assistant national civilian defense coordi- nator. The 45-minute program, tele- cast on W9XBK under the super- vision of William C. Eddy (left), station director, consisted of Red Cross first aid demonstrations, a brief talk by Chicago Fire Chief Anthony J. Mullane, com- mentaries by Alan Scott and Hugh Studebaker, and a short lecture on nutrition by food demonstrator Mary Holmes. Also telecast was a British film showing defense opera- tions during an actual air raid. John Balaban (center), president of Balaban & Katz Corp., Chicago, operators of the station, has offered the entire facilities of the sta- tion to the National Civilian De- fense Committee.
Advertising Flaws
Outlined on CBS
Consumers Union Spokesman
Explains What’s Wrong

WHEN Colston E. Warne, president of the Consumers Union, began his CBS broadcast the night of Dec. 27 by giving "a thousand thanks and cheers to CBS for 13 minutes to tell them what Consumers Union thinks is wrong with the deluge of advertising they and their fellow broadcasters pour out daily," he was paying a high tribute not only to CBS but to the American system of broadcasting.

No comment regarding his broadcast has been forthcoming from CBS, but it is presumed he was given time for his condemnation of advertising because on Nov. 27 CBS had broadcast an interview with Dr. L. D. H. Weld, research director of McCann-Erickson, who discussed the social and economic role of advertising in a democratic economy.

Sick of Superlatives
After his opening sentence, Mr. Warne got right down to cases. "For years," he stated, "American radio broadcasts have been punctuated on the quarter-hour by resonant and insincere bleatings on behalf of alkalizers, cigarettes, soaps and beauty lotions. I confess I am sick of it and I believe I voice the conviction of other harassed citizens in frequently wishing to choke these intruders who pant so excitedly about roads to romance and the superlative quality of mouth washers."

Declaring that people "no longer believe the bulk of the ads they hear or read," Mr. Warne denounced advertising as a "blending of downright lies, slippery superlatives, pseudo-science and irrelevant appeals," instead of being employed "to furnish an accurate, straightforward, nonrepetitious and significant message."

In a 10-point indictment of current advertising practice, Mr. Warne said: "We feel that advertising, by frequent abuse, has: 1. Stressed inconsequential values; 2. Brought a false perspective as to merits of products, often bewildering rather than informing; 3. Lowered our ethical standards by the insincerity of its appeals; 4. Corrupted and distorted the press; 5. Wasted much good timber and chemicals and spoiled much landscape and radio enjoyment; 6. Blocked the speedy use of correct medication; 7. Created many parent problems by abominable radio programs for children; 8. Turned our society into one dominated by style, fashion and ‘keeping up with the Jones’; 9. Retarded the growth of thrift by emphasizing immediate expenditure; 10. Favored monopoly through its large scale use by only a few financially favored companies."

Stating that these opinions are shared by "millions of Americans who resent being pestered to death by advertising twaddle," Mr. Warne continued: "We realize that on occasion ads are valuable and that advertising furnishes revenue for our radio and press. But we would gladly pay in one lump sum the true cost of keeping good programs on the air and of having the news if we could be spared the bother of wading knee-deep in ads."

Rambeau Expands
WILLIAM G. RAMBEAU Co., station representative, has opened two West Coast offices, in addition to enlarging Chicago headquarters. The San Francisco office 680 Market St. is headed by William S. Grant, for the past several years representative of several Pacific stations, including the McClung group, which he will continue to serve. Fred Allen, formerly commercial manager of KLZ, Denver, is in charge of the Los Angeles office in the Markham building. Four stations have been added to those represented by the company: KFWB, Los Angeles; KJBS, San Francisco; KBU, Burlington, and WIL, St. Louis.

* * * *

Here's a Schiaparelli creation for Philadelphia! A brilliant original, for both day and evening wear. Alluringly perfect in fit!

And what a fitting the Philadelphia market takes! It’s nearly twice as long as wide: twenty counties directionally arranged, presenting a neat coverage problem.

KYW has tailored a coverage pattern which includes every county of the Philadelphia trading area...beams 50,000 watts over this market with a directional antenna...and then brings more power to bear by cutting signal strength in areas outside Philadelphia influence.

Spot advertisers recognize KYW's directional advantage. A call to NBC Spot Sales will bring to light further advantages...of the Red Network station in Philadelphia...reaching 10,000,000 potential listeners.
ALL AMERICA is on the alert! We are warned to be prepared for the worst. There are practice black-outs. Listen to your radio; read your newspapers; be prepared!

That, and properly so, from the Commander-in-Chief to the deputy air warden in Pee-wee ville.

So Assistant Attorney General Thurman Arnold institutes sweeping monopoly suits against the networks, and strikes at every affiliate of NBC and CBS. The FCC, in another corner, continues the newspaper-divorce inquiry, and other anti-trust suits, to douse the fumes of war, economies or end results.

We don’t wish to belabor the issues of the new Department of Justice trust-busting crusade, or its timing in relation to the pending injunction proceedings instituted by the networks against the FCC’s chain monopoly rules. Perhaps the Sherman Act proceedings should have been started a dozen years ago. Maybe the networks have been too ambitious, and should have been clipped.

But the fact remains they have led the way to establishment of the world’s best radio system. And today all radio is serving as the nerve center of war operations in relation to public morale.

Then how conceivably can the nation’s broadcast industry perform at peak efficiency with anti-trust suits, dissolution suits, life-and-death rules, divorcement proceedings and what not hanging over their heads? Ideals and social reforms, experiments and guess-work are risks even in normal times. But to toy with American morale, through radio, when the whole American economy is dislocated, seems to be going too far.

This would appear to apply to everything outside the war category. Government, public and radio have gotten along well enough for radio to be the world’s best, with all these pur- posed evils. And if radio can’t cost the public, or government, a thin dime.

It’s quite true, as we have heard so often in official quarters, that the civil statutes haven’t been suspended for the duration. But plain common sense seems to dictate that, rather than keep a vital industry in an uproar over regulatory reforms, national interest would best be promoted by buoying radio’s spirit to keep it on the alert to perform inspired peak service.

**TEXT OF JUSTICE DEPT. CHARGES**

**FOLLOWING is the text of the complaint (introduction and description of industry deleted) filed by the Department of Justice Dec. 31 against RCA, NBC, David Sarnoff; NBC and its affiliated, William S. Hedges, Mark Wooda and George Engles, in the District Court of the United States for the Northern District of Illinois, Eastern Division. The complaint against CBS was virtually identical.**

The allegations ofporper monopoly were made under conditionsthe same as to every network. The complaint below, however, goes beyond that filed against CBS, by including NBC’s dual network operation and in certain other secondary particulars:

1. That defendant RCA conducts its broadcasting business through defendant NBC, which operates two nationwide broadcasting networks, known as the “Red” and the “Blue”; that both networks use a common network outlet, networks are composed of radio stations which function as one network and others which are known as “supplemental” affiliates; that the basic “Red” network is composed of 25 stations either licensed to or affiliated with NBC and its key station is station WEAF, owned by NBC and located within the city and State of New York; that in addition there are more than 100 stations affiliated with NBC which are not assigned to either basic network and which are supplemental to either the “Red” or the “Blue” network or any such networks of such networks of each of the two networks any station to be assigned; that NBC reserves the right to move any station from one network to the other even though affiliation with the “Red” network has proved much more lucrative than affiliation with the “Blue” network;

2. That of 52 existing clear channel radio stations in the United States NBC owns, controls or has affiliated with it 32, and CBS 18, that most of the fulltime stations are likewise affiliated with either NBC or CBS; that excluding low-powered local stations, more than half of all the stations in the country are affiliated with NBC and CBS; that of the 10 cities in the United States with more than 100,000 population, less than 15 are not affiliated with NBC or CBS or both, in which no other network can procure an independent full-time broadcasting station outlet because of the control exerted by NBC and CBS; that in over 20 cities of the United States, including Cleveland, Indianapolis, Houston, Birmingham, Providence, Des Moines, Albany, Charlotte and Harrisburg, other networks can procure only limited access to the existing radio broadcasting facilities;

3. That NBC is the direct operator and licensee under license issued by the FCC, of the following broadcasting stations, having the call letters, power, and location as set out below:

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Station</th>
<th>Power</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEAF</td>
<td>New York</td>
<td>5,000 w.</td>
<td>New York</td>
</tr>
<tr>
<td>WABC</td>
<td>New York</td>
<td>5,000 w.</td>
<td>New York</td>
</tr>
<tr>
<td>W9ML</td>
<td>Washington</td>
<td>5,000 w.</td>
<td>Washington</td>
</tr>
<tr>
<td>W9AY</td>
<td>Cleveland</td>
<td>5,000 w.</td>
<td>Cleveland</td>
</tr>
<tr>
<td>W9QA</td>
<td>Chicago</td>
<td>1,000 w.</td>
<td>Chicago</td>
</tr>
<tr>
<td>W9WE</td>
<td>Chicago</td>
<td>1,000 w.</td>
<td>Chicago</td>
</tr>
<tr>
<td>W9ER</td>
<td>Denver</td>
<td>1,000 w.</td>
<td>Denver</td>
</tr>
<tr>
<td>K9GA</td>
<td>San Francisco</td>
<td>5,000 w.</td>
<td>San Francisco</td>
</tr>
<tr>
<td>K9GG</td>
<td>San Francisco</td>
<td>7,000 w.</td>
<td>San Francisco</td>
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4. That for the years 1928, 1929 and 1940 the net time sales for the entire radio industry were $17,370,450, $129,065,026, and $154,823,757, respectively, as compared with $35,611,145, $37,747,454, and $41,658,331 for NBC; $5,250,351, $39,061,499, and $53,620,063 for CBS; and $2,272,862, $6,210,699, and $3,000,161 for MBS;

5. That the power and dominant position of NBC and CBS are further shown by comparing the net operating income for the entire broadcasting industry with that of NBC and CBS; that for the years 1938, 1939 and 1940, the net operating income for the entire broadcasting industry was $18,544,784, $23,837,744, and $35,906,768, respectively, as compared with $4,137,503, $4,105,699, and $5,38,772 for NBC; and $4,137,503, $8,125,086 and $7,431,834 for CBS;

Profits Compared

13. That for the years 1938, 1939 and 1940, the net time sales of the entire radio industry were $17,370,450, $129,065,026, and $154,823,757, respectively, as compared with $35,611,145, $37,747,454, and $41,658,331 for NBC; $5,250,351, $39,061,499, and $53,620,063 for CBS; and $2,272,862, $6,210,699, and $3,000,161 for MBS;

14. That the power and dominant position of NBC and CBS are further shown by comparing the net operating income for the entire broadcasting industry with that of NBC and CBS; that for the years 1938, 1939 and 1940, the net operating income for the entire broadcasting industry was $18,544,784, $23,837,744, and $35,906,768, respectively, as compared with $4,137,503, $4,105,699, and $5,38,772 for NBC; and $4,137,503, $8,125,086 and $7,431,834 for CBS;

Profi's Compared

15. That the relative positions of NBC and CBS in the radio industry are apparent from the fact that in each of the years mentioned NBC and CBS have each enjoyed net profits in excess of the gross revenues of their only competitor in national network operations;

16. That broadcasting stations affiliated with NBC have in excess of 50% of the total combined night-time power of all stations in the United States; that stations affiliated with NBC and CBS have combined night-time power; that by reason of the dominant position in the industry of NBC and CBS, and because of the large volume of business controlled by them and the network arrangements afforded radio stations through affiliation with them, a network affiliation or a combination with either NBC or CBS is desired by practically all commercial radio broadcasting stations;

Tying Clauses

That NBC and CBS have exercised the power inherent in their dominant position by imposing upon their respective affiliated broadcasting stations certain identical tying clauses which have prevented such stations from dealing with other competing network systems and that NBC and CBS have prevented CBS from dealing with radio stations other than their regular network affiliates and NBC and CBS have optioned all, or a part, of their respective affiliated stations’ time on the air, a substantial portion of which is never used by either network; that CBS as well as NBC, has entered into contracts of several years duration with each of its affiliated stations, and is the owner, operator and licensee of radio stations located in lucrative marketing areas;

Jurisdiction and Venue

17. That this complaint is filed and the jurisdiction of this court is invoked to obtain an antitrust decree against the defendants RCA, NBC, and certain of the officers and members of the boards of directors of the defendants, because of their violations, jointly and severally, as hereinafter alleged, of Sections 1 and 2 of the Sherman Act;

Interstate Activities

18. That the unlawful combination and conspiracy hereinafter described to restrain commerce among the several States of the United States has been carried on in part within the Northern District of Illinois, Eastern Division, and many of the unlawful acts pursuant thereto have been performed by defendants and their representatives in said district; that the interstate radio broadcasting, electrical transmissions and talent, as hereinafter described, is carried on in part within said district; that both said corporate defendants have usual places of business in said district, and therefore must be sued in this district, and are within the jurisdiction of this court for the purpose of service;

Interstate Covenants, Agreements and Divorcement

19. That radio broadcasting stations, including network broadcasting systems in the United States, are engaged in the several

(Continued on page 41)
Raid Wage Ruling

APPLYING to periods of station silence, Acting Ad-
ministrator Baird Snyder, of the Wage & Hour Division of
the Labor Department, de-
cleared recently that time
spent by employees on the
premises of any employer
covered by the wage-hour
law during blackouts or air-raid
alarms, where no work is
done, need not be compen-
sated for as “hours worked.”

FCC Protests Proposals for Transfer
Due to Close Tieups in Defense Work

DECLARING that the FCC
already has carried decentrali-
tion of its organization as far as
possible, Theodore L. Bartlett,
principal legal administrator, last
Tuesday told a subcommittee of the
House Committee on Decen-
tralization that because of its criti-
cal functions in the defense and
war effort, it is imperative that
FCC headquarters, fully staffed,
be maintained in Washington.

Mr. Bartlett appeared for the
FCC at the subcommittee hearings,
which have been going on for sev-
eral weeks, on HRes-209, designed
to effect the removal of certain
Federal agencies from Washing-
ton to provide space for new and
expanded defense organizations.

Following recent Budget Bureau
action in ordering removal of a
dozens of Government offices and agen-
cies from the Federal District, there was
also revival of official reports in-
volving creation of a department or
federal agency. The FCC, as a federal
agency, was urged to be included in
such a move.

Tied to War Effort

Appearing before Rep. Downs
(D-Conn.) and Rep. Manasco
(D-Ala.), Mr. Bartlett pointed out
that although the FCC is entirely
in sympathy with any decentrali-
ization move having an advantage-
ous effect on the war effort, it
nevertheless was indispensable that
the central offices of the FCC re-
main located in Washington. He
cautions that the FCC’s work
be made easier to achieve and that
its close connection with the Defense
Communications Board be clus-
tered in one place.

Need of Local Contacts

Asked about the FCC’s consid-
eration of doubling up on office
space, working more than one shift,
Mr. Bartlett stated flatly that
most FCC employees were
working substantially longer than
regular hours, although a survey
conducted in the Foreign Broad-
cast Monitoring Service indicated
a 30% loss in efficiency resulted
from crowding. He declared the
FCC has as aggravated a con-
dition of housing as any agency in
Washington.

Responding to a query by Rep.
Downs, Mr. Bartlett stated flatly
that the FCC could not function
properly in Chicago, New York,
or even Baltimore, since its main
work in the defense picture lay
with other Federal defense
agencies, with personal and local
telephone contacts necessary.

As the FCC had given any
thought to what it would do if this
country were invaded and Wash-
ington threatened, he said the FCC
probably would evacuate to wher-
ever the Army and Navy Depart-
ments might go, adding that con-
celvously, in such event, they might be “going around in circles”.

With some talk about housing the
FCC in a temporary building to
be erected across the river from
Washington in Virginia, he was asked
about the FCC’s reaction to this
possibility. He answered that
the FCC was so pressed for space
that it would strain every effort
to “accommodate ourselves”.

NATIONAL DAIRY PRODUCTS
Corp., New York (Seatle) signed
Joan Davis, film actress, as featured
comedian on its weekly NBO Reddy
Valley Show. Contract of 13 weeks,
effective Jan. 1 is result of several
guest appearances by Miss Davis.
Agency is McKee & Albright Inc.,
N. Y.
Japanese Cut-Ins Interrupting KGEI

San Francisco Attacks Are Claimed in Enemy Flashes

RESORTING to an old propaganda dodge, a high-powered Japanese shortwave station on Dec. 28 cut in periodically on the frequency of KGEI, General Electric international shortwave outlet in San Francisco, tying in simulated news bulletins of a purported Japanese air-raid on San Francisco with a regular program of KGEI, beamed to Philippine listeners.

The technique employed by the Japanese station made it appear that KGEI was interrupting its own broadcast with last-minute details of the “attack” on San Francisco.

Although the attempted misinformation campaign, apparently designed to create panic among Americans in the Philippines, immediately was nipped by Philippine and American officials as a lie, the Government is taking steps to correct the situation, according to Buck Harris, manager of KGEI. FCC Chairman James Lawrence Fly, at his press conference last Monday, indicated that the FCC will “look into” the matter.

Busy Schedule

Mr. Harris stated that KGEI broadcasts news and informative matter from San Francisco on a 17-hour daily schedule. He added that since the war in the Pacific started, the station had sent short-wave programs on two beams, broadcasting from 3 to 10 p.m. daily on a bi-directional beam to Latin America and Asia, and from 10 p.m. to 5 a.m. on a unidirectional beam to Asia, the Antipodes and Africa.

Describing the situation, an official statement from Twelfth Naval District headquarters in San Francisco said:

“Naval intelligence authorities at Manila reported that the regular early morning Far Eastern broadcast from KGEI, San Francisco, was cut into three or four times. Each time an English-speaking announcer would present a ‘flash’

PLAQUES, presented by the Jackson Brewing Corp., were awarded these New Orleans gentlemen for their ‘public service’ in coverage of the war. The brewery sponsors Enjoy Life on WWL. Left to right are James Gordon, manager of WNOE; Howard Summerville, manager of WWL; James J. A. Fortier, conductor of the program; F. R. Ewing, manager of WDSU, and Harold Wheelahan, manager of WSMB.

ALIENS DIRECTED TO YIELD RADIOS

UNDER an order by Attorney General Francis Biddle, all “enemy aliens” in the United States—from Germany, Italy and Japan—have been ordered to register and surrender to Federal authorities, for the duration, all radio apparatus and cameras in their possession. The confiscation order, originally aimed at aliens on the West Coast, was extended last Wednesday to apply to all enemy aliens in the country, with a deadline for compliance set for 11 p.m. Jan. 5.

In carrying out its drive to round up radios and cameras that could be used against America or the Allies in the war effort in one way or another, the Justice Department enforces the order to prevent the move as much for (aliens’) protection as ours. Although the Justice Department could not reveal how many radio sets actually were taken in, it was indicated that there are an estimated 1,100,000 non-citizens in the United States from the three Axis countries.

According to Dr. O. H. Caldwell, editor of Radio Today, there are about 34,000 receivers in this country capable of getting short-wave reception, based on a figure of 60% of the total of between 56,000,000 and 57,000,000 sets. For several years most receivers have included a shortwave band. It was thought there would be roughly about one shortwave radio per alien.

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

INDEPENDENT OVERHEAD CUTTING MECHANISM: The cutting mechanism of the 8-C is rigidly supported at one end by a heavy mounting post 2½” in diameter. The other end is free of the table so that the alignment is independent of the disc thickness. A thumbscrew above the cutting head carriage adjusts the angle of the cutting needle while cutting for any direct playback or master disc from .030 to .14” thickness. The cutting mechanism swings clear of the table for quick change of discs.

VARIABLE CUTTING PITCH: The buttress thread feed screw is driven by a belt and two step pulleys beneath the table giving accurate cutting pitch adjustments of 96, 112, 120, 128 or 136 lines an inch. Changing the cutting pitch is a matter of seconds. A hand crank and ratchet on the feed screw spirals starting and running grooves up to 14” apart.

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

TWO VALUABLE NEW FEATURES HAVE BEEN ADDED TO THIS PRESTO RECORDER!
Coast Sign-off Signal
SIGN-OFF warning for blackout periods called by the FCC or the Fourth Interceptor Command has been set up by the four Los Angeles area monitoring stations, KHJ, KFI, KNX, KFAC. Signal consists of a 1,000-cycle tone, 100% modulated, sounded 30 seconds before going off the air. Automatic tripper, which will ring a bell or flash a light, will be installed by some stations as precaution against failure to hear official tone signal.

WEN NILES, Hollywood announcer on the weekly CBS At Home of His Gang, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has been signed for a narrator's role in the Republic Productions film, "Par- don My Stripes".

Busy Districts
STARTING Oct. 9 and concluding Dec. 17, a total of 782 radio executives of 450 stations attended the 16 NAB district meetings held this fall, according to figures compiled by the NAB from individual attendance lists. The group included principally owners, sales managers, program directors and news editors. In addition, representatives of the War Department attended 14 of the 16 sessions; two music licensing organizations attended all the meetings and a third was represented at five. NAB President Neville Miller attended the first 14 meetings.

As Lemuel Q. Comatose clearly indicates, there's more than one way to thumb a ride! But there's only one way to reach all the radio listeners in the Roanoke-Southwest Virginia area. That's with WDBJ—the only station serving the whole territory with a strong, clear signal at all times. If you're interested in this area's $285,000,000 effective buying income, drop us a line.

ROANOKE WDBJ VIRGINIA
CBS Affiliate . . . 960 K.C.
5000 Watts Full Time
Owned and Operated by the TIMES-WORLD CORPORATION

War Emergency Plans Slated
On Agenda for NAB's Board
Executive, Finance, Code Committees to Meet
Naming of Industry Liaison to Be Discussed

WITH MANY war emergency measures demanding its attention, the NAB Board will hold its first meeting of 1942 in Washington Thursday, Jan. 8-9, at the call of President Neville Miller.

The general board session will be preceded Wednesday by meetings of the executive, finance and code committees, the latter to appraise NAB code provisions in connection with war activities and with particular emphasis upon limitations within which news commentators should function.

War Liaison
Topping the agenda for the directors' session is the selection of an industry liaison officer to headquarter in Washington as a key Government contact for war activity. Walter J. Damm, director of WTMJ, Milwaukee, tentatively has been named for this post by the Radio Coordinating Committee, which met in Washington Dec. 22-23 at the call of George B. Storer, interim president of National Independent Broadcasters.

Mr. Miller, at these sessions, pointed out that under NAB procedure he was not in a position to ratify such a liaison appointment, but said the NAB would cooperate with anyone designated by FCC Chairman James Lawrence Fly for this work.

Mr. Fly, however, has stated it is not his function, nor that of the Government, to name such an individual, but he personally felt it would be desirable to have on hand in Washington a representative of the industry familiar with overall station operations who could counsel with Governmental agencies on war measures [Broadcasting, Dec. 29]

The NAB Board also will take up the preliminary agenda for the annual convention to be held at the Statler Hotel in Cleveland, May 11-14. In addition to war measures, it will be called upon to fill two vacancies on the board. C. W. Myers, KOIN-KALE, Portland, former NAB president and director-at-large elected at the last convention, has resigned owing to the pressure of other activities and in the light of the fact that he has been an officer or director for a dozen years.

William H. West Jr., former general manager of WTMV, East St. Louis, Ill., director for the 9th district, comprising Illinois and Southern and Eastern Wisconsin, relinquished his NAB post along with his association with the station. The Myers term runs until the next NAB convention. That of Mr. West does not expire until 1948.

Preceding the board session the code committee will meet Jan. 7 to consider a number of problems that have arisen in connection with war programming activities. Most important, it is understood, is the imposition of voluntary restraints on handling of news commentaries by staff announcers and commentators. Emergency measures, NAB code provisions in this regard will be a prime consideration.

Ryan to Participate
J. Harold Ryan, named Dec. 26 as assistant director of censorship for radio, is a member of the board. It is expected he will participate in both the board and code committee discussions, with particular regard to handling of news and commentators.

Members of the code committee scheduled to meet are Earl J. Glade, KSL, Salt Lake City; Edgar L. Bill, WMBD, Peoria, Ill.; Gilson Gray, CBS, New York; Hugh A. L. Half, WOAI, San Antonio; Henry P. Johnston, WSGN, Birmingham; Janet MacRorie, NBC, New York; William B. Quarton, WMT, Cedar Rapids; Edna Ridge, WBIG, Greensboro, N.C.; Calvin J. Smith, KFAC, Los Angeles.

The executive committee likewise will meet on Wednesday, preparatory to that evening's formal dinner, which will be served aboard the S.S. United States.

ADDENDUM:
NAB convention.

CAB To Hear Shirer
ANNUAL CONVENTION of the Canadian Association of Broadcasters scheduled for Feb. 2-4 at Montreal has been postponed a week and will be held in Montreal Feb. 9-11. A big agenda has been lined up to include a number of sessions with American broadcasters who are to be invited to Canada to discuss mutual problems with Canadians. Guest speaker at the formal dinner on Feb. 10 will be William L. Shirer, CBS commentator, CAB has announced.
LENDING the diplomatic touch to DCB is one of the nation’s best-known lawyer-diplomats, Breckinridge Long, Assistant Secretary of State for the last two years. Well-versed in international affairs, Against a background of good, practical lawyering in his native state of Missouri, Mr. Long also has had experience in communications dating from World War I, when as Third Assistant Secretary of State under President Wilson, he was top man in supervising international communications for the State Department.

Representing the Department of State on DCB, Mr. Long is in charge of the State Department’s International Communications Division, and through long experience has acquired a practical working knowledge of the field of communications, although it never directly has been his profession. He himself has not attended meetings such as that in Havana which evolved the North American Regional Broadcast Agreement, but he has been in close touch with all developments along this line.

Mr. Long entered the diplomatic service after a successful career as a practicing lawyer, and in the last decade he has become one of the best-known American diplomatic names. A former U. S. ambassador to Italy, he also has been active in developing the Good Neighbor Policy in Latin America. The latest phase of his career started Jan. 16, 1940, when he was named Assistant Secretary of State.

Listed in Who’s Who as a lawyer, Breckinridge Long was born May 16, 1881, in St. Louis, the son of William Strudwick and Margaret Long. An alumnus of Princeton U., he received his A.B. from that school in 1903, following up with an M.A. degree in 1909. Meantime, from 1904-1906 he attended and was graduated with a law degree from St. Louis Law School (Washington U.) in St. Louis, receiving an honorary L.L.M. degree from the university in 1909.

Admitted to the Missouri bar in 1906, he began practice of law in St. Louis the following year. In the next 10 years he became a prominent figure in Missouri legal circles, particularly the State and St. Louis bar associations. In 1914 he served as a member of the Missouri Commission on Revision of Judicial Procedure.

On Jan. 22, 1917, President Wilson appointed Mr. Long Third Assistant Secretary of State, an office he held through World War I, until June 7, 1920. Returning to his native Missouri, he was a Democratic nominee for the U. S. Senate in the 1920 elections. During the next years he practiced international law.

He is the author of the book, Genesis of the Constitution of the United States, published in 1925. In 1928 he was a Missouri delegate to the Democratic National Convention in Houston, Texas, functioning on the committee on platform and resolutions.

In 1933 President Roosevelt named him Ambassador Extraordinary and Minister Plenipotentiary to Italy, a post he held until resigning July 31, 1936. In 1938 he was named ambassador on special mission to Brazil, Argentina and Uruguay. The following year he was named the American member of a commission provided under a treaty with Italy for the advancement of peace, and in September, 1939, was appointed special assistant in charge of the Special Division in the State Department.

A Presbyterian, Mr. Long is a member of the Metropolitan Club and Burning Tree Country Club in Washington, and the Maryland Jockey Club, Baltimore. This last evidence probably his favorite hobby and great passion—horses and racing. Others are golf and sailing, and at his summer home in Nantucket he has an enviable collection of model boats.

Mr. Long on June 1, 1912, married Christine Alexander Graham of St. Louis. He is the father of one daughter, Mrs. Arnold Willcox, of Westmoreland Hills, Md. The Longs’ home is Montpelier Manor, Laurel, Md.

Parliament Mike

THE BROADCAST by Winston Churchill from the House of Commons at Ottawa on Dec. 30, marked the first time that microphones had been installed for broadcasting in Canada’s Parliament. Britain’s prime minister addressed a joint meeting of the Canadian House of Commons and the Senate in the House chamber. The broadcast was fed to all Canadian stations as well as the networks of NBC, CBS and MBS.
Filene System Said to Educate Public
Jaspters Outlines Progress in New Technique
For Stores

The WABC technique of department store advertising as practiced by the Melville branch of the huge merchandising firm is another pioneering effort to build a comprehensive system of radio advertising. According to George H. Jaspters, commercial manager of WTAG, Worcester, Mass., Mr. Jaspters briskly defends the sound use of radio following public publication in the Dec. 15 Broadcasting of a criticism written by Robert Miller, of WGES, Chicago. Mr. Miller criticized the Filene technique as unsound, and commented sharply on the method as expounded in the Dec. 1 Broadcasting by Brooks Shumaker, manager of the Filene store in Worcester.

NRDGA Program

Demonstration of radio technique for department stores will be staged by the NAB at the convention of the National Retail Dry Goods Assn. to be held in New York Jan. 12-16. The demonstration will occupy the entire morning session Jan. 15 and appears on the program under the title "Radio in a Wartime Market." The NAB is cooperating with the NRDGA convention committee in the study of the broadcast medium. Feature of the morning will be a portrayal of the radio technique developed in Worcester, Mass., by the Filene's branch store [Broadcasting, Dec. 1, 8, 15].

Frank E. Pellegrin, NAB director of broadcast advertising, is in charge of the radio portion of the NRDGA meeting and is to be assisted by Mr. Shumaker, manager of Filene's Worcester branch, and E. B. Melville, Jr., manager of WTAG, Worcester.

Talk by Pellegrin

Opening the program will be a half-hour talk on radio advertising by Mr. Pellegrin, with charts and graphs. Next feature will be a three-way interview about radio and department stores, in which Mr. Shumaker and Mr. Hill will participate, along with George H. Jaspters, commercial manager of WTAG.

The Filene radio technique will be portrayed by performance of a quarter-hour transcription used in the widely publicized Worcester campaign. Winding up the morning session will be a question-answer panel in which members of the NAB sales managers executive committee will participate. Members are: E. B. Melville, Jr., assistant manager of WGAR, Cleveland; John Butler, commercial manager of WSB, Atlanta; E. Y. Flanagan, commercial manager of WSPD, Toledo; Ira A. Kimball, advertiser for the Filene department store of Yankee and Colonial network; George Frey, NBC-Red sales manager; Arthur Mull Hayes, general manager of WABC, New York.

"The so-called Filene technique as introduced on WTAG—as developed with the cooperation of WTAG—is but another pioneering effort to build a comprehensive system of broadcasting, based on the belief that the commercial has educational, entertainment, and news value hitherto generally regarded as 'lightly developed,'" according to Mr. Jaspters.

Must Be Educational

"Naturally, we are still in the experimental stage. Certainly, many improvements must be made. However, a formula that will make broadcast advertising more welcome to the department store, when judiciously used, and at the same time of practical benefit to the listener, is worth consideration.

"We will all agree that radio is primarily a vehicle of communication—that it serves the secondary purpose of education and entertainment. As a matter of fact, for years we have prided ourselves upon the fact that the comprehensive system of broadcasting has enlightened and edified the American people as no other ONE factor has done. However, the question arises, how do we pose to make a more intelligent listening public—a more intelligent buying public—to give to every listener—and every listener is a consumer—a fuller understanding and knowledge of the merchandise or service he buys.

"It is a course of study which, with adequate research, may tell a story of economics, history, geography, science. Properly written and dramatized, it conforms to radio's aims: It is newsworthy for it provides news, it teaches. Before relatively unknown; it is educational for it imparts knowledge, informs and enlightens the listener, and it is entertaining for it can be made to pleasantly occupy one's attention.

"In the final analysis, the listener himself is the supreme judge. The sponsor must please him, or lose money. We cannot ignore the unusual and unprecedented results which the Filene-WTAG effort has achieved. The exceptional response to Filene's offers is convincing proof that the public did listen—and that, therefore, there can be little foundation to the criticism that 'there would be few listeners as we understand the term today.'"

Some Examples

"To digress for a moment; one of the most interesting programs that WTAG and I enjoyed the pleasure of listening to, featured by NBC, dramatized the story of rubber, showing how Goodyear accidentally discovered the vulcanizing process, which, in turn, led to the thousands of present-day usages of the product. The Dupont program is another instance. Are not these examples with other fields of the manufacturer which we have attempted to publicize and promote Filene's merchandise?

"This department store technique is not a fallacy. Rather is it a fallacy to believe we must follow only the established or accepted pattern, that we must do no piloting, that we must not set out to be a challenge, undeveloped," according to Mr. Jaspters.

Automatic Brake

"Some there may be who will hold that the 'Filene technique' is at variance with the one they hold, but it does not follow that the Code as set up was to predetermine that the elements of better broadcasting are missing when the Filene technique is applied. It is my opinion, too, that the principle of 'diminishing returns' will enter into the picture to keep the Filene method from going beyond the bounds of acceptability.

"As in man-in-the-street, amateur hour, and quiz shows, a peak of audience acceptance and response will be reached, and beyond that itself will prevent excessive use of the formula. By that time department stores will have seen the broadcast radio can bring, and better understand how to use the medium.

'Best Ever Bought'

A point brought out in some of the discussions in the industry about the Filene technique was that it is thorough and careful following through is necessary in department store use of radio. Lack of this factor has caused most of the department store radio campaigns, due to feeling among some advertising managers that a radio campaign requires little attention and that it operates by some sort of lever.

Advantages of a well-rounded campaign were stressed, including such promotion as special bulletins and instructions to sales people, window and counter displays, tie-ins with other media and, most important, the services of radio-minded persons who know how to use the medium.

A point not brought out by Mr. Shumaker in his original article was the fact that Filene's also sponsors a five-minute news period daily. Mr. Schu-
thanks....
and appreciation

to "THE BILLBOARD"

for its Special Award for "Most Consistent Exploitation" in the Annual Radio Publicity and Exploitation Survey. This treasured award is a constant inspiration for continuous alertness in better service to our clients and agencies.


to "THE DAVIS AWARD BOARD"

for naming KOA's Ed Brady top announcer in the Mountain Time Zone. This selection of a KOA announcer further indicates the care and attention given by this station to placing the right people on the job for better service to customers and listeners.

And above all...

Thanks to our Customers - the 241 clients and agencies who have made 1941 our best year

REPRESENTED NATIONALLY BY GBS SPOT SALES OFFICES
MARATHON DRIVE TO RAISE FUNDS
Montana Stations Toss Aside Everything Except News
In All-Out Red Cross Campaign

IN A MARATHON fund-raising campaign for the Red Cross war relief drive three Montana stations raised their cities quotas in the space of 24 hours. The stations—KGIR, Butte, KFPA, Helena, and KBHM, Bozeman—eliminated all local programs with the exception of news and started the fund raising task at 8 p.m. Dec. 13, announcing they would remain on the air until the money was collected. The goal was achieved at midnight Dec. 14.

With the exception of NBC commercials, most of the time, according to Barbara S. Craney, station executive and wife of Ed Craney, operator of the outlets, was devoted to direct appeals and credit for the contributors some of whom telephoned pledges from California, Oregon and Washington.

Songs Auctioned
In addition to direct appeals, patriotic songs were auctioned to the highest bidder. The first, the Star Spangled Banner, got $100 with a starting bid of $25. The next was America, which went for $150, and the last was the Stars & Stripes Forever which brought in $250 for the Red Cross.

As soon as one town "went over the top" listeners were asked not to telephone in any more requests and the time thus cleared was devoted to the towns still lacking their quota. In addition to the three larger towns of Butte, Helena, and Bozeman, smaller communities in the area made their bids as a result of the unique campaign.

In a tieup with the Boy Scouts it was arranged to have a Scout call for each request over $5. Gifts under $5 had to be turned into Red Cross headquarters. The Scouts were transported in cars supplied by Butte residents.

Quota for the Butte area was $20,000, those of Helena and Bozeman less in accordance with their population. Success of the 24-hour campaign was attributed to the fact that the stations have an ironclad rule forbidding solicitation of funds except in cases of national emergency.

Air Alarm Plan
AN AIR-RAID alarm system utilizing the permanent lines which local stations maintain into one of the network stations to carry public service features, has been submitted to the FCC by Peter Testan, chief engineer of WBYN, Brooklyn. Testan's plan calls for one line from the WBYN Interceptor Command, the sole authority for air raid warnings, into each of the network outlets, to be tapped by the network, and continue over the permanent lines already installed into the local outlets. These lines would terminate in a loudspeaker in each control room and since they would always be open, would give the Interceptor Command a direct line into each station. At a given signal the engineer in each control room could send the air, giving stations and listeners instructions from the same point in the same fashion.

Edward M. Kihby, former director of public relations of the NAB, now chief of the Radio Branch of the Bureau of Public Relations of the War Department, on Jan. 4 was featured guest on the NBR's Blue Behind the Blue program, heard Sundays at 4:30 p.m.

Tom Mix
Fitch's Bandwagon
Adams Hat Fights
Three More Reasons They Listen To

Wing NCB Red and Blue Sets

5,000 Watts Day and Night

The Dayton, O. Station
Nat. Rep., Paul H. Raymer

Col. Davis Retires
As RCA's Counsel
Sarnoff Names Cahill Firm; Hennessey Set Up Offices

RETIREMENT of Col. Manton Davis as vice-president and general counsel of RCA and as chief counsel for its subsidiary operations was announced last week by David Sarnoff, RCA president and chairman of the board of NBC. Simultaneously, Mr. Sarnoff announced the appointment of the firm of Wright, Gordon, Zachary, Parlin & Cahill as counsel for the parent company, with John T. Cahill, chief NBC counsel in the network monopoly proceedings, as director of the law department of RCA.

The Cahill firm already has opened law offices in Washington, in the Union Trust Bldg., to handle RCA-NBC matters. Mr. Cahill continues as a member of the New York firm, but all company matters involving legal policy will be referred to him.

Hennessey Leaves
For the last year the firm of Hogan & Hartson, of Washington, has handled NBC legal matters, Mr. Cahill, however, was retained several months ago as special counsel in connection with the network monopoly proceedings. The Hogan & Hartson firm will discontinue its representation of NBC on a regular basis. Duke M. Parlin, counsel to Hogan & Hartson, it is understood, will continue to represent NBC on certain unfinished matters.

P. J. Hennessey Jr., Washington attorney, who for the last year has been of counsel to Hogan & Hartson in connection with NBC matters, has left that firm and established law offices in the Bowen Bldg. continuing his specialization in radio practice. Mr. Hennessey is jointly occupying a suite with William A. Porter, radio attorney, but is not associated with him in a partnership.

Prior to coming to Washington several years ago as NBC counsel, Mr. Hennessey was staff attorney for RCA in New York under A. L. Ashby, vice-president and general counsel. The entire relationship with NBC has been severed.

Col. Davis, who has headed the RCA legal staff for more than a decade, will still be available to the company as a legal consultant, Mr. Sarnoff announced. He paid tribute to Col. Davis for his many years of outstanding service.

AFRA Signs KOIN-KALE

CONTRACT with the American Federation of Radio Artists was concluded Dec. 1 by the management of KOIN-KALE, Portland, Ore., bringing the stations' announcers under the union's wing. Signing of the contract brought the local membership to some 70 members including announcers of KGW-KEX, signed previously.
KEEPPING PACE with swiftly moving events, both at home and abroad, the Canadian Broadcasting Corporation has geared itself to the increased demands for information on world conditions.

Daily program schedules include a wide variety of authoritative broadcasts, carefully selected to bring listeners intelligent commentaries by qualified observers. The CBC operates its own complete news service, maintaining full-time bureaux in each of five regions, in addition to collaborating with leading world-wide news-gathering organizations. Overseas and Canadian broadcasts dealing with world happenings also are presented regularly.*

This comprehensive coverage of the international scene is but one of many reasons why Canadians listen consistently to CBC network stations.

*The modern facilities of the CBC national network make these features available to 93.6% of Canada's radio homes.
Tomorrow's Economy

EACH DAY of war brings fresh trials for American industry. A ban on automobile production one day; tire sales limited the next; price ceilings and the dislocating effect of priorities for war production in other lines. And so it goes.

Thus far advertising volume has not been seriously affected, though all advertisers and all media appear nervous. Costs have skyrocketed. The drain on personnel is serious. And this, it is recognized, is just the beginning.

Radio, newest, brightest and most effective medium for most products and services, is looking forward to another unprecedented year. That is revealed in the 1942 survey published in this issue. It's true there is greater uncertainty than at any other time in radio's history, but it's equally true that radio listening is at its highest peak.

As the war economy stiffens there will be the temptation to cut appropriations because war requirements are consuming practically all production. If the last war is any criterion, some panicvicky advertisers who haven't been through the mill will drop out. Thus many trade names well-known in the pre-war era will be forgotten in the post-war economy. It happened in World War I.

Radio's effectiveness as an institutional medium, aside from its tested ability as a direct sales-getter, has been amply demonstrated. It can keep alive brand-identity and good-will without apology to any medium. It has that personalized, living-room aspect. Wiser advertising heads know it, just as they know (as do we) that the printed page performs its own particular sales and institutional function.

The story of tomorrow's economy has been broached by sellers of advertising since the emergency developed. Most of it has been tongue-in-the-cheek stuff, some of it intelligent and worthy. An effective and constructive approach is that of WLW in its current national campaign. It doesn't undertake to sell its facilities alone, but makes an all-inclusive case for advertising.

"Industry's yellow pages," says WLW in a current Fortune display, "turn up scores of forgotten names of honest products—forgotten because their makers failed to realize that the public is fickle only because its memory is short.

"Yes, tomorrow's business faces fact—not fiction. Tomorrow's management will be confronted once more with the problems of a buyer's—not a seller's market. Tomorrow's salesmen will be forced to meet the hard-hitting rivalry of small competitors grown rugged and healthy through defense expansion. Tomorrow's advertising must produce, as never before, more effective results from every last penny of the advertising appropriation."

That, we echo, is radio's sales story for tomorrow's economy.

Toward Unity

AT NO TIME in history has unity and teamwork been more essential. Broadcasting as an industry, up to the present, hasn't had it.

Fortunately, during the first weeks since the stunning effect of war, there has been no open evidence of disunity in broadcasting ranks. Events of the preceding months, which saw dissension and disorder rise in trade circles, practically evaporated.

Steps have been taken toward proper recognition of broadcasting on the Washington scene, through the war-born informal Radio Coordinating Committee, made up of the heads of five trade groups. The manner in which that committee, which sprung into spontaneous action, performed may have not been entirely to the liking of all in the industry. But it got results.

Steering directly from that Committee's work was the designation by Director of Censorship Byron Price of J. Harold Ryan, of Toledo, as radio censor. That accomplished something of importance for the industry, for a practical broadcaster, familiar with the problems and vicissitudes of station operation, is on the Washington scene to tackle the toughest war problem radio faces, possibly aside from unforeseen economic factors. He can and will deal sympathetically, but firmly, with station news problems.

There will be rules and regulations governing news broadcasting. Whether they are evolved by the industry on a voluntary basis, with the approval of the Director of Censorship, or by government mandate remains to be determined. The industry, through the NAB Wartime Broadcasting Code, took prompt and praiseworthy initiative in the direction of self-regulation. But those guideposts will require alteration—probably stiffening—as the war tempo increases. The industry again should take the initiative.

Other moves, revolutionary in scope, will have to be taken. Designation of an industry liaison officer is considered desirable, to serve all radio—from independent 250-watters to the clear channel outlets. This is a matter requiring prompt action. And facts, not ideals, must be dealt with.

Until a better set-up is devised, the Coordinating Committee plan should be continued. Perhaps the committee should be more representative—possibly there should be an industry-wide convention to revamp the trade group operation so that it can be streamlined for wartime functioning.

One thought should be kept uppermost. This is war. The ordinary amenities don't apply.

Seeing Daylight

COMPULSORY daylight saving time looms as a war measure, possibly on a year-round basis. A longer daylight work-day as a means of conserving electricity is one of the basic considerations. Another factor, involving safety of the people, is to get them home earlier.

Legislation now is pending to empower the President to establish DST in his discretion. He probably has that power anyway under the broad authority invested in him under the War Powers Act.

Optional daylight saving time has been a headache for the broadcaster, the listener and the advertiser for years. But compulsory, universal, year-round DST, horizontally moving the clock an hour faster in each time zone, would result in little foreseeable hardship, after the initial shakedown period.

We hope that if and when the Administration decree "fast time" as a war measure, it will do so nationally and without exception.
KENNETH REED DYKE, Director of Advertising and Promotion for NBC, is that rare combination of individualist and organization man, able to get the most out of his staff because he never asks them to do anything he is not able or willing to do himself.

This strong personal individualism expresses itself in imagination and ideas, acts as a stimulus to himself and to others, but is sublimated to his passion for team work and getting things done "in channels".

When he took over the top promotion job he made it clear to his staff that he wanted everyone to run his own job, to be his own executive in all matters, to exert his own imagination. Dyke's function, as he saw it, was to mold all these myriad efforts into a product that would represent a good overall job for NBC.

Dyke's many and varied experiences in selling, merchandising and advertising are an asset to him. When he joined NBC he gave him the advantage of knowing radio's problems from the other side of the fence, the buying side. In promoting sales now at NBC he knows the angles that interest timebuyers. He knows what radio can give a client, as well as what a client expects from radio, and can compromise difficult situations out of this two-edged experience.

Dyke, in his early 40's, weighs not a pound more than when he was an AEF top sergeant in 1917. He has worked as an oil rigger in the fields near Tulsa and Houston. He did a month's turn in a hard coal mine near Scranton, Pa.; was one of a thruster crew on a farm in Kansas; lumberjack in Caribou, Me., near the Canadian border.

Not any of these was part of his growing-up and earning-his-way-through-college period. A New Yorker by birth (March 12, 1897, for the record), before the first of a long line of New England sea captains and farmers to be born outside New England, he is a product of private schools and the University of Pittsburgh.

His closest brush with death was when a German gunman in a plane swooped down on a convoy of doughboys and picked off the three in front and two behind Dyke. He was left alone, the only man alive, with a string of machine gun bullet holes through his mess kit and the conviction that he was a very lucky guy.

He went to Germany with the American Army of Occupation after the Armistice and returned to New York in 1919. He had always planned to go to the Far East and went with the U. S. Rubber Co., its training section for foreign service in Sumatra. His yen to write ruined that ambition, for in his spare time he got out a newspaper which was posted on the bulletin board in the laboratories. Someone gave it to the advertising manager and Dyke was moved into that department to write copy.

Later he was sent to Pittsburgh as sales promotion manager. He returned to New York in 1923 and worked with Ralph Starr Butler, in 1925 he became advertising manager of Johns-Manville and bought their first radio program. He was made vice-president in 1929 and in 1933 left to join Colgate as advertising director. In 1938 he quit to take a trip around the world. Did it the hard way, on freighters, by camel, donkey and on foot. He was one of a small expedition that went up to the Tibetan border and back through the Khyber Pass into Afghanistan, after sorties into the Dutch East Indies to see if it's true, what they say about Bali. He visited all the noteworthy spots in Japan, in Manchukuo, China and wayposts.

Dyke joined NBC in May, 1937, as Eastern Division Sales Manager. Two years later he was made sales promotion director and a year ago Frank Daley gave him new and enlarged duties and responsibilities by appointing him Director of Promotion in charge of all promotion and advertising.

He is a member of the Circumnavigators' Club, past president of the Alpha Delta Sigma Praterinni (1940), and was one of the original group which laid the base for the Advertising Research Foundation.

Dyke was elected chairman of the board of the Association of Radio Advertisers in 1938 and served several years. He has been involved with advertising as he was for so many years, it seemed as strange to him to get away from advertising to Dyke to want to apply that knowledge to radio.

The job is the overall coordination of all the varied promotional activities of the company. There are 17 of these separate promotional setups in NBC, not counting those of the M & O stations. Their operations were functioning smoothly and efficiently but it was management's idea that a top man over them all would stimulate more activity, bring in more money. Dyke was selected as the right man for the job.

For the job of the Association of Radio Advertisers was his first experience in professional association work and he was encouraged to apply for the job.

The job of the Association of Radio Advertisers was his first experience in professional association work and he was encouraged to apply for the job.
Loyal Fan
ROBERT MULLINS, of Pensfield, Ga., has a cat that listens daily to Herbert Harris' 7:15 a.m. newscast on WSB, Atlanta. A stool about two feet high in the middle of the room has a the radio on it. On top of the radio, perches the cat. Invariably, when 7:15 a.m. rolls around, the cat jumps atop the radio and intently listens with cocked ear to Herbert's news broadcast.

JACK BRINKLEY, freelance announcer, and producer, has joined the announcing staff of WLS, Chicago.
NORMAN PIERCE, announcer of WCFL, Chicago, is the father of a boy, Kenneth, born Dec. 14.
LARRY ROTHEMAN, chief announcer and continuity director of WABE, Atlanta, has joined the Brothers of the American Legion.

BEHIND THE MIKE
RICHARD KROLIK, assistant to Lester Gottlieb, MBS publicity director, is in Canada to organize the Polish forces in Canada, and Bill Heg, head of the WSB continuity department, has joined the Army Signal Corps.
BILLY BORTHWICK, former announcer of WWR, New York, has announced that Independence Air Force.
BERRIDGE CRANSTON, formerly of Louis C. Cowan Co., Chicago advertising and publicity representatives handling the Ohio Kids program, has resigned to be married to Dale Burgess, staff writer of the Indiana University Board of Associated Press.
SHERMAN FEILDER, formerly of WNU, Manchester, N. H., and WLS, Lowell, Mass., has joined the announcing staff of WEIR, Boston.
KEN MCCLURE, chief newsreader of WEAP-KGO, Fort Worth, has been named chairman of the radio newsmen's editors of NAB District 13.
ALLY BROWN, announcer of WTPN, left the station Dec. 20 for a short vacation before entering military service.
BILL PRANGE, farm director of WSB, Atlanta, is the father of a girl born recently.
ARTHUR JACKSON, has been appointed a staff announcer of WKBX, Kalamazoo, replacing John Henry.
SAM BEARD, formerly a student announcer for the U of North Carolina, has joined WNYT, Raleigh, as an apprentice announcer.
LARRY DUPONT, staff announcer of WLOH, Minneapolis, has resigned to go into partnership with his brother in the furniture business.
WOODRUFF BRINEY, announcer and music director of WIS, Columbus, S. C., has accepted a position as translator Spanish and English for the War Department in Miami.
BILL SMITH, formerly chief announcer of WNY, Kingston, N. Y., has joined WABC, New York.
FRANK L MILLER, continuity writer of WOCB, West Yarmouth, Mass., has resigned to become an Army Air Corps flying cadet.

MILTON BACON, announcer of CBS, New York, and Doris Havens, head of the music department of WAC, Philadelphia, and studio announcer, were married in late December.
JOHN REEDY, CBS Hollywood newsmen writer, and Nora McDevitt of San Francisco, were married Dec. 25 at Santa Barbara Mission, Cal.
WALTER WINGFIELD, who holds the rank of lieutenant commander in the Naval Reserve, recently reported for duty, and was assigned to the public relations office in New York. He continues his radio and newspaper work, devoting four days weekly to his new duties.

HRY JACOB, has been shifted from the news department to the announcing staff of KYO, Tulsa, and has handled the radio work in Chicago, Florida and the West Coast for more than 15 years. He has joined the news department.
HUGH HOLDER, announcer of WXYZ, Detroit, has joined the Marine Corps. Bill Morgan is the latest addition to the station's announcers.
JOE ALVIN, of NBC Hollywood press department, is the father of a boy born Dec. 23.

DALLAS HARRELL, staff writer at WSB, Atlanta, joined the armed forces, Al Flanagan, formerly of WRSP, Gainesville, Ga., takes his place.
MURIEL EVANS of the news and special programs staff of WRAL, New York, Dec. 23 was married to Thomas Newsam Doyle III of New York.

MERCEDES CAMBRIDGE, NBC actress whose husband is William Jenkins and also writer and producer, on Christmas morning became the mother of a boy.
DON DUNPHY, sportscaster of CBS and WINS, New York, was announcer for the New York Giants broadcast on MBS of the Cotton Bowl football game between Texas A&M and Alabama.

Milton Bacon Leaving WCKY to Join CBS
MILTON BACON, good-will ambassador of WCKY, Cincinnati, and conductor of the station's series, Cities Worth While & Folks Worth Knowing, has signed a three-year contract with CBS, to take up his new duties in January.
Mr. Bacon for three years has traveled through Ohio, Indiana, Kentucky and the western states in WCKY's primary area, addressing clubs and conventions and gathering material and human-interest stories of each community. His CBS broadcasts, tentatively planned, will be of a similar nature with the entire country as his field. The CBS series Look Homeward America, will also include a folk-sonority cast including Burt Ives, Columbia's exponent of American folk music.

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Thomson Opening Outlets in Ontario
Peterborough, Kingston Are Sites of New Stations
BRANCHING OUT into Southern Ontario, Roy Thomson, of Northern Broadcasting & Publishing Co., Timmins, Ont., has bought a large interest in two new Southern Ontario stations scheduled to start operations early in 1942.

First to open, about Jan. 15, is CHEX, Peterborough, owned by the Peterborough Broadcasting Co. and affiliated with the Peterborough Examiner. The second station, to open about March 1 as CKWS, is affiliated with the Kingston Whig-Standard and is owned by Allied Broadcasting Corp.

Thomson's organization will operate and manage the two stations which join the group in Northern Ontario and Northwestern Quebec comprising CFCH, North Bay, Ont.; CJKL Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKRN, Rouyn, Que.; CKVD, Val d'Or, Que. This group of seven stations is claimed to be the largest in Canada owned by private interests.

Headed by Davies
President of both new companies is W. Rupert Davies, Kingston, who also owns the two newspapers and is president of the Canadian Press, Canada's AP. Vice-president for both companies is Roy H. Thomson, and general manager is Jack Coole, who holds the same post with Northern Broadcasting & Publishing, H. L. Garner, general manager of the Peterborough Examiner, is a director of the Peterborough Broadcasting Co. Other officers have not yet been named. Both are represented in Canada by All-Canada Radio Facilities, and the national sales offices of Northern Broadcasting in Toronto and Montreal. Weed & Co. is American representative.

Both stations will be RCA equipped throughout, with twin Canadian Bridge Co. towers. CHEX will operate with 1 kw. on 1480 kc., and CKWS with 1 kw. on 960 kc. Because the CKWS transmitter will be located on Wolfe Island in the St. Lawrence River, a point-to-point FM license has been granted, direct lines not being possible.

The Kingston Whig-Standard now operates CFRC, owned by Queen's University Kingston. When CKWS takes the air it will become a non-commercial outlet and the Whig-Standard will no longer operate it. James Annand is the present manager of CFRC. CHEX will join the CBC sustaining network, and CKWS will replace CFRC as the basic commercial CBC station in Kingston.

A NEW YORK resolution for Canadians was broadcast three times Jan. 1 over practically every Canadian station. The resolution was recorded in Montreal and distributed as a paid announcement to Canadian stations by Cockfield Brown & Co., Toronto agency, on behalf of the Canadian government's Department of Munitions & Supply. No mention of the government was contained in the resolution, which dealt with the task each Canadian can play during 1942 in the war effort.

New Year's Resolution

ADELE HUNT

POETRY WAS OUT when blonde, blue-eyed Adele Hunt discovered that though there is a good deal of feminine interest in couplets, sonnets and blank verse there is a great deal more vital interest in cooking recipes, household hints and tips on sewing and crocheting.

Adele, who was having her first flight at broadcasting with a weekly poetry reading program on WPAT, Paterson, N. J., was called upon to pinch hit when the station recently discovered it was without a woman's commentator.

Time for Women, Adele's tentative title for her program, was an instantaneous hit, registering high on the time-tried thermometer, fan mail. Adele's background gives her authority to speak on women's affairs and problems. She has had considerable sales experience in various departments of two of New Jersey's largest stores, for a time served as New Jersey promotional manager for a cosmetic manufacturer and does a great deal of research. Adele specializes in recipes whose goodness can be judged by the fact that she receives considerable mail from male listeners.

Mother of three children, Adele emphatically denies that they are the heroic testers of every recipe before broadcasting.

WILLARD PICTURES Inc., New York, making an educational short for the Oxford University Press, used Studio 6 of WOR, New York, to show how news is handled by radio.

YOU'RE NEVER BLUE
IF YOU USE THE RED

You just can't be blue with results if you use WMBG—the Red Network Outlet in Richmond. Don't take our word for it. Just ask for a list of WMBG's regulars in year and year out.

WMBG offers you the Red Network audience—5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.
MADE UP YOUR MIND ABOUT DECIDE (Ky.)?

It's a simple matter to reach the conclusion that Decide (Ky.) offers darn few sales possibilities! Also, that the Louisville Trading Area is the super supermarket you want. This area, for instance, has 55.6% of Kentucky's income tax payers—33% more effective buying income than the rest of Kentucky combined! WAVE, with complete coverage at lowest cost, is the only station you need to do a job in this neck of the woods! Do we get the decision?

LOUISVILLE'S WAVE
5000 WATTS - 370 K.C. - B.S.C. Rapid Red
FREE PETERS, INC.
National Representatives

WKBH
LA CROSSE, WISCONSIN

Joined

NBK Red and Blue

January First

Need we say more?

WKBH
LA CROSSE, WIS.

HORACE M. CRAMP, formerly of the contact and copy departments of RHDO, New York, has been appointed account executive of Roth & Ryan, New York.

JEANETTE MELNICK, secretary to R. J. Scott of Schimmer & Scott, Chicago, on Dec. 21 was married to Peter P. Passman.

WALSH ADVERTISING Co., Toronto, is moving its office at the end of January from 50 Richmond St. West, to larger quarters in the Concourse Bldg., 100 Adelaide St., West.

ED SCHNEEBERG, copy writer of N. W. Ayer & Son, New York, has joined Compton Adv., that city, in a similar capacity.

Helen Hayes Extended

HELEN HAYES, who was to leave the air Dec. 28, has signed a five-week contract to continue the Helen Hayes Theatre on CBS Sunday, 8-8:30 p.m. until the program concludes its 18-week cycle for Thomas Lipton Inc. It was previously announced, through Young & Rubicam, agency handling the account, that after Dec. 28 the half-hour period would be filled with a news show when deliveries of tea from Ceylon became uncertain with the outbreak of the war [Broadcasting, Dec. 22]. Miss Hayes' talent contract terminated with the last broadcast in December and she has agreed to sign the new one for the short period through Feb. 1.

ATMOSPHERIC conditions which are met in high altitude flight form the basis for this broadcast from the Southeast Air Corps Training Center's new 14-ton low-pressure chamber at Maxwell Field, Montgomery, Ala., which is used to familiarize cadets with conditions they will meet in stratosphere flight. One of the weekly Wings for Defense programs of WSFA, Montgomery, designed to show Alabama's share of the inner workings of America's pilot training program, this show presented: (1 to r) Major Norman W. White, Air Corps expert on pressure chambers; Announcer Bob Castle; Captain S. S. Sack, Army Medical Corps; and Bert Ussery, WSFA technician. Wings for Defense is written and produced by the Public Relations Office of the Southeast Corps Training Center.

Chase & Sanborn Back

At J. Walter Thompson

STANDARD BRANDS, New York has rescinded its appointment of Kenyon & Eckhardt, that city, to handle all Chase & Sanborn advertising which was to go into effect Jan. 1 [Broadcasting, Nov. 3] and has announced the account will remain with J. Walter Thompson Co., New York. Company originally announced the agency shift Nov. 1, and indicated Chase & Sanborn Program featuring Edgar Bergen & Charlie McCarthy Sundays, 8-8:30 p.m. on 8 NBC-Red stations would move in toto to K & E.

Meanwhile a controversy arose when Abbott & Costello, comedy team co-starred on the program with Bergen & McCarthy, and it was reported the pair would leave the program when the change-over took place.

It is understood the comedy team wanted a release from their contract and took their case to the American Arbitration Assn., but later dropped the arbitration and by mutual agreement out of court decided to stay on the program.

JOHNSON & LOUD FURNITURE Co., Denver, sponsors of a five-minute transmitted Who's News, on KOA, Denver, has renewed its contract for 32 weeks.

Al Pearce to Red

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), sponsoring the weekly Al Pearce & His Gang on 95 CBS stations, Friday, 7:30-8 p.m. (EST), with West Coast repeat, 7:30-8 p.m. (PST), on Jan. 8 shifts the program to approximately 80 NBC-Red stations, Thursday, 7:30-8 p.m. (EST), with West Coast repeat of 7:30 p.m. (PST). Format of the variety show, featuring Al Pearce and Elmer Ribush Program, other girls.

Keystone Network Lists

Total of 152 Affiliates

AN AGGREGATE of 152 affiliated stations is claimed by Michael M. Sillerman, president of Keystone Broadcasting System, in a year-end statement released last week by the transcription network. During its first year, Mr. Sillerman stated, Keystone was used by two major advertisers — Miles Labs, for Alka-Seltzer, and Lever Bros. for Swat Soap—in the secondary markets covered by the group.

Included in the statement were exchanges of telegrams with the White House and the FCC in connection with an offer by Mr. Sillerman of the facilities of the Keystone stations during the war.

Fulton Lewis jr. Sponsors

FULTON LEWIS jr., Mutual's Washington news analyst in now heard in 99 stations in sponsorship of 31 local advertisers, as well as on a sustaining basis on 150 stations, according to a recent survey. He is heard on MBS Mondays through Fridays at 7 p.m. and also conducts the weekly Your Defense Reporter programs on Mutual.

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Army Approves Plan for Station Discs
To Be Sent Troops Outside the Borders

BRIG. GEN. F. H. OSBORN, chief
of the Morale Branch of the War
Department, has endorsed a sug-
gestion made by Capt. Gordon Hit-
tenmark of the radio division of
the Morale Branch to provide spe-
cial transcribed programs for
troops stationed at posts outside
Continental United States.

Gen. Osborn termed the sugges-
tion "splendid" and said his office
would gladly forward the trans-
scriptions to their proper destina-
tion.

Under the plan stations are re-
quested to transmit a 15- or 30-
minute program made up of station
talent and directed to the troops.
No specific post should be men-
tioned. It is suggested that the
mayor or some prominent civic of-
icial be requested to make a few
remarks during the program, stat-
ing the interest of his city in the
troops. The program could be built
around the idea of the city of
Blank and station so and so greets
the men of the United States Army
stationed outside the States.

The Morale Branch has recently
purchased turntables similar to
those used in stations and which
play 33⅓ discs. In the case of
Alaska the transcriptions may be
played over a local station with
due credit, of course, for the sta-
tion originating the transcription.

Acknowledgment of stations par-
ticipating in the campaign will be
made in the editorial columns of
BROADCASTING. Letters stating a
desire to participate should be ad-
dressed to Capt. Gordon Hitten-
mark, Morale Branch, War Depart-
ment, Washington, D. C., along
with the transcription.

Operation Proves Fatal
To Russell L. Ferguson

RUSSELL L. FERGUSON, one of
the best-known men in the com-
mercial field of the industry, died
Dec. 22 in Burl-

ington, Ia., as a result of a thy-
roid operation.

Mr. Ferguson had wide experi-
ence in radio dat-
ing back to 1927
when he was a
member of the
sales staff of
W O R, New
York. From 1929
through 1933 he was commercial
manager of WLW, Cincinnati, and
later was in the Chicago sales de-
partment of NBC. He was also
onetime manager of WINS, New
York, and WCLO, Janesville, Wis.,
and was associated with Weed &
Co., station representatives,
Chicago.

On Nov. 15, 1940, Mr. Ferguson
was appointed manager of the
radio department of the New York
office of National Research Bureau
Inc. He is survived by his mother,
Mrs. Mary F. Ferguson.

Sacred Series Widened

VOICE OF PROPHECY Inc., Los
Angeles (religious), sponsoring the
weekly half-hour program, Voice
of Prophecy on 15 Don. Lee Cali-
ifornia and Arizona stations, Sun-
day, 9:15-9:45 p.m. (PST), on Jan.
4 expanded its list to 86 MBS sta-
tions, Sunday, 7-7:30 p.m. (EST),
with West Coast repeat, 9:15-9:45
p.m. (PST). Contract, marking the
program’s fourth consecutive year,
is for 52 weeks. Featuring H. M. S.
Richards, minister-lecturer, with
musical background provided by
M. King’s Herald’s quartet, weekly
broadcast emanates from KHJ,
Hollywood. Agency is Jack Parker
& Assoc., that city.

Lucies N. Y. Drive

AMERICAN TOBACCO Co., New
York (Luckies Strikes), on Jan. 5
will start a special promotional
campaign in the New York market,
on four local stations. Two-minute
transcribed announcements will be
aired 34 times weekly, on WMCA
(BROADCASTING, Dec. 8), 33 times
in WNEW, 76 times on WHN and
six times on WABC. Other stations
will be added, according to Lord &
Thomas, New York, agency han-
dling the account.

William W. WELLS, for three
years in the research laboratory of
Colonial Radio Corp., Buffalo, and
more recently head of that firm’s test-
ing department, has been appointed
production manager of Universal
Microphone Co., Inglewood, Cal.

$66,236,000
Annual drug store sales in our ⅛-millivolt
time area. WIBW domi-
nates this 206 county
buying market.

WIBW
The Voice of Kansas
in Topeka

Janurary 5, 1942 • Page 33
Summer Listening is Studied by CAB
Baseball Holds Up Afternoon Use of Radio in Summer

BASEBALL is America's national game and listening to baseball broadcasts is apparently becoming a national habit, according to the analysis of sets in use during the year ended Sept. 30, 1941, just published by Broadcast Research Corporation.

Comparing the average listening in the 33 CAB cities during the Standard Time period, October through April, with the Daylight Time figures for the same period, September through November, the CAB found that daytime listening fell off less than half as much as did evening listening and cites the afternoon baseball broadcasts in 30 of the cities surveyed as the probable explanation.

Program's Absent

During the 7 to 11 p.m. period, 29% fewer sets were in operation per half-hour than in the winter, the report states, whereas in the daytime hours the average decrease was only 15.9%. The CAB was particularly interested in evening listening, the CAB explains, "may well be due in some part to the absence from the air of a good portion of that period of the same outstanding programs which had produced so much evening during the preceding winter. Based on data accumulated in 690,000 completed interviews with radio-owners, the report summarizes "half-hour by half-hour, by day, by U.S. totals and by geographical sections," the use of radio sets for the year, devote some 20 pages of charts and tables to the various break-downs. Average evening and daytime listening, compared for winter and summer, is shown in the following tables: (average half-hour % of sets in use):

New Industry Periodical

NEW MONTILY publication on the Canadian broadcasting industry is The Canadian Broadcaster, which makes its initial appearance in January. the new trade periodical is published by R. G. Lewis & Co., 104 Richmond St., West, Toronto.

New Disc Subscribers

TWENTY additional stations have subscribed to the quarter-hour transcribed series of commentaries on their programs of music and entertainment, since XNIBET, NBC Radio Recording Division which cuts the discs revealed last week, ten stations three records weekly which are airmailed to subscribers. New clients include: LBL W57X, KEX W55AR, KAK K5AL, WAB W55R, KTSF W55GM, KGKO KLZ W560, WIBX W55BR, WAKR W55FB, and WADO W55FM.
Daylight Saving
(Continued from page 8)

Legislation along similar lines (SBRes-122) was introduced Dec. 22 in the Senate by Senator Downey (D-Cal.). The Downey resolution would authorize the President to establish daylight saving time in such areas and for such periods of time as he shall deem necessary or advisable in the interest of the national defense. Several weeks ago Senator Downey declared there was heavy support for DST on the Pacific Coast.

Introducing his bill, Chairman Wheeler said he expected the Senate Committee to consider the proposal at its first meeting of the new session. He said he planned to "push the bill through". Chairman Lea has indicated that the House committee will take executive action in the matter early in January. It is understood the committee plans to survey the Presidential authorities provided in emergency war legislation to determine what type of DST legislation might be necessary.

Legislation Favored

Some Congressional leaders have indicated they believe President Roosevelt has all the power he needs, under the recently approved War Powers Act and other emergency legislation, to establish and enforce a DST system on a local, regional or national basis, but they have indicated also a preference to establish such a system by legislation rather than Executive Order.

The DST proposal faded from sight shortly after the hearings late last summer, when testimony of Federal Power Commission officials gave indication that DST probably would be necessary in only a few regions, particularly in the Southeast, as things stood then. Following recommendations of FPC and OPM, the President subsequently called upon Governors of the States in that region voluntarily to establish daylight saving time, although it was indicated there was small desire to try and force DST in other areas.

From the broadcaster's viewpoint, the proposed legislation did little to remedy the perennial programming headaches resulting from a hodge-podge DST system functioning spotlight over the country. At the hearings on the House bill, NAB plumped for a universal

How to Sell Bonds

TOTAL OF $91,305.20 pledged by 435 phone calls is the record chalked up Dec. 27 by Railroaders Savings & Loan Assn., Indianapolis, which on Dec. 8 started a daily half-hour program of organ music at 10:30 p.m. (CST) on WIRE, Indianapolis, to sell defense bonds and stamps, changing to a weekly schedule Dec. 26. Individual sales ranged from 10-cent stamps to one sale of $20,000 in bonds. Eugene C. Pulliam, station's general manager, is state chairman of Indiana defense savings campaign.

BROADCASTING

Music—to a Sponsor’s Ears

ALLEN ROTH

and

THE SYMPHONY OF MELODY

The kind of music listeners want—wait for—change stations to hear!

DYNAMIC arrangements, running the gamut from nursery rhymes to Tchaikovsky, come to life with dash and spirit under Allen Roth's magic baton—as he directs his orchestra, the Roth Chorus and soloists.

"Symphony of Melody" is just one example of the colorful program variety offered in NBC THESAURUS. Twenty-six top-name recorded shows are scheduled weekly, each complete with sparkling continuity covering 71 program periods (approximately 25 hours weekly).

With such variety, you can sell more advertisers the "something different" that they want at the price they want to pay...if your station has NBC THESAURUS.

Write today for the complete Thesaurus story. Audition samples of Allen Roth and other Thesaurus programs available on request.

GEORGE PUTNAM, NBC news-caster, has taken over the six-weekly news spot sponsored by Peter Paul Inc., Naugatuck, Conn., on WEAF, New York. The spot was formerly handled by Robert St. John, who has been transferred to NBC's London bureau.

Bub Burns on Discs

TRANSCRIBED campaign for R. J. Reynolds Tobacco, Winston-Salem, N. C., for Brown's Mule chewing tobacco features Bub Burns as talent, and not Hob Burns as stated in a photo caption in the Dec. 29 BROADCASTING.

When you think of SPOTS...think of John Blair!

KNDY

John Blair & Company

A Radio Corporation of America Service

Radio City, New York Trans-Lux Building, Washington

Merchandise Mart, Chicago Sunset & Vine, Hollywood

BROADCASTING • Broadcast Advertising

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SCOTT HILT, chief engineer of WIS, Columbia, S. C., is teaching a radio engineering course at the U of South Carolina for the War Department. Rex House, transmitter operator, has left for Camp Bowie, Tex., where he will be a civilian radio technician in the signal repair shop.

JACK WAGNER, formerly assistant manager of KHRU, Watsontville, Calif., and recently of KSRO, Santa Rosa, has joined the engineering staff of KQW, San Jose.

HARVEY SNECKETT, control engineer of WCMB, West Yarmouth, Mass., has resigned to join the Army Signal Corps. He is to be stationed at the Signal Corps School, Monmouth, N. J.

FRED FRYE, soundman of WXYZ, Detroit, has joined the Army Air Force as a flying cadet.

DAN BARLOW, engineer of WIP, Philadelphia, is the father of a daughter, Judith Ann, born Dec. 22 at the Hazenwood Hospital.

IBS Convention
THIRD annual convention of the Intercollegiate Broadcasting System was held at the International House, New York, in the hotel where panel discussions on programs, business functions and the technical side of campus radio were held.

WLV, Cincinnati, discarded the regular New Year's Eve program format again this year and ushered in 1942 with a pickup from the Cadle Tabor Station. The same procedure was used last year upon orders of James D. Shouse, vice-president of the Crosby Corporation in charge of broadcasting, who pointed out that a large portion of the audience would be thinking of the solemn side of life instead of joining in cafe celebrations.

Unbelievable, phenomenal, fabulous... .

Yes, the state of affairs in Wichita, America's Number Two Boomtown, is all of this. Statistics on the increase in defense contracts, the growth of population and the upward in all vital signs are staggering—but TRUE! Now, how does a time buyer top Wichita's lush millions of new purchasing power? No one knows and few try. Consider the evidence:
A survey by a competitive station says 95% of all the folks in rich Sedgwick County "listen to KFH regularly..." that 57% of these same "listen to KFH most." New transmitter equipment and a night-time power boost make KFH a better tower than ever before! KFH rates have not been increased.
Putting it in a single phrase, KFH now reaches more people, KFH entertains a home county population which is nearly double that of 1940 and KFH sells people who have important money to spend; write in, or better phone or wire—Perry at 26.

That Selling Station in Kansas' Biggest, Richest Market

KFH WICHITA

CBS • 5000 WATTS DAY AND NIGHT • CALL ANY EDWARD PETRY OFFICE
Networks Sued  
(Continued from page 7)
through appointment of receivers. 
The Anti-Trust Division asked the court to: 
1. Restrain NBC and CBS from entering into an exclusive affiliation contract with any station. 
2. Outlaw all time options. 
3. Limit affiliation contracts to two years. 
4. Allow transcribers reasonable access to their studios for off-the-line recordings. 
5. Force NBC or RCA to select either the Red or the Blue for operation and turn the other over to a receiver for "liquidation". 
6. Force the networks to divest themselves of ownership of stations in cities having less than four fulltime outlets (this presumably would require disposition of WBT, Charlotte, by CBS, and of WTMJ, Cleveland, by NBC, through the receivership process). 
7. Force complete severance of talent bureaus from network ownership, operation or relationship. 
8. Force complete divorce of transcription operations from the networks. 
Familiar allegations heard throughout the chain-monopoly proceedings that the networks, through exclusive contracts, control time of nearly 300 stations, were made in the separate complaints. The complaints were virtually identical in most particulars, but that covering RCA-NBC was more exhaustive in view of the Red-Blue operation. 
While the complaints were filed by Daniel B. Britt, special assistant to the Attorney General, in charge of the Chicago regional office of the Anti-Trust Division, the papers were prepared under Mr. Arnold's direction by Mr. Waters. The latter handled all of the ASCAP-BMI proceedings, which resulted in last year's consent decree. Holmes Baldwin, chief of the litigation section of the Anti-Trust Division, likewise has been identified with the preparation. 
FCC Consulted 
Last Oct. 29, Mr. Arnold conferred with attorneys representing all of the networks about possible anti-trust proceedings. Then it was not clear whether, if the Department moved at all, it would do so along criminal lines or civilly. If the former course had been decided upon, MBS, NAB and other industry elements might have been joined. 
Since the Oct. 29 session, there have been repeated reports [Broadcasting, Nov. 8, 17] that the Department would act. FCC Chairman James Lawrence Fly and members of his legal staff had been in consultation with Anti-
risburg. The option time clauses, it was contended, were designed to "throttle competition" by virtue of the 28-day notice provision.

Selection of Chicago, rather than New York, for filing of the suits, it is understood, was based upon a request received by the Department from the New York Court that complaints which would be filed in other jurisdictions be handled in that fashion, because of the clogged condition of the New York docket. There were only three localities in which the suits might have been filed, to procure service on both networks, it was said—New York, Chicago or Washington. Washington was eliminated because of the pendency of other litigation here.

In some industry circles, it was felt that many of the Government's contentions in the case against both networks, and NBC particularly, were moot. It was pointed out NBC has abandoned exclusivity; it has taken steps to dispose of the Blue Network, and it has sold its art bureau. Moreover, it is allowing off-the-air recordings from its studios.

CBS, on the other hand, disposed of its artist service some months ago and has never gone into the commercial transcription business as such. Through a subsidiary, Columbia Recording Corp., it manufactures phonograph records.

NBC within the last week was authorized by the FCC to transfer the three owned Blue stations from NBC to RCA, as a step toward divestiture and ultimate sale of the Blue Network. NBC is operating the three stations and the Blue as an agent for RCA, it is reported.

Since the shift, it has identified the Blue Network with this announcement: "This is the Blue Network operated by the National Broadcasting Co." Hereafter, the announcement was: "This is the Blue Network of the National Broadcasting Co."

Mr. Woods, cited in the NBC complaint, is slated to become president of the separate Blue Network operation, with Edgar Kobak as executive vice-president. This phase of the separation, however, was apparently regarded by the Government as "from one pocket to the other" move.

The steps, however, have been preliminary to sale of the Blue to ownership outside RCA altogether, it was said.

Mr. Paley, CBS president and chief stockholder, and Mr. Trammell, bitterly denounced the suits as interference with vital war communications, and held the Department should have waited until adjudication of the injunction suits before the New York court.

"The confusion as to the purpose of this new Chicago suit," said Mr. Trammell, "is heightened by the fact that since the declaration of war other high authorities of the Government have expressed to us their wish that nothing be done to disturb the present network structures of NBC, as the full facilities of these networks are urgently needed to serve the Government and the public during the present war."

"I can imagine nothing more certain to destroy this vital national asset than to follow the plan of receivership and liquidation now demanded by the Department of Justice."

Mr. Paley said the proceeding was "evidently an outgrowth of the persistent attempt by the FCC to tear apart the present system of network broadcasting in favor of its own impractical theories". He added it was "unfortunate that the networks should thus be harassed in wartime when their whole effort should be bent to furthering the national effort."

ENTIRE Jan. 7 broadcast of Big Town, sponsored by Lever Bros., will be devoted to promotion of Defense Savings bonds and stamps. Title of the special production is What You're Getting for Your Money.

KROS Formal Opening Jan. 3; Announces Staff
KROS, Clinton, la., operating on 1340 kc. with 250 watts power, held its formal opening Jan. 3 and 4. Owned by the Clinton Broadcasting Corp., the station officers are Peter Matzen, president, William T. Oakes, vice-president, and Marvin J. Jacobsen, secretary and treasurer. Morgan Sexton, formerly of WOC, Davenport, and WHBF, Rock Island, is general manager.

The new KROS lobby
The rest of the staff consists of Jack Hubbard, program manager, formerly of KFBF, Great Falls, Mont. Gilbert Andrew is chief engineer, with Dale King as assistant. Other engineers are Bob Johnson, formerly of WKBK, Dubuque, and John Hausler of KWNØ, Winona, Minn. Announcers are Bob Irwin, of KFNF, North Platte, Neb., Blake Lanum, Garrett Jensen and Bob Fulton. Continuity writers are Darlene Gordon and Mrs. Mildred Leathy while Lucille DeLeers is bookkeeper and traffic manager. Doris Grey is cashier. The sales staff consists of Vern Carstensen, Walter Teich, Bob Wickstrom, and Herb Heuer. Ethel Henry Murphy is news editor.

The station operates full time from 6 a.m. to midnight daily and from 8 a.m. to midnight Sundays. It is a member of BMI, ASCAP and SESAC and subscribes to the UP.

Gleason Joins CBS
RALPH J. GLEASON, formerly of the news staff of Printers' Ink, has been appointed CBS trade news editor, succeeding Robert S. Gerdy, who has joined OCI. (Broadcasting, Dec. 22).

INTERNATIONAL NEWS SERVICE
Ask us about the recent impartial survey of wire services by an important radio station showing "INS leading by wide margin".

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ROUNTABLE conference at which the actual lead stories and editorials to be used throughout the week in newspapers of the Moreau Publications chain of Northern New Jersey, is presented on a new series of 25-minute programs which started Jan. 4 on WPAT, Paterson, N. J. Titled The Fourth Estate, the program features managing editors of the five newspapers in an un-rehearsed meeting.

Colorado Reports

IN THE INTEREST of National Defense, KLZ, Denver, has presented a new series, The State Reports. Series, opened by Gov. Ralph L. Carr, is under auspices of the Committee on Public Relations of State Departments and is designed to give citizens of Colorado as timely-to-the-minute picture of what the various departments of State government are doing in relation to the national defense program.

News Analysis

NEW SERIES of roundtable discussions, Views on the News, is heard Sundays at 2 p.m. on WLW, Cincinnati. Featuring WLW's staff of international news analysts, the half-hour program includes commentaries by Peter Grant, leading the discussions. Gregor Ziemer, Carroll D. Alcott, William H. Hessler, H. R. Gross. Guest news authorities are scheduled to appear.

Quotes From Quills

QUOTING editorials from 50 leading Georgia newspapers, WRCA, Atlanta, now presents weekly Quotes From Georgia Quills. The station points out that listeners can get a clear, concise summary of the state's editorial opinion at one sitting. Programs consist of short summaries of leading editorials on current topics.

Psychic Tale

DRAMATIZATIONS of tales dealing with the unseen world, involving psychic phenomena, started last week on WHN, New York. Under the direction of E. W. Waldron, series is titled Immortal Horizons, with a new play presented each week by the Sapphire Players headed by Janet Bayly.

Patrolman's Activity

ACTIVITIES of patrolmen stationed at Dayton as well as warnings on highway conditions and how to avoid accidents, are highlighted on a special program on WHIO, Dayton, on Friday, 8:45-4 p.m. Corporal Urton of the Ohio State Highway Patrol gives the commentary.

UP's 10 Biggest

TEN biggest news stories of 1941, selected annually through a poll of editorial directors of United Press, will be available for the first time to radio via quarter-hour transcriptions supplied without cost to UP subscribers, now numbering more than 370 stations. The series is one of a group made up by UP to give radio audiences a look inside the methods involved in gathering and distributing news.

A second program, also available to UP subscribers, tells the story of what wartime disruption of communications means to a news-gathering organization, and the part currently being played by UP's radio listening post.

Joint Denver Program

ALL STATIONS in Denver participated in an hour-long program Dec. 20 titled Hi, Soldier. Stations which donated talent for the program were KFEL, KLZ, KOA, KVOD, and KMYR. Purpose was to greet soldiers gathered at the City Auditorium and to induce the public to invite men in service to Christmas dinner. Each station broadcast from its own studios.

WINN Staff Changes

G. F. BAUER, local sales manager of WINN, Louisville, has been placed in charge of all local and national sales by D. E. (Plug) Kendrick, WINN president. Clair J. Stone, of WHIL, Sheboygan, Wis., has been named production manager.

When you buy WCAE you get...

TIME PLUS

A COMPLETE, PRACTICAL MERCHANDISING SERVICE

RETAIL STORE DISPLAY

Permanent stands in 130 retail outlets for use of WCAE advertisers. Exclusive display—minimum of 2 weeks.

PERSONAL CALLS ON DEALERS

Anything from a one-day survey to a full week of intensive merchandising among retailers and wholesalers.

STEADY NEWSPAPER PROMOTION

30 inch advertisement, or larger, daily and Sunday promoting WCAE programs and sponsors.

Out of these and many other special services available (23 in all) a full-fledged merchandising program can be arranged and executed.

The KATZ Agency • National Representatives
New York Chicago Detroit Atlanta Kansas City San Francisco Dallas

WCAE PITTSBURGH, PA.
5000 Watts • 1250 K.C.

MUTUAL BROADCASTING SYSTEM

IN PHILADELPHIA

WIN friends influence listeners

SELL THROUGH WFIL

BROADCASTING • Broadcast Advertising

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Standards Bureau Adds New Carrier Frequency

WITH temporary equipment still in use while a new transmitter is being built, the standard frequency service of WWV, Washington, adjacent of the National Bureau of Standards, has been extended to include a new carrier frequency of 15 mc. Broadcast is continuous on 1 kw, and carries the standard musical pitch and other features with frequencies ranging from 5 to 15 mc.

Announcement periods of WWV are synchronized with the basic time service of the U. S. Naval Observatory, it was stated in a release from NBS which gave the carrier frequencies for winter and summer day and night service.

Service from the temporary transmitters will continue for some months and will be continuous except for such breakdowns as may possibly occur because of the use of temporary equipment. As rapidly as possible, the bureau stated, it is establishing a new station to provide more fully than in the past the standard frequencies reliably receivable at all times throughout the country and adjacent areas.

Concord, N. C., Grant

WAYNE M. NELSON, onetime chief of staff and general manager of WMFR, High Point, N. C., which he sold last year to his present owners (Broadcasting, May 1, 1940), has been authorized by the FCC to construct a new 1,000-watt daytime station in Concord, N. C., on 1410 kc. Grant is the sixth of the year to North Carolina—five of which have the status of regional stations. The previously authorized new regional stations are WAYS, Charlotte; WBBB, Burlington; WGBG, Greensboro; and the recently granted station in Washington. The sixth new Carolina station, WATT, New Bern, is a local, and Concord, with a population of approximately 12,000, is 19 miles northeast of Charlotte.

BELIEVED to be the first of its kind, Radio Engineering Laboratories has built a pleasure-car FM receiver installed in the car of Walter J. Damm, general manager of radio for the Milwaukee Journal, operated by WTMJ and WSFM, FM adjacent.

Similar to the conventional car radio outwardly, the FM set consists of the receiver proper, speaker, antenna and control unit. The antenna is a full quarter-wave of the telescopic type, fed to the set by a coaxial cable. The receiver is fixed to the WSFM frequency by crystal control, and the control unit contains a signal strength indicator calibrated in microvolts per meter and a sensitivity control.

The main unit of the receiver is installed in the luggage compartment of the car, with the speaker behind the rear seat. The control unit is within easy reach of the driver. Custom-built for Mr. Damm, REL later may put the set into general production, it was indicated.

Video Package Show

THE FIRST television package show to be produced by Telecast Productions, New York, was produced by NBC and presented recently for WNBT, the network’s video station in New York. Titled Manhattan Safari, the program featured Harry Hershfield, Rube Goldberg, Russell Patterson and Otto Soglow, and four girls, described by Mr. Zobel, TP president, as “the most telegenic girls in New York.”

Will Add Stations

WHEN American Television ‘Meeting of the Air’ shifted back to its former time on NBC- Hite of 9-10 p.m., Jan. 1, a total of 19 stations is added to the prevous network of 110 stations. New stations to carry the Thursday night forum program will be WCOL, WSAI, WING, WZEK, WHRD, WAKY, WYLD and WJR.

New Cathode Tube

A NEW cathode-ray oscillograph, designed for lecture-room demonstrations and for more critical laboratory studies, has been announced by Allen R. Duff, Mont Labs. Known as Type 235, this instrument utilizes the Du Mont 20-inch diameter cathode-ray tube with medium-power green screen, amplifiers for signal deflection along both X and Y-axes and an X-Y axis or intensity-modulation of the signals, a linear-time-base generator and associated power and control circuits.

Jacksonville, York

Given New Outlets

Florida Regional Fulltime; Day Pennsylvania Station

A NEW FULLTIME regional outlet in Jacksonville, Fla., and a 1,000-watt daytime station in York, Pa., were authorized by the FCC last Tuesday in a continuation of its policy of granting facilities where service is regarded as necessary.

The new Jacksonville station, to operate on 1270 kc. with 5,000 watts fulltime and a directional pattern, will be licensed to the Jacksonville Broadcasting Corp.

Holders of Stock

Stockholders are James R. Stockton, president of Telfair Stockton & Co., real estate and mortgage company, president; with 28%; Ernest D. Black, of Macon, owner of Central Cotton Oil Co., first vice-president; with 27%; E. G. McKenzie, of Macon, also part owner of Central Cotton Oil Co., second vice-president, with 28%; and Robert R. Feagin, of Macon, manager of WBMJ, that city, secretary and treasurer.

The York station will operate on 900 kc. with 1,000 watts daytime only. It is licensed to the Susquehanna Broadcasting Co., of which Louis J. Appell, president and treasurer of the Pittsburg-Pottsville Co., of York, is 100% owner. Mr. Appell also is identified with the York Poster Advertising Co. and is vice-president and director of the York National Bank & Trust Co. His wife, Helen B. Appell, is listed as vice-president, and Philip H. Kable as secretary.

FCC Suspends Operator Order

IN CONSIDERATION of the necessity for creating an additional supply of experienced radio operators during the national emergency, the FCC 1942 Operator Order IN-A which suspends for a further period of six months, beginning Jan. 9, 1942, the provisions of Section 301 (e) (3) (a) of the rules governing commercial radio operators which required that such operators possess six months’ previous ship service to be eligible for employment as a single radio operator on a cargo ship.

EARL FERRIS Co., New York, has been incorporated and chartered to conduct a general publicity agency outside of the radio field, already covered by Mr. Ferris himself, in association with his Radio Feature Service Inc.

CRYSTALS by

HIPOWER

The HiPower Crystal Company, one of America’s largest and most experienced manufacturers of precision crystals unable to offer the broadcast and monitoring industry, has made it possible to dispense with the extensive process of producing and the exclusive process of producing, with HiPower’s crystals, which are completely free of cracks and other imperfections which may cause your crystal need be, HiPower will send you a directory of information.

HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago, Illinois
Factory—2035 Charleston Street, Chicago, III.
Text of NBC-CBS Complaints
(Continued from Page 18)

states of the United States, the District of Columbia and within the
Northern District of Illinois, Eastern Division; that each station is an
instrumentally related with competition in securing
persons and corporations, the business
in the United States, the
District of Columbia, and foreign
countries.

Disc Production

b. Electrical Transcriptions
20. That more than 50% of the electrical transcriptions produced
in the United States and shipped to radio broadcasting stations located
throughout the United States, the Di-

vided in the Illinois, Eastern Division; that the aforesaid
stations in

by the broadcasting of intelligence, entertainment and information
recorded upon electrical transcriptions;

c. Talent.
21. That a substantial portion of radio stations cannot expand without
including that of networks, is devoted to the broadcasting of
 talent, including musicians, virtuosi,
speakers, comedians, announcers, news
commentators, artists and other similary

entertainment are transmitted across state or national boundaries through
the use of radio signals and telephone wires for rebroadcasting

22. That the creation of a public demand for the services of any
individual performer or any form of talent requires some medium of pub-
lic expression; that radio broadcasting is one of the principal mediums,
which talent is brought to the atten-

tion of the public and a demand for such talent created thereby;

Restrants Alleged

The Combination and Conspiracy.
23. That the defendants named here-
in together with affiliated broadcasting
stations, engaged in competition with

the aforesaid interstate com-

merces and in the substantial and un-

confined competition and conspiracy to
attempt to monopolize the aforesaid in-
terate commerce in radio broadcasting,
electrical transmissions and talent,
in violation of Sections 1 and 2 of the
Act of Congress of July 1, 1912, en-
titled "An Act to Protect Trade and

Commerce Against Unlawful Restri-
ctions and Monopolies" (15 U.S.C.A.
1 and 2), and have contrived to do all
acts and things which are necessary and proper to make
said restraint and attempts to

oppose effective, including the means,
as and things hereinafter more partic-
allegedly;

24. That one of the purposes of the conspiracy was to preserve, monop-

ize and keep within the control of the de-

fendants herein, to the greatest extent possible and to the exclusion of other

persons and corporations, the business
of conducting national radio network
operations and to suppress competi-
tion in all phases of such operations,
including competition in securing
national radio networks; that as a part
of said conspiracy and conspiracy the
defendants have arranged and agreed
among themselves to do and have done
the following things:

(a) To require radio stations affili-
ated with NBC to exercise affiliation
contracts containing so-called option

charges. These clauses usually provide
that upon 25 days' notice the

network may exercise the option to
use the time during the year

station may desire. The specified
options on both NBC usually in-
clude substantially all of the more

desirable broadcasting time of the affi-
iliated stations. A typical option time
clause is attached hereto marked "Ex-
hibit C", and made a part hereof;

(b) To suppress competition between
stations in the broadcasting of talent

and the time devoted to radio broadcasting

25. That the defendants have,

ertz, a member of the

'EVERYBODY'S HAPPY' as Michigan Consolidated Gas Co. signs a new
sponsorship contract for six evening quarter-hours of news by Lee Smits, com-

mentor of WXYZ, Detroit. Watching the proceedings, and partici-

pating, are: (1 to r) N. E. Loomis, of Michigan Consolidated Gas Co.;

Henry Montgomery, also of the company; Harold G. Trump, account
executive of Fred M. Randall Co., handling the account; Lee Smits; Tom
O'Leary, WXYZ sales representative.

In CANADA — It's the 'All-Canada' Stations
Reach the Best of the West with
All Canada Stations

Local listener preference plus
intelligent merchandising and
programme cooperation — two
reasons why spot programmes on the 'All-Canada' stations in
Canada will pull harder for you, dollar for dollar, in your radio advertising.

Check with your advertising agency or
All-Canada representative

THE ALL-CANADA 'WESTERN GROUP'

U.S.A.-WEED and COMPANY
CANADA—All-Canada Radio Facilities Limited

BROADCASTING • Broadcast Advertising

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TEXT OF PALEY STATEMENT

WILLIAM S. PALEY, CBS president, made the following statement relative to action instituted in Chicago against the network under the antitrust laws.

The Chicago proceeding, which is a civil action under the antitrust laws, is evidently an outgrowth of the persistent attempt by the FCC to tear apart the present system of network broadcasting in favor of its own impractical theories.

The Commission has issued a series of new regulations which it describes as the promotion of competition and which we describe as the promotion of chaos. We argue that this chaos will be at our expense and more importantly, at the expense of the public and that freedom of the air will be destroyed if the Commission is able to seize powers which will make all broadcasters completely subservient to it.

Monopoly Denied

CBS has challenged the Commission's right to make such regulations, and the regulation itself, before a statutory Federal court in New York and this case is to be argued on Jan. 12. And now, in the Chicago action, the Department of Justice apparently has adopted the Commission's philosophy in toto.

We regard it as unfortunate that the Commission should thus be heralded in wartime when their whole energies should be bent to furthering the national effort. However, the Commission and those who argue in their behalf can show that we are not monopolists.

We believe, further, that we can prove that the present arrangement between us and our affiliated stations is lawful and are essential to the development of network operation which enables CBS to function as a responsible organization with a long-range interest in building both audience and public goodwill.

We believe we can show that the Commission, on the contrary, will make good network broadcasting impractical, and will continue to yield to competition of wholly commercial and opportunistic program standards. The inevitable result will be that programs will no longer be profitable and the non-profit sustaining programs particularly will be imperiled.

1. To support competition between the Blue and other networks in the sale of time to radio advertisers and advertising agencies through the operation of two network systems by so manipulating the two networks as to: (a) To allow discounts to advertisers based upon the amount of business such advertisers do with both networks of NBC, thereby giving the "Blue," for example, a marked advantage over the other network in securing the business of a national advertiser who is already supporting a program over the facilities of the "Red"; and (b) to allow NBC to organize certain of its most attractive facilities into one combination in the event an advertiser cannot otherwise be satisfied; and to allow NBC an advantage over other networks in terms of programming since NBC has substantially fewer programs available and over all intermediate services from any and all sources, including services not related to radio broadcasting.

2. To exercise control over the distribution of talent through the ownership of stations, or through long term contracts containing exclusive and optional time provisions;

3. To refuse to allow electrical transcription manufacturers to connect with radio studios for recording purposes other than those of a Joint Network origin and to prevent any other such service originating the network program whose behalf the program is being broadcast desires and has contracted for the services of wire transcription manufacturers;

Management Contracts

To enter into management contracts, either directly or through affiliated stations, with other networks, including a substantial number of the best known and most popular broadcast artists, including artists whose services from any and all sources, including services not related to radio broadcasting are exclusive or exclusive to the network.

5. To exercise control over the distribution of talent through the ownership of stations, or through long term contracts containing exclusive and optional time provisions;

6. To refuse to allow electrical transcription manufacturers to connect with radio studios for recording purposes other than those of a Joint Network origin and to prevent any other such service originating the network program whose behalf the program is being broadcast desires and has contracted for the services of wire transcription manufacturers;

7. To exercise control over the distribution of talent through the ownership of stations, or through long term contracts containing exclusive and optional time provisions;

8. To refuse to allow electrical transcription manufacturers to connect with radio studios for recording purposes other than those of a Joint Network origin and to prevent any other such service originating the network program whose behalf the program is being broadcast desires and has contracted for the services of wire transcription manufacturers;

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30. To refuse to allow electrical transcription manufacturers to connect with radio studios for recording purposes other than those of a Joint Network origin and to prevent any other such service originating the network program whose behalf the program is being broadcast desires and has contracted for the services of wire transcription manufacturers;
TEXT OF TRAMMELL STATEMENT

COMMENTING on the suit filed Dec. 31 in the Federal court in Chicago by the Department of Justice against NBC, Niles Trammell, president, said:

"As I have seen no copy of the bill of complaint in the civil suit filed today by the Department of Justice in Chicago, my information is based solely upon reports of the suit furnished by the press. Substantially these same matters are already in suit in a case brought by the NBC against the FCC in the federal court in New York which is already set for hearing during the next two weeks."

Federal Confusion

Why another suit was brought in Chicago on the same matters prior to the determination in New York of the powers of the FCC, we are at a loss to understand. The suit in Chicago, I am told, asks "liquidation" of one of the two networks operated by NBC. It is inexplicable to me why one branch of the Government should seek to compel liquidation of one radio station by the branch of the Government only recently suspended indefinitely its policy in that regard.

Contrast the Justice Department's action in Chicago with the last public statement on this subject the FCC, made: "Any policy requiring the sale of substantial properties should be applied with due regard for the preservation of fair values, and the Commission wishes to avoid the semblance of pressure on NBC to effect a forced sale."

The FCC also said:

"The Commission's desire is to see that the network which is disposed of by NBC is transferred to a responsible new owner as a going organization with its personnel, talent, programs and stations intact as far as possible. NBC's existing affiliation contracts are sufficient that it may negotiate in the future without prejudice."

The suit, according to the FCC, is aimed at "the sale of substantial properties, or any policy requiring the sale of substantial properties; or any policy fixing the price at which NBC may sell or offer for sale the network, free from any influence or pressure exerted by defendants."

Why argue with FACTS?

...in INDIANAPOLIS

THE VOICE OF MISSISSIPPI

1,000 W

N.R.C. RED

LAMAR

LIFE INSURANCE COMPANY

JACKSON, MISSISSIPPI

Owned and Operated by

BROADCASTING • Broadcast Advertising

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Carl George Appointed
To New Post at WGAR

CARL GEORGE, program director of WGAR, Cleveland, for two years, has been appointed to the newly-created post of WGAR's program manager. The position was created to relieve George of detail program talks and to assist Mr. Patt and Gene Carr, assistant manager, in administrative duties.

Succeeding to the program directorship is David Baylor, former production manager, who has been associated with WGAR since 1937, having formerly worked at WCAE, Pittsburgh. Wayne Mack, chief announcer, becomes production manager.

Why argue with FACTS?

...in INDIANAPOLIS

THE VICTORY OF INDIANA

CARRIES MORE LOCAL COMMERCIAL PROGRMS THAN ALL THREE OTHER STATIONS COMBINED.

BASIC NBC RED

GEO. P. HOLLINGBERG

REPRESENTATIVES

Why argue with FACTS?

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BASIC NBC RED

GEO. P. HOLLINGBERG

REPRESENTATIVES
Radio Boom in Early War Days

But Air of Uncertainty Is Apparent Among Buyers of Time

(Continued from page 8)

Los Angeles

OPTIMISTICALLY, Pacific Coast advertisers are remaining alert and in the business, even in the face of widespread yanking of advertising schedules and cancelling of radio time at the present time. Business was alleviated as business failed to take any drastic move until the first smoke of battle had cleared and things began to order. There is a general expectation that business will begin to return to normal, and that the trend will continue.

Although many major regional campaigns are in the making, West Coast stations, recognizing the many business hazards, refuse to make even off-the-record predictions as to how much radio business will be placed during the first quarter. American sentiment, they say, will move up and down with the fortunes of war. All industrial activity will be concentrated toward producing necessary fighting equipment for the Army and Navy.

Demand for war goods, including food, clothing, and other essential commodities, will take up the temperate slack caused by the return from a peacetime economy to a war footing. There are already restrictions placed on the manufacturing and production of many commodities utilized in peacetime, thereby affecting proposed advertising campaigns.

Although they are spending, advertisers seem to be hedging somewhat and waiting with bated breath for the latest war reports. A small percentage in cancellations of advertising schedules by West Coast stations is expected because of inability to meet demands for products due to priorities. This may in part explain the general air of caution. There is, however, definite proof that many large campaigns are set and ready to be released at a given signal. Business actually on the books indicate that all branches of broadcast advertising will start the year well ahead of 1941.

Sunkist Active

California Fruit Growers Exchange, Los Angeles (Sunkist lemons), supplementing its three-week quarter-hour CBS Hedda Hopper’s Hollywood, on Jan. 5 starts a 13-week campaign using five spot announcements weekly on stations in 20 eastern and southern markets. Following a three-month lapse, the schedule will be resumed in July. Agency is Lord & Thomas, Los Angeles.

Soil-Off Mfg. Co., Glendale, Cal. (paint cleaner), on Feb. 3 renews for 52 weeks and increases schedule of Bob Garved Reporting on 3 CBS California stations, from Tuesday, 5:45-5:55 p.m. (PST), to Tuesday, Thursday, 5:45-5:55 p.m. (PST). Buchanan & Co., Los Angeles, has the account.

Angeles Soap Co., Los Angeles (White King and Scotch soap), on Dec. 29 renewed for 52 weeks, Knowles News, on CBS Pacific Coast and Mountain group stations, Monday through Friday, 12:15-12:30 p.m. (PST). Firm will continue to use spot announcements, with 5, 10 and 15-minute newscasts as well as participation on other stations in selected western markets, although it has been forced to cancel out on stations east of the Rocky Mountains due to possible shortage of oil and other commodities. Agency is Raymond R. Morgan Co., Hollywood.

Bekins Van & Storage Co., Los Angeles, with warehouse and retail furniture stores in principal Pacific Coast cities, continues to sponsor Bill Henny, news analyst on 4 CBS California stations, Monday, Wednesday, Friday, 5:30-5:45 p.m. (PST), in addition to spot announcements. Headquarters for West Coast stations. Brooks Adv. Agency, that city, has the account.

Thrifty Drug Co., Los Angeles, operating some 70 stores in the Southern California area, through Hillman-Shane-Breyer, that city, will substantially increase its advertising schedule in 1942, using spot announcements as well as various types of newscasts.

Search for Time

In the spot field, station representatives report the greatest demand for announcements, newscasts and participation programs as second and third choice. Many advertisers are finding out that for proposed programs, declare they are having a tough time finding desirable available time. Neither have advertisers overlooked actual combat areas in mapping out their budgets, for Los Angeles Soap Co., Los Angeles (White King soap), on Dec. 29 started a 52 week campaign calling for five spot announcements weekly on KGMB, Honolulu, and KHBC, Hilo. Lever Bros., Cambridge, Mass., in interest of Lux soap, is sponsoring a half-hour transmitted program, A c e d e m y Award, featuring Hollywood personalities in original dramas, on the former station.

Perhaps the nicest was the best in the entire business history of Los Angeles, broadcasters and agency timebuyers agree. Most of the record figures for the year of 1929 will be topped by substantial margins, they declared. While the war and subsequent blackouts temporarily slowed up the tempo of business for a few days, industry and retail business jumped back into stride and is going at full tilt.

Buying in Los Angeles recovered sharply the week before Christmas to push retailers’ sales. Averages from 10 to 25 percent above those of the week previous. Many stores reported sales as high as 25 percent in excess of that for the same week in 1940.

Oil and Gas

Although gasoline rationing for civilians seems likely to again become a moot question with Japanese submarines taking toll of American tankers, oil executives indicated no cuts in current radio advertising budgets. If that should change to pass into further discussion, it is possible that some advertisers will come to the opinion they would concentrate on public service programs.

Red Feather Oil Co., Los Angeles, changed its plans to cancel the five-week quarter-hour program, Nel...
sponsors a twice-weekly quarter-hour program, Don't You Believe It, on KECA, that city, with placement through Brissacher, Davis & Staff, Los Angeles.

Douglas Oil & Refining Co., Los Angeles, recently re-activated its sponsored radio campaign on the West Coast and is sponsoring the five-weekly quarter-hour newscasts, Los Angeles Talk, on KMPC, Beverly Hills, Calif., and the six-weekly 15-minute program, Douglas News Broadcast, on KRKD, Los Angeles. In addition, firm is using a heavy spot announcement schedule on KNX KFAC KJJX KXO KTMC KARK, as well as KEVE, KLMY, KSNT KXMO, Wash., and XEMO, Tia Juana. H. W. Kastor & Sons, Chicago, has the account.


A problem facing cosmetic concerns is obtaining corrugated boxes, tinfoil and jars for their face creams. However, Richard Hudnut Inc (Marvelous cosmetics), sponsoring the showcase series, on 7 CBS Pacific Coast stations, and Colonial Dames Corp., sponsor of the weekly five-hour program, Find the Woman, on 8 West Coast stations of that network, have not yet felt the pinch of priorities to the extent of being obliged to discontinue those shows.

Logically expected, however, by industry executives is a certain amount of curtailment of radio advertising plans due to priorities. Because tin is now on the list of defense demands, Marney Food Co., Huntington Park, Cal. (Marco dog food), is also curtailting its radio advertising, and cancelled the three-weekly quarter-hour program, Dave Lane, on KNX, Hollywood, as well as participations in other Southern California programs.

Expect Busy Year

Barring priorities, Los Angeles and Hollywood agency executives are confident that advertising budget recommendations made to clients for 1942 will be accepted and carried out. They said recommendations in several instances called for increased use of radio time, both spot and regional network, with campaigns to start in late winter or early spring.

Several short duration radio campaigns are slated for mid-January. Others are to start in early February and March. With radio blackouts a problem, the flexibility offered by spot radio, it was said, will continue to attract many advertisers. West Coast stations of the West Coast. Where new clients are concerned, advertising budgets also recommend use of radio time.

West Coast station managers, and those of Southern California in particular, express confidence in the future, with several stating their outlooks already have commitments for 1942 that will take them through the first quarter of 1943. A great many of the smaller, less ambitious advertisers are new to radio, with spot announcements, transcribed dramatic shows, and musical features to satisfy the ever increasing "wolf" appetite.

Most optimistic are Hollywood network executives who are unanimous in declaring that "never have we entered a year with such volume of definite orders". No priority casualties are admitted. To the contrary, they declare that there will be a greater number of commercial shows emanating from the West Coast than ever before. They reiterate that sponsors who are adding stations to current lists and new advertisers are seeking network time to start campaign programs immediately.

Calling All Calls

POLICE - CALLHALL commercial scripts, because of the possibilities of making a sale with a false alarm spirit in listeners through constant repetition, should be based on the theory of station schedules, according to War Department and NAB recommendations. The War Department cited an example in which an announcer, simulating the metallic voice of a police radio announcer, begins: "Calling all men, calling all men — report to Major Bangs, Bunt... ." It was pointed out that during wartime, when men were more easily called for some kind of emergency duty, this type of commercial copy might have the effect of "crying wolf".

Every station manager or sales manager interviewed looked for bigger billings in 1942 than last year, though some admitted that they would have to fight to maintain the increase — particularly where local accounts are concerned. Most of them agreed that national advertisers have expressed their complete confidence in radio and will maintain their broadcast budgets in every case possible and in a number of instances, particularly in the food and drug classifications, will increase their radio budgets. It was apparent that the war will not affect the majority of the major network advertisers, except of course the automotive and home appliance manufacturers.

Many other classifications have indicated their intention of increasing their radio budgets. Among these are the beer companies — provided there is no difficulty in securing cans.

The large manufacturers are now geared to produce more and therefore will increase their advertising proportionately.

San Francisco, with its defense industries humming 24 hours a day in all the adjacent territory, is in a particularly advantageous spot for augmented advertising. The mushroom growth of many of the towns and cities in the immediate vicinity due to increased military and civilian defense has added to the increased power several times over normal.

San Francisco, too, is the major ship-building port on the entire Pacific Coast — is the major port to the war action in the Far East. It is the principal embarkation point to the war zones, bringing thousands of the military to the city to spend its money. Thousands of tons of cargo will funnel through the port of San Francisco for the war effort. All this means constant and increased employment for many thousands. They in turn are spending more money than ever before. And business in this region will gear up its advertising to meet the uptrend of business.

More Listening

Ed Franklin, manager of KJBS, San Francisco, pointed out that radio listening on the Pacific Coast, a focal point in the new war, has greatly increased. Listening is done on a 24-hour basis. December was the biggest month in advertising revenue in the history of KJBS. January, too, will be way up on the list.

Bill Pabst, and Ward Ingrin, general manager and sales manager, respectively, of KFRC, were equally optimistic on the 1942 outlook. They looked for a drop off in advertising of some classifications, but a step-up in the appropriations of other commodities.

Ingrin, who just returned from a business trip to the East, said: "You buy and interview with agency men and big advertisers, war or no war, if these companies want to stay in business, they've got to advertise." KFRC enjoyed a record 1941, Mr. Ingrin stated.

Like some of the other San Francisco managers, Al Nelson, skipper of KGO and KFO, stated that December was the greatest month in the history of the NBC station. He

A RESOLUTION

...to end

Resolutions

Our clients don't have to make resolutions to play the Red in Richmond. They simply renew on WMBG—the Red Network Outlet. WMBG does a job—the clients do the rest.

WMBG offers you the Red Network audience—5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.
predicted 1942 will be even better than 1941. Mr. Nelson justified his predictions with the assertion that local department stores, which only nibbled at radio during 1941, are planning serious participation in the medium.

KSF Optimism

Although KSF was divorced Jan. 1 from CBS as its San Francisco outlet, Lincoln Dellar, general manager, was enthusiastic about business for the new year. He said the majority of the national spot advertisers and all the national strip shows had decided to stay with KSF. In many cases they kept the same appropriation for their advertising. Now a non-network station, KSF will cultivate more types of local accounts, Mr. Dellar stated.

In the East Bay, Philip G. Lasky, general manager of KROW, Oakland, had no fears for the future. He said his station lost some billings from merchants who couldn't get their merchandise but business on KROW was 15% greater in 1941 than was in 1940.

In Berkeley, Art Westlund, manager of KBE, looked for a continued radio business in 1942, but added that radio will have to fight to maintain that business, particularly that received from the local advertiser. Some of these advertisers still have war jitters, others were forested out of business due to inability to get merchandise.

Lou Kepinger, Harold H. Meyer and L. McCarthy, managers of KSAN, KYA and KQW, respectively, were fairly optimistic in their outlook for 1942, particularly the last named, because KQW on December, for both local and national accounts, with many calling for continued campaigns well into the spring.

One local radio station reported the renewal of 18 local accounts in a single December. December is remarkable not only in face of the present national emergency, but because of a 28-day cancellation clause inserted for the first time because of the station's new network commitments. It was seen to prove that local advertisers are more than ever dependent on radio as an advertising medium in spite of the absence of continued guaranteed time.

The radio advertising of durable goods will dwindle almost to insignificance where the product is in the line of defense production at any other production difficulties because of the national emergency, it was thought. However, with an increase of expenditures for defense purposes, 1942 should see a corresponding increase in expenditures for consumers' goods.

Bigger Local Accounts

Advertising agencies servicing local accounts are of the opinion that such accounts will be better and bigger in 1942, so far as radio is concerned. Local radio accounts will be practically nonexistent for the duration of the emergency, because of the fact that any other production difficulties because of the national emergency, it was thought. However, with an increase of expenditures for defense purposes, 1942 should see a corresponding increase in expenditures for consumers' goods.

Philadelphia

ALTHOUGH cloudy by war excitement, defense priorities and sundry emergency restrictions, the optimism that characterized the radio and advertising business outlook throughout 1941 is being forecast for 1942. The most significant portent has been the wave of renewals enjoyed by local stations throughout the month of

Clipp Sees Big '42

Not only for local accounts, but the increase in expenditures for consumers' goods radio advertising will be pronounced for national spot products, it was thought.

In forecasting the 1942 scene, Robert Lasky, vice-president and general manager of WFIL, voiced the representative opinion of local radio in predicting that the amount spent for radio advertising by national spot advertisers in 1942 will exceed the amount spent for radio advertising in 1941.

"Henceforth the ratio of a radio station's income has been in the neighborhood of 50-60% from local sources and 40-45% from national spot sources," observed Mr. Clipp.

"We think the proportion will be reversed in 1942, particularly because of a drastic curtailment in credit sales and retail sales on credit.

Credit houses will be reluctant to extend credit on account of the uncertainty of their customers' status in connection with the government's war plans. That 1942 will be a better all-around year for radio than 1941 will be further substantiated by the forecasting of production of other media compared to a relative static cost, except for labor, of radio station operating costs.

Added to the business picture is the fact that 1942 will unquestionably find radio the most important medium of communication for the American public.

"Never before has it been so important to have a satisfactory and efficient radio in every American home and automobile," said James T. Buckley, president of Philco Corp., in discussing the importance of radio to civil defense and morale. "Only through radio can the Government and the Civilian Defense authorities establish immediate contact with all the people."

"The first duty and privilege of the radio in the country in the coming year is to help the nation win the war," he added. "Broadcasting...
Detroit

There is absolute pessimism over the 1942 radio market in the Detroit area. It has cast a pall over normal business and manufacturing processes which seems at its thickest in the industrial area of Michigan.

Automotive advertising is practically non-existent today. It is expected that some commitments will be made during January, but forthcoming promotional effort appears to be developing in an institutional—and extremely limited—basis.

In this respect, radio appears to be the most fortunate of all mediums, as matters now stand. With all space and time open, eliminated in December, the sponsors of the Ford Sunday Evening Hour, the Major Hockey Program, and the Champion transcriptions—Ford, Chrysler and Studebaker—continued for the fourth month—being in fact, the only advertising of the automobile world appearing since war's outbreak, aside from magazine insertions which were already on the presses.

Little Expected

But radio can expect little from the auto industry beyond these shows. Heretofore the greatest use of radio by the auto companies has been in spots of varying length, usually paid for jointly by company and dealers. Many dealers have withdrawn almost completely from advertising effort in the light of their forthcoming sales programs, eliminating cooperative advertising. Factories which base their appropriations, beyond small amounts set up under any circumstances for institutional efforts, will have little to spend with passenger car output stripped to the lowest level since the days preceding World War I. The rationing order of Jan. 1 was a crippling blow, but its possibility had been foreseen.

This widespread reduction in manufacturing will result in disregardment of some 300,000 auto workers in the Detroit and Michigan industrial area by mid-February, half of which are already idle. The pickup of these workers on defense jobs is not expected to be completed until next midsummer, and at present is proceeding at a rate of only 12,000 or so per month.

This is significant in any outline of radio anticipations for Detroit, for it inevitably will color the amount of national advertising placement in the motor city. For this reason stations here are not too hopeful about their schedules for the first half of this year, anticipating a dragging volume from both national and retail sources, but they believe that the last half of 1942, with defense industry and fat payrolls growing in Detroit, will prove most exceptional.

Canada

Prospects for radio advertising in Canada in the third winter of the war continues to look good. There is no note of pessimism among broadcasters or advertising agencies in fact, there has not been since the start of the second world-wide war. Business in 1941 was better than 1940, and for the early part of 1942 this tendency to better business looks like it will continue. This much has been gathered from a survey of broadcasters, advertising agencies and station representatives made in Toronto.

As one station representative pointed out, radio is in a fortunate position in regard to advertising in that most of the products advertised on the air in Canada have been those least affected by wartime restrictions or material shortages due to production for the armed forces. Heavy industry has used little radio in Canada, and as a result, there have been few advertisers who have had to curtail or stop their radio advertising due to lack of consumer products.

New Business Prospects

Prospects for new radio advertisers look good, both for local and national advertisers. In the local field some stations have already found that recent restrictions on metals, tires, automobile sales, refrigeration and radio production curtailment, are bringing new advertisers to the stations. One station for instance has this winter an ice skate exchange service due to curtailment of production of ice skates and the ban on sale of skates at the end of this winter. Others are selling car dealers, who would cancel their radio advertising due to lack of new products to advertise, on the repair and used equipment side of their business. These stations have had few cancellations from this class of radio advertiser.

Radio is expected to continue playing an important part in the maintenance of morale, buoying up the spirits of the people in the long struggle through dark periods. Radio will continue to be used by the government for war financing and other campaigns, the paid campaigns which have been carried out by government departments having proved successful insofar as the use of radio was concerned. It is also expected that radio will be used by heavy industry advertisers to explain scarcity of certain manufactured articles. As one radio executive emphasized, broadcasting can do an especially good job along that line of being especially well equipped to replace the personal touch in any goodwill or institutional type of advertising.

Local stations in manufacturing centers are finding that department stores are now taking daily time on local and nearby radio stations, changing their attitude of using radio only for special sales. News on the hour has been found the best-selling radio program, and more stations are adopting it. With the possibility of restrictions on the sale of direct news sponsorship being lifted in the Dominion, news will become an even more valuable commodity, it is felt.

Agencies representing national advertisers see no immediate changes in outlook for 1942, most accounts using radio showing a normal increase in the past year and planning such an increase in the coming year. No effect of restrictions, curtailment in production, or price ceiling regulations have been noticed yet insofar as radio advertisers are concerned.

It is expected, though, that there may be some cancellations or curtailments in advertising schedules in the early months of 1942 as the effect of new wartime regulations are felt. But to replace these cancellations there will be new advertisers with new products. It is not expected that the effect of recent regulations will be felt much before Spring.

Representatives point out that bookings for the first part of 1942 look healthy, that the past year was ahead of 1940. They felt that everyone in the broadcasting industry would be putting more effort into promotion and program ideas, and try to obtain new accounts to replace those expected to curtail their expenditures.

Honest Press Agent gets this photo published because of unique letter, which opens: "I am taking the liberty of writing to you to tell you about our 'Little Treasury House', which, of course, is not either original or unusual, having been promoted by other radio stations prior to this." The booth, operated by WBTM, Danville, Va., has brought in over $20,000 worth of bonds and about $1,000 in stamps.

ANNOUNCEMENT

The Radio Executives Club of New York effective January 7, 1942

will hereafter hold its weekly luncheons in the Empire Room of Hotel Lexington, Lexington Avenue at 48th St., N. Y. C.

John Hymes, President

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ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSIONS
DECEMBER 27 TO JANUARY 2 INCLUSIVE

Decisions

DECEMBER 20
NEW, Sunbeams Broadcasting Co., York, Pa.—Granted CP new station 500 kc 1 kw D.
NEW, Jacksonville Broadcasting Corp., Jacksonville, Fla.—Granted CP new station 1275 kc 5 kw D & N directional N.
KTRK, Houston, Texas—Granted modified CP operator 1 kw D & N install new transmitter directive changes.
KGLO, Mason City, la.—Granted CP new transmitter increase 1 kw.

DELEGATED FOR HEARING
—NEW, Radio Corp. of Orlando, Orlando, Fla.—Placed in pending file under Order 78.
—NEW, The Gazette Co., Cedar Rapids, la.—Denied request reconsider and grant new station; placed in pending file under Order 78.

WINS, New York.—Denied special service authorization increase 5 kw using WHN transmitter; extended present monopoly.
WXYX, Superior, Wis.—Denied request for new CP, WAFM, Chicago.—Denied petition rule discrimination in CP proceedings of Co. in interference against net station.

SEVENTH DAY ADVENTIST Radio Commission, Los Angeles (religious), on Jan. 4 started The Voice of Prophecy, on ST MHz stations, using new equipment.

SUNNYVALE PACKING CO., San Francisco (Sancho soap), on Jan. 5 started Ear Endroit Reporter on 5 CBS-Pacific stations, thru Mon., 6:15-6:45 a.m. (PST). Agency: Lord & Thomas, San Francisco.

NEW Business

WM. WRIGHT JR., Co., Chicago, on Jan. 1 started First Line of Ice on 60 CBS stations, 10-12-10-15 p.m. agency: Arthur Macoychuck & Co., Chicago.
CARTER PRODUCTS Inc., New York (Kaiser’s Little Liver Pies), on Jan. 11 starts Those Good Old Days on an unlimited number of Mid-West 15-light blue stations, Sun., 8-3:40 p.m. Agency: Street & Finney, N. Y.

RENEWAL Accounts

SIX OIL, Co., Philadelphia (Sunoco gas and oil), on Jan. 26 renewed for 52 weeks Lowell Thomas on NBC blue stations, Mon. thru Fri., 6:45-7 p.m. Agency: Roché, Williams & Cunningham, Philadelphia.

AMERICAN HOME PRODUCTS Corp., Jersey City, on Jan. 27 renewed for 52 weeks Easy Acts (Amelia), and Mr. Kees (Kokolos), and adds 1 NBC-blue stations making a total of 72 Blue Tues., Wed., Thurs., 7-7:30 p.m. Agency: Blackmer-Simpson-Hammett, N. Y.

COLOR SERVICE, Co., New York (gas & oil), on Jan. 30 renewed for 52 weeks Cities Service Concert on 62 NBC-red station, Fri., 8-8:30 p.m. Agency: Lord & Thomas, N. Y.


KONITZ PRODUCTS Corp., New York (Forkan’s toothpaste), on Jan. 4 renewed for 52 weeks Gabriel Hunter on 10 MBS stations, Tues., Thurs., 4:15-5:30 p.m. Agency: Erwin, Wasey & Co., N. Y.

NATIONAL DAILY PRODUCTS Corp., New York (Sealed), on Jan. 1 renewed for 52 weeks Rudy Vallee Show on 32 NBC-red stations, Thurs., 10-10:30 p.m. (EST). Agency: McKe & Allbright Inc., N. Y.


THOMAS J. LIPTON Ltd., Toronto, Ont. (Mr. Keen), on Jan. 3 renewed for 52 weeks Mr. Keen on 36 Canadian Broadcasting Corp. stations. Sun., 9:15-10:45 a.m. Agency: Vickers & Reason, Toronto.


KELLOGG Co. of Canada, London, Ont. (corn flakes), on Jan. 9, renewal for 52 weeks Madeleine et Pierre on CKAC, Montreal; CHRC, Quebec, Mon. thru Fri., 5-5:45 p.m. (EDT). Agency: J. Walter Thompson Co., Toronto.

DIEHLOIS, Co., Indianapolis (shaving cream), on Jan. 10 renewed for 52 weeks Madeleine et Pierre on CKAC, Montreal; CHRC, Quebec, Mon. thru Fri., 5-5:45 p.m. (EDT). Agency: J. Walter Thompson Co., Toronto.

NETWORK Accounts

All Time EST unless otherwise indicated.

NEW Business

WILLIAM W. WRIGHT, Jr., Co., Chicago, on Jan. 1 started First Line of Ice on 60 CBS stations, 10-12-10-15 p.m. Agency: Arthur Macoychuck & Co., Chicago.

CARTER PRODUCTS Inc., New York (Kaiser’s Little Liver Pies), on Jan. 11 starts Those Good Old Days on an unlimited number of Mid-West 15-light blue stations, Sun., 8-3:40 p.m. Agency: Street & Finney, N. Y.

SUNNYVALE PACKING CO., Co., San Francisco (Sancho soap), on Jan. 5 started Ear Endroit Reporter on 5 CBS-Pacific stations, thru Mon., 6:15-6:45 a.m. (PST). Agency: Lord & Thomas, San Francisco.

RENEWAL Accounts

SIX OIL, Co., Philadelphia (Sunoco gas and oil), on Jan. 26 renewed for 52 weeks Lowell Thomas on NBC blue stations, Mon. thru Fri., 6:45-7 p.m. Agency: Roché, Williams & Cunningham, Philadelphia.

AMERICAN HOME PRODUCTS Corp., Jersey City, on Jan. 27 renewed for 52 weeks Easy Acts (Amelia), and Mr. Kees (Kokolos), and adds 1 NBC-blue stations making a total of 72 Blue Tues., Wed., Thurs., 7-7:30 p.m. Agency: Blackmer-Simpson-Hammett, N. Y.

COLOR SERVICE, Co., New York (gas & oil), on Jan. 30 renewed for 52 weeks Cities Service Concert on 62 NBC-red station, Fri., 8-8:30 p.m. Agency: Lord & Thomas, N. Y.


KONITZ PRODUCTS Corp., New York (Forkan’s toothpaste), on Jan. 4 renewed for 52 weeks Gabriel Hunter on 10 MBS stations, Tues., Thurs., 4:15-5:30 p.m. Agency: Erwin, Wasey & Co., N. Y.

NATIONAL DAILY PRODUCTS Corp., New York (Sealed), on Jan. 1 renewed for 52 weeks Rudy Vallee Show on 32 NBC-red stations, Thurs., 10-10:30 p.m. (EST). Agency: McKe & Allbright Inc., N. Y.


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BROADCASTING • Broadcast Advertising

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Carnation's Decade

TEN YEARS of musical service on the air is the record of the Carnation Contented program which will hold a double celebration Jan. 5 on NBC-Red commemorating its own anniversary and New Year Program on NBC since Jan. 4, 1932, is sponsored by Carnation Co., milk distributors. Carnation will broadcast Monday and Tuesday evenings from 10:30-11:30 p.m. Agency is Erwin, Wasey & Co., Chicago.
Harry E. Green
Harry E. GREEN, 68, a member of the advertising department of RCA Mfg. Co., Camden, for 33 years, died suddenly at his desk Dec. 29 of a heart ailment. In addition to handling the purchase of advertising space in newspapers and magazines, Mr. Green was in charge of RCA's radio advertising, including all booking of the Music You Want programs, now heard on nearly 100 stations throughout the country.

Roger H. Bowers
ROGER H. BOWERS, 64, musical comedy composer and a conductor for NBC Radio-Recording Division, died Dec. 29 in Doctors Hospital, New York, after a ten-day illness. He also had conducted for WEAF, WOR and WMCA, New York.

Address by Churchill
On 44.7% of Receivers
LARGEST recorded American radio audience ever to hear Prime Minister Winston Churchill of England or any other British Prime Minister was scored Dec. 26 when the Cogito A-Analysis of Broadcasting found that 44.7% of the country's radio set-owners interviewed at home heard Mr. Churchill's address before a joint session of Congress. The speech was broadcast on NBC, CBS and Mutual, 12:30-1:00 p.m.

Although the Churchill rating Dec. 26 topped nearly all President Roosevelt's ratings for daytime broadcasts, it fell considerably short of the 65.7 rating recorded when Mr. Roosevelt broadcast Dec. 8 his message to Congress asking for a declaration of war on Japan.

WRNL
ALWAYS RINGS THE BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Bldg., Wash., D.C.

J. H. BARRON
Consulting Radio Engineers
982 National Press Bldg., Washington, D.C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

CLIFFORD YEWDALL
Empire State Bldg., New York City
An Accounting Service
Particularly Adapted to Radio
Radio Engineering Consultants
Frequency Monitoring
Silver Savings Bldg.
(Syracuse, N.Y.) 205

RING & CLARK
Consulting Radio Engineer
WASHINGTON, D.C.

ADVERTISE in BROADCASTING for Results

January 5, 1942 • Page 49
Priorities Plan Being Devised For Communications Services

Definite Grouping of Activities Is Planned as Subcommittee Makes Study; Peebles Named

WITH the Defense Communications Board, through a subcommittee of the DCB Priorities Liaison Committee, undertaking to formulate definite categories for the defense functions of the communications services, the new OPM-DCB priorities plan is being whipped into operation. At last, also, the Office of Production Management last Thursday formally announced appointment of Leighton H. Peebles as chief of the new Communications Branch of OPM.

It was understood the three-man DCB subcommittee—made up of FCC Assistant Chief Engineer Gerald C. Gross, FCC Attorney William Bauer and Lt. Col. Foster Stanley of the Army Signal Corps—will study both the general principles of priorities applying to the communications industry and the categories of communications services in their relation to the war effort and defense.

Peebles' Staff

The study was authorized at a Dec. 29 meeting of the Priorities Liaison Committee (Committee No. 13). Findings are to be submitted to the full committee and may form the basis of a letter to OPM and DCB. Mr. Peebles attended the Dec. 29 meeting.

Since announcement by DCB Dec. 18 of the far-reaching OPM-DCB priorities plan, designed to alleviate an increasingly bad materials supply situation for the communications industry [BROADCASTING, Dec. 22, 29], Mr. Peebles has been organizing a staff for the new Communications Branch of OPM. Formal announcement of his appointment has been held up, it was understood, because of a reorganization within OPM itself. Originally it was planned to establish the Communications Branch under the OPM Civilian Supply Division, headed by Leon Henderson, but according to present indications the new branch will be set up more or less independently, with Mr. Peebles responsible directly to OPM Director General Knudsen and Associate Director General Hillman rather than Mr. Henderson.

Mr. Peebles is preparing a budget for his unit, which is expected to include about 50 persons, engineers and a clerical force, and also is receiving from the Civil Service Commission a list of prospective selections for his staff of communication engineer experts. Although the new unit is to be housed in quarters adjoining the FCC engineering department in the New Postoffice Bldg., so far no space has been secured.

As chief of the Communications Branch, Mr. Peebles will operate in close liaison with DCB in drafting plans to handle the pressing needs for the entire communications industry, including broadcasting.

MR. PEEBLES

A graduate of Union College, Schenectady, N. Y., where he studied under the late Charles F. Stenmetz, he has had wide experience as an engineer. Entering the national defense engineering in June, 1941, he was placed in charge of the power section of OPACS.

Mr. Peebles began his Government career in 1931 as chief of the lumber division of the Bureau of Foreign & Domestic Commerce of the Commerce Department, remaining there until 1933, when he was named deputy administrator of the NRA in charge of public utilities and communications. He became supervising utility analyst, specializing in depreciation, with the Securities & Exchange Commission in 1937.

FORECASTERS TOSSED For a Loss in Outcome of Big Bowl Games

WITH dope charts tossed out the window, the outcome of the five New Year’s Day football bowl contests threw radio’s prognosticators for a loss. Leading other entrants in Broadcasting’s Brain Bowl predictions contest was Charley Bryant, lone-wolf football forecaster of KVI, Tacoma, Wash.

Of the entrants, three managed to pick two winners out of five games and a third two out of four. Mr. Bryant squeaked out a few points ahead of the others on the basis of his score predictions, with only a five-point differential between his predictions and the actual scores in the games of the two winners he picked.

Placing after Mr. Bryant were the Football Forecast Board of KDFN, Casper, Wyo., who suggested the contest, with a 15-point differential, and Fred C. Wein garth, sports announcer of WDAP, Kansas City, with a 16-point differential in picking two winners in four games. A fourth entrant, the sports department of the Chicago (Ia.) Daily Idenaon, participating under auspices of KDFN, also named two winners with a 10-point differential.

General Mills ‘Party’

GENERAL MILLS, Minneapolis, on Jan. 10, starts a half-hour Saturday morning program at 10-10:30 a.m. for 21 weeks on an undertermined number of NBC-Red stations. Titled Family Party, the program, probably institutional, will originate out of Chicago with pick-ups from other cities, and will consist of stars and talent drawn from various General Mills shows on three networks. Agency is Blackett-Sample-Hummert, Chicago.

Many Enter Opera Contest

It’s Set before the Jan. 1 deadline in the $10,000 “Great American Operetta” contest conducted by the NBC-Red station’s group, Chicago, brought the total of entries to more than 1,500, from 46 cities. The five winning operettas will be presented on WGN-Mills Chicago Theater of the Air next spring.

Carter Revision

CARTER PRODUCTS Inc., New York (proprietary), on Jan. 11 starts a program of old music for 10-15 a.m., on six stations. The program, named number of number of middle NBC-Blue stations, Sunday 8:30-9 p.m. in the special “Old Days” series, will include singers from the Gay Nineties Cafe in New York. Account is handled by Street & Finney, New York. At the same time company announced that on Jan. 4 handling of the Inner Sanctum mystery series for Carters Little Liver Pills on 46 NBC-Blue stations, Sun. 8:30-9 was shifted from Street & Finney to Stack & Mobley, New York. All other domestic advertising for the product remains with the former agency.

Chesterfield Plans

CURTAILING of all newspaper advertising for Chesterfield cigarettes during the month of Jan. announced by Liggert & Myers last week will have no effect on 1942 plans for radio, a spokesman of Newell-Emmett agency handling the account stated. He also announced the January stoppage was not a criterion for general cutting of newspaper space during the entire year, since 1942 plans are not yet complete. Company last August similarly stopped all paper advertising but returned the following month. Radio will go on uninterrupted with Glenn Miller on CBS and Fred Waring on NBC-Red continuing on regular schedules.

Nesbitt to Expand

NESBITT FRUIT PRODUCTS Inc., Los Angeles (orange beverage), through Walter K. Neill Inc., an agency that city, on Dec. 27 started for 52 weeks sponsoring Bob Garved Reporting on 6 CBS Pacific Coast stations (KNX, KQW, KARM, KROY, KROWN, KIRO, Saturday), 5:45-6:55 p.m. Other stations are to be added. In addition, the firm will continue to use spot announcements with dealer tie-in in other major markets.

Capt. Johnon Named

CAPT. TOM JOHNSON, formerly commercial manager of KTOK, Oklahoma City, and recently in the radio section of the morale Branch of the War Department, has been named assistant manager for foreign broadcast- ment of the U. S. Army Motion Picture Service. He will continue to be stationed in Washington.
"I'll Think About That Tomorrow"

It would be gratifying indeed if management men in American business could contemplate the prospect of solving tomorrow’s problems as lightly as did Scarlett O’Hara in “Gone With The Wind”. Planning for the future is difficult, for management’s problems of the moment are of prepollent complexity.

Under present circumstances, it is not surprising that the first thought of some business men is to curtail advertising, conserve resources. But business history proves that the man who reasons thus has not “found the philosopher’s stone”.

Industry’s yellow pages turn up scores of forgotten names of honest products—forgotten because their makers failed to realize that the public is fickle only because its memory is short.

Yes, tomorrow’s business faces fact—not fiction. Tomorrow’s management men will be confronted once more with the problems of a buyer’s—not a seller’s—market. Tomorrow’s salesmen will be forced to meet the hard-hitting rivalry of small competitors grown rugged and healthy through defense expansion.

Tomorrow’s advertising must produce, as never before, more effective results from every last penny of the advertising appropriation.

To some, it might not seem the better part of wisdom to sell increased use of WLW when our schedules are so full—when sales of our facilities are the highest in our history.

But we aren’t thinking about this month, or next—we’re concerned with next year, and the year after that—when we return to the economy of the buyer’s market and there is keen competition for the customer’s nod of acceptance.

Moreover, we believe that the best time to advertise is when you have all the business you can handle, and that we should never miss an opportunity to leave this cogent thought—when you buy WLW, you buy at what is probably the lowest cost per impression in modern advertising.
Radio...all out for Victory

Research and invention have placed radio in the first line of battle

Communication—rapid communication—is a vital necessity, on land, at sea and in the air. RCA research and engineering developments in both radio and electronics are strengthening—and will further fortify—the bulwarks of our communications system. At Princeton, New Jersey, the new RCA Laboratories—the foremost center of radio research in the world—are under construction.

International circuits, operating on short and long waves, have made the United States the communication center of the world. Today, R.C.A. Communications, Inc., conducts direct radiotelegraph service with 49 countries.

Production of radio equipment is essential for news and timely information, for military and naval communications, for dissemination of news among foreign countries. The “arsenal of democracy” has a radio voice unsurpassed in range and efficiency. In the RCA Manufacturing Company’s plants, workers have pledged themselves to “beat the promise,” in production and delivery dates of radio equipment needed for war and civilian defense.

American life and property at sea are being safeguarded by ship-and-shore stations.

The Radiomarine Corporation of America has equipped more than 1500 American vessels with radio apparatus and is completely engaged in an all-out war effort.

Radio broadcasting is keeping the American people informed accurately and up-to-the-minute. It is a life-line of communication reaching 55,000,000 radio sets in homes and automobiles. It stands as the very symbol of democracy and is one of the essential freedoms for which America fights. The National Broadcasting Company—a service of RCA—and its associated stations, are fully organized for the coordination of wartime broadcasting.

New radio operators and technicians must be trained for wartime posts. RCA Institutes, the pioneer radio school of its kind in the United States, has more than 1,200 students enrolled and studying in its New York and Chicago classrooms.

When war came and America took its place on the widespread fighting front, radio was At the Ready...with radio men and radio facilities prepared to answer the call to duty “in the most tremendous undertaking of our national history.”

Radio Corporation of America
RADIO CITY, NEW YORK