FROM TOWNS AND FARMS listeners again sent WLS a million letters in 1941 (1,191,775 to be exact), making it 12 million in 12 years—the period WLS has been under its present management. Another year, another million—for the twelfth consecutive year!

That's a lot of mail, representing a lot of listeners, listeners loyal and responsive to WLS programs and the advertisers who present them. It proves that WLS Gets Results! And it's an audience that can be your audience; ask any John Blair man.
Yes, we certainly keep the mail man busy! In 1941 operating with 1,000 watts night-time we pulled well over 376,000 pieces of mail from thriving West Virginia where WMMN is a real factor in the daily lives of thousands of people! 71 percent of this mail contained proof of purchase!

We'll soon be ready to boost our night-time power to 5,000 watts! This added power means a new era for WMMN advertisers! More power . . . means more results . . . through more mail! We're setting our sights for 500,000 pieces of mail for our sponsors in 1942.

Get on the receiving end and reap the benefits of WMMN's new night-time power. We're out to do a major job in what might seem to be a minor market! 1942 is going to see WMMN with no peer in mail pull!

FOR PROOF OF THE PUDDING
ASK A JOHN BLAIR MAN

WMMN
"THE VOICE OF THE MONONGAHELA VALLEY"
Member CBS... Blair Represents Us Nationally
"Sparkle" is that intangible something that sets a radio program apart from the mediocre and drives it into the minds and hearts and purses of listeners. Watts cannot produce it. High power and a low frequency would only make more people realize that a poor program is not worth listening to.

But talent does produce it. High caliber talent, like WSM’s artist staff, a group that has won five showmanship awards and is now producing seven network productions for NBC, gives a program the brilliance and "sparkle" that flashes into sales. And when you add WSM’s 50,000 watts, a clear channel, a fast growing defense booming market and one of radio’s lowest frequencies, you have more than "sparkle" ... you have sales. At a low cost too.

A post card will bring some important facts and figures. Why not send it now while you’re thinking about it?
Notes from New Zealand

Sales for you right here...

You get both with:

WWL
NEW ORLEANS

50,000 watts - clear channel

You won't find WWL on many radio push-buttons in New Zealand or Cuba or Alaska, though we have received letters from listeners in all of these places — and throughout the United States.

The greatest selling POWER in the South's greatest city


But in the Deep South this 50,000-watt, clear-channel station is not only first on the push-buttons but first in the hearts of its millions of friends. That means real results for every user of...

CONTENTS

1941 Gross Time Sales Up 14.2% ........................................ 7
Shepard Named Radio's Capital Liaison .............................. 7
Ryan Denies Open-Mike Appeal ....................................... 8
FCC Press Ban "Dangerous" ............................................. 9
Nelson Order To Freeze Assignments ................................. 9
House Radio Probe Seen ................................................ 10
Newspaper Decision Clips FCC Authority ......................... 12
Text of Court's Stahlman Decision ................................. 12
Power Priority Slated For Transmitters ......................... 14
Canadian War Finance Drive on 64 Stations .................... 18
Congress Passes Price Control ....................................... 22
NBC, Blue Coast Staffs Named ..................................... 22
Cooper Named FCC Assistant Secretary ....................... 28
CAB Wartime Convention Planned Feb. 9-11 ................... 36
OFF and Agencies Plan Cooperation .............................. 39
Federal Agency Planning Industry Personnel
Survey ................................................................. 42
Bryson To Succeed Fisher ........................................... 58
Nazis Fear Radio, Says Dreier ..................................... 58

DEPARTMENTS

Agencies ..................................................... 39 Merchandising ........................................ 48
Agency Appointments ................................. 42 Network Accounts ................................. 56
Behind the Mike ........................................ 34 Personal Notes ...................................... 33
Buyers of Time ......................................... 38 Purely Programs .................................. 50
Classified Advertisements ........................ 57 Radio Advertisers ................................ 47
Control Room ........................................... 40 Station Accounts ................................. 44
Editorials ................................................. 32 Studio Notes ......................................... 49
FCC Actions ............................................... 56 We Pay Respects ................................... 33
Meet the Ladies ........................................... 34 Hix Cartoon ........................................ 58

PS-ST! WANT A RUBBER TIRE?

A better bet is KFAB. Your money stretches on this station, to buy extra value in merchandising and responsive listeners. KFAB covers more ground than the best tires ever made, and it's fertile ground, too, where farm families have plenty of money and are spending it. That's why advertisers are grabbing priority time on KFAB right now, to reach the farm markets throughout Nebraska and her neighbors.

KFAB isn't rationing availabilities to clients, yet... but you'd better wire, today.

DON SEARLE — Gen'l Mgr.
$263,835 WORTH OF THANKS

A single theme runs through all of these recent letters (and through many others far too numerous to reproduce): "Thank you for the time allotted us." During 1941 WMCA generously gave of its time and creative thought to worthy causes. The value of time alone is estimated at $263,835 excluding countless spot announcements. In these days of national mobilization WMCA promises to devote even more time to the nation's needs.

WMCA NEW YORK
America's Leading Independent Station

1941 EXPANSION CAMPAIGN
BOY SCOUTS OF GREATER NEW YORK

Congress of the United States
House of Representatives
Washington, D.C.

THE DEBATING SOCIETY
UNITED STATES MILITARY ACADEMY
WEST POINT, NEW YORK.

American Labor Committee To Aid British Labor
With all due respect for the virtues of modesty, we'd like, this once, to cast modesty aside and mention a fact that more and more agencies and advertisers are coming to recognize. To wit:

Free & Peters knows, or can quickly get, the answer to almost any problem you may have concerning radio advertising!

Yes, we know that sounds like one for the Department of Overstatement—until you consider that our 15 good men spend all their time with radio; that our cumulative experience in radio and advertising totals more than two centuries; and that each of our six offices maintains a fine data library.

We'd like nothing better than taking a shot at your radio questions. Why not give us a try—just to see how we work in this group of pioneer radio-station representatives?

F R E E & P E T E R S, I N C.
Pioneer Radio Station Representatives
Since May, 1932

-exclusive representatives:


-CHICAGO: Franklin 6373  NEW YORK: 5-4131  DETROIT: 2-8444  SAN FRANCISCO: 9-6353  HOLLYWOOD: 5-4131  ATLANTA: 8-1607

Page 6 • February 2, 1942  BROADCASTING • Broadcast Advertising
Gross Time Sales $237,600,000 in 1941

14.2% Gain Over Previous Year Shown;
Net Time Sales were $176,280,000

DESPITE pre-war uncertainty manifested in business during the entire year, broadcast advertising in 1941 attained a new high, with gross time sales of $237,600,000—14.2% over the preceding year.

Net time sales of stations and networks (gross billings less frequency and promotional discounts) aggregated $176,280,000, or 13.2% ahead of the preceding year. The 1941 analysis is based on estimates made by BROADCASTING to be released in its 1942 Yearbook Number, now on the presses with distribution to start this week.

These preliminary data indicate that it does not represent the actual dollars received, the gross figure is recognized as the only common denominator whereby the revenues of various media can be compared on an annual basis, or where a comparative study can be made by use of different media by various product groups or by individual advertisers.

The analysis of 1941 revenues was made for BROADCASTING by Dr. Herman S. Hettinger, associate professor of marketing, U of Pennsylvania, well-known radio economist. The complete analysis, depicting trends for the various community groups and detailed comparisons with other media, and a 1935-40 analysis of the industry’s fiscal development as compared to other media, are featured in the 1942 Yearbook Number.

Profit Data Unavailable

Despite the 13.2% increase in net time sales over 1940, indications are that the industry as a whole will not show any substantial improvement in net profit. The latter figures will not be available for several months, or until the FCC completes its analysis of financial returns from stations and networks, questionnaires on which now are being dispatched.

Substantially increased costs all down the line, plus sharply increased taxes, will be reflected in proportionately lower net return, it is predicted. Moreover, widespread installation of new equipment, large-scale investment in FM and other plant developments aside from vastly increased overhead, will be reflected in net return.

Dr. Hettinger pointed out that radio advertising volume as represented by net time sales increased at a slightly slower rate during 1941 than during 1940. In the latter year, the figure was $155,686,000, or 19.7% ahead of 1939.

“The marked relative growth of national and regional non-network advertising continued to hold the spotlight in 1941 as it has done almost without exception since about 1934,” states the Yearbook analysis. “National spot advertising time sales during the year rose 22.9% above the 1940 level a rate of growth almost identical to that of 1940 when spot business increased 23.8%. National and regional non-network advertising has increased 37.5% since 1937 and approximately threefold since 1935.”

Analysis of Net Sales

In recent years, net time sales have accounted for approximately...
Ryan Denies Shepard’s Appeal To Ease Open-Mike Decision
Holds Stakes Are Too High to Take Chances; New Remote Plan Is Offered by Taft

HOLDING “there is much too much at stake both for the county and for the broadcasting industry to run even the slightest risk,” J. Harvey Ryan, assistant director of censorship in charge of broadcasting, last Wednesday rejected industry proposals that “open mike” interviews falling in the man-of-the-street category be permitted on a rigidly controlled transcribed basis.

He advised John Shepard 3d, Yankee Network president, as chairman of the NAB National Defense Co. quiz programs and series.”

Interpretations Sought
Mr. Shepard had petitioned for relaxation of the ban under specified conditions prior to the effective date [Broadcasting, Jan. 26]. It had been estimated that in the neighborhood of $3,000,000 in local commercial business would be affected by enforcement of the ban.

Meanwhile, the Censorship Office has been besieged with requests for interpretations on borderline cases, with several hundred inquiries on hand since the code was issued Jan. 16. In certain instances Mr. Ryan has found it feasible to authorize continuance of typical programs and those that appear questionable, it is felt, should be checked with his office.

Last Friday the Censorship Office took under advisement a plan proposed by Hubert Taft Jr., general manager of WKRC, Cincinnati, for modification of the rigid limited time pre-screening of interviewees on “Man-on-the-street” broadcasts. Interviewees would be selected in advance from reputable organizations, such as civic groups, women’s clubs and church groups. Mr. Taft emphasized the desirability of retaining “street noises” and pointed out that all danger of exploitation would be effectively blocked by prebooking.

The proposal was laid before Director of Censorship Byron Price and Mr. Ryan by the new Broadcasters’ Victory Council at the Friday meeting. Mr. Taft appeared as proxy for Eugene C. Pulliam, WIRE, Indianapolis. Others present were Chairman Shepard and James D. Shouse, WLW, Cincinnati, for the Clear Channel Broadcasting Service, John Fetzer, WKZO, Kalamazoo, NAB representative, and John Urban, Fort Industry Co., NIB president and organizer of BVC.

No Time for Risks
Mr. Ryan wrote Mr. Shepard: “While we recognize the extreme care you have given the entire safeguard that you have interposed in the type of quiz program known as ‘man-in-the-street,’ this office is still very reluctant to reecho from its stated position in the Code of Wartime Practices for American Broadcasters that this type of program should be withdrawn for the duration of the war.

“This office feels there is too much at stake both for the country and for the broadcasting industry to run even the slightest risk, and certainly risk still does remain in spite of the safeguards suggested.”

Ryan Denies Shepard’s Appeal To Ease Open-Mike Decision
Holds Stakes Are Too High to Take Chances; New Remote Plan Is Offered by Taft

PROBLEMS CREATED by priority demands were discussed by William Ramsay, Cincinnati radio director of Procter & Gamble Co. (left) and Donald W. Thornburgh, CBS Pacific Coast vice-president, as they peered intently from the side-line of the recent rehearsal of a weekly half-hour program, Hop Hazard, Mr. Ramsay was on the West Coast in late January.

also has been published by MBS, he pointed out. It has been possible, on the basis of this and other information, to make a reasonably accurate estimate of national network gross billings by types of products advertised. These were as follows:

Estimated National Network Advertising by Product Groups, 1941

<table>
<thead>
<tr>
<th>Product group</th>
<th>Gross billings $</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive</td>
<td>2,120,000,000</td>
<td>2.5%</td>
</tr>
<tr>
<td>Food</td>
<td>2,260,000,000</td>
<td>2.8%</td>
</tr>
<tr>
<td>Tobacco</td>
<td>2,800,000,000</td>
<td>3.4%</td>
</tr>
<tr>
<td>Drugs</td>
<td>3,600,000,000</td>
<td>4.3%</td>
</tr>
<tr>
<td>Jewelry &amp; silverware</td>
<td>360,000,000</td>
<td>0.4%</td>
</tr>
<tr>
<td>Petroleum products</td>
<td>5,600,000,000</td>
<td>6.7%</td>
</tr>
<tr>
<td>Travel &amp; Hotels</td>
<td>1,200,000,000</td>
<td>1.4%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>2,780,000,000</td>
<td>3.3%</td>
</tr>
</tbody>
</table>

Total gross billings $106,900,000 100.0%

On the basis of estimated gross billings, it is possible to see the slack-off of automobile production during the latter part of the year, national network automobile advertising increased approximately 10% above the preceding year and once more reached the 1939 level. There has been comparatively little change in the volume of automobile advertising since 1937, when there was a fairly sharp decline, Dr. Hettinger pointed out. But the outlook for 1942 is virtually nil in view of the war ban on production.

Network advertising on household equipment and supplies rose sharply during 1941 and was 25% above the preceding year’s level. This sphere likewise is expected to suffer during 1942 because of priorities, though institutional themes will take up most of this slack.

Tobacco advertising showed little change during the year, rising 5%. It has climbed steadily, however, since 1937, when it amounted to $8,800,000, and in 1941 was estimated to have totaled $15,800,000.

(Continued on page 38)
Assignments Frozen Pending Nelson Order

New Construction in Areas Having Some Primary Service Shut Off

ALL FUTURE construction of broadcast stations in areas now receiving primary service from one or more stations has been shut off by the FCC pending issuance of orders by Donald M. Nelson, War Production Board chief, which will result in freezing of broadcast assignments.

FCC Chairman James Lawrence Fly told Broadcasting last Friday that, as a prelude to the formal promulgation of priorities on broadcast construction, the FCC, upon recommendation of the Defense Communications Board, already has revised its procedure to conform to the anticipated requirements.

DCB, of which Chairman Fly also is head, at its meeting this Thursday will complete its formal recommendations, as well as adopt the order to come shortly thereafter.

To Honor CPs

For the time being, at least, it appears that construction permits now outstanding will be honored, with completion of installation allowed in accordance with priority ratings already assigned. There are some 150 broadcast construction permits in various stages of completion for both new and improved facilities. It is presumed that where stations have made progress in installation or have equipment on order, completion will be allowed. Broadcasting and construction for new or improved facilities involving substantial new construction will be pigeonholed.

There are outstanding some 30 construction permits for new broadcast stations, as well as about 50 construction permits for FM outlets. In addition, there are some 200 applications for new stations pending—100 for standard and 50 for outlets.

Following is the text of the FCC announcement late Friday on the freezing order:

At the request of the DCB, pending the adoption of a specific policy by that Board and the War Production Board with respect to curtailing standard broadcast construction to meet material requirements by the military, the FCC will make no further grants for the construction of new standard broadcast stations until it authorize changes in existing standard broadcast transmitting facilities to allow or substitute part of the primary or auxiliary area in either category already reserved for good primary or auxiliary coverage from one or more other stations.

In general the FCC’s standards of good engineering practice will be used as a guide in the determination of good primary service. National defense requires that there be adequate broadcast facilities, but this does not alter the fact that every community in the use of critical materials for securing and maintaining these facilities and the impact of the war to the end that there will be the greatest possible saving in materials.

In general, the FCC’s standards of good engineering practice will be used as a guide in the determination of good primary service. National defense requires that there be adequate broadcast facilities, but this does not alter the fact that every community in the use of critical materials for securing and maintaining these facilities and the impact of the war to the end that there will be the greatest possible saving in materials.

The military demands greatly exceed existing factory capacity. The priorities on broadcast transmitting equipment will be followed by similar restrictions of a greater or lesser degree on other radio services. This will cover police, civil aviation, point-to-point and the miscellaneous operations.

While the impending restrictions mean in effect there will be little or no new construction, provision will be made for repair and maintenance equipment. Essential broadcast operations will be maintained, it is felt, with adequate provision made for replacements.

To Consider Applications

Last month Mr. Fly declared that freezing of assignments was inevitable. At that time the DCB was formulating its recommendations for the then War Production Management, now succeeded by the War Production Board. The FCC staff is devoting more and more time to war factors and a War Liaison Committee is being set up within the Commission to maintain contact with all Government agencies, particularly on priority status.

In a nutshell, the new policy is expected to result in freezing of assignments in areas now regarded as adequately served, thus avoiding duplication of service. New construction will be denied in all such areas. Applications for modification in areas not adequately served will be considered, assuming equipment is available or that existing equipment can be used.

Ban Against Press Ownership

Is Dangerous, Hays Declares

Windup of FCC Hearing by mid-February Is Seen; Technical Witnesses Favor Press Operation

PRESAGING conclusion of the protracted newspaper-ownership inquiry by mid-February, the Newspaper-Radio Committee continued presentation of its affirmative case for newspaper-ownership of broadcasting facilities from Wednesday through Friday last week.

Following presentation of academic and technical testimony, sessions were highlighted Friday by the appearance of Arthur Garfield Hays, internationally known lawyer who for 21 years has been counsel for the American Civil Liberties Union.

‘Dangerous Precedent’

Countering previous testimony of Morris Einstein, another well-known lawyer member of the Union, Mr. Hays described the indicated move of the FCC to prohibit ownership of radio stations by newspapers as a "dangerous precedent." He pointed out that such a move was only the first step toward similar prohibitions against station ownership and operation by other outside interests, from department stores to schools.

Mr. Hays emphasized the danger of any discriminatory effort, designed to benefit the public interest, which is based on a general rule depriving any individual or group in any business or profession of their civil rights under the law. In explaining his appearance, Mr. Hays declared, "I'm here today because I think a problem of free speech is involved, and a very substantial one."

During the sessions, which were recessed Friday until Feb. 5, it was indicated by Sydney M. Kaye, Newspaper-Radio Committee associate counsel, that presentation of the committee’s case will be completed by mid-February. Mr. Kaye, flanked by associate counsel, A. M. Herman and George K. Hourwich, has handled the committee’s presentation during the last two weeks. Judge Thomas D. Thacher, chief counsel of the committee, has been absent because of other commitments, but will continue his agency duties and spend Monday, Tuesday and Wednesday in New York and the remaining three days each week in Washington.

with national defense. In the absence of FCC Chairman James Lawrence Fly, Chairman Paul A. Williams will attend at least the next hearing sessions.

Committee Witnesses

Appearing as Newspaper-Radio Committee witnesses during the three-day session were Dr. Frederick S. Siebert, director of the Illinois U School of Journalism; Richard Cluett, instructor of marketing at the Wharton School of Commerce, U of Pennsylvania; A. D. Ring, Washington consulting engineer and former FCC assistant consultant under Bernard C. Schoenfeld, division chief. He will continue his agency duties spending Monday, Tuesday and Wednesday in New York and the remaining three days each week in Washington.

Examination of witnesses was handled by Sydney M. Kaye, associate counsel of the Committee, with Eugene Cotten cross-examining as FCC counsel.

Tracing the origin and history of the doctrine of freedom of the press in England and America, Dr. Siebert commented that the main purpose of the First Amendment was "to set up a warning, a guide-
Early Probe Into House FCC Seen

Cox Leads Movement to Investigate ‘Abuse Of Power’

RESURGENCE of Congressional sentiment for a full-scale inquiry into radio regulation, irrespective of how it was launched, was indicated with strong indications that hearings will be called either by a select five-man investigating committee or by the full House Interstate & Foreign Commerce Committee.

Despite known FCC majority and possibly Administration opposition to an inquiry, sentiment among the House leadership appeared sufficiently strong to warrant the conclusion that a legislative inquiry will be convened.

Plans Resolution

The strongest expression came from Rep. E. E. Cox (D.-Ga.), ranking majority member of the House Rules Committee, who, issued a tirade of attacks upon FCC Chairman James Lawrence Fly, charging him with “monstrous abuse of power” and describing him as “rapidly becoming the most dangerous man in the Government.”

Cox, a member of the House leadership, delivered the attack on the House floor last Wednesday as a prelude to introduction of a resolution calling for a sweeping investigation. Afterward he conferred with House leaders, including Chairman Clarence F. Lea (D.-Cal.), of the House Interstate Commerce Committee, and Rep. J. Y. Sanders (D-Ala.), author of a bill (HR-4907) to reorganize the FCC. Two months ago the committee decided to hold hearings early this year on the Sanders Bill and a meeting to set the date will be held shortly.

Cox said last Friday he would introduce legislation next year. He said he is confident “there is going to be an investigation” in the House, and indicated he favored the select-five-man committee. His resolution, when introduced, will be referred to the all-powerful Rules Committee, of which Rep. Cox is recognized as the strongest member.

Industry Sentiment

Rep. Martin Dies (D-Tex.) also is a member of the committee and recently introduced bill to create a five-man committee to handle FCC hearings, and the FCC because of the Commission’s retention of Dr. Goodwin Watson, senior analyst of the Foreign Broadcast Monitoring Service, charged with Communist leanings.

Industry sentiment in favor of hearings to reappraise the 15-year-old Communications Act has tapped off somewhat since the war. The NAB Executive Committee in New York last Thursday concluded that now is not the time to press for new legislation, in the light of war developments.

This expression, however, apparently has not altered the view of interested members of Congress. Rep. Cox and Rep. Gerald M. Miller (D.-Cal.), the two authors, favored preparation for the hearings on the ground that the industry has been seeking Congressional reappraisal of the statute practically since enactment of the Communications Act in 1934, which encompassed the same provisions embraced in the 1927 Act. Cox indicated that the FCC should have maintained consistently until now, has arrogated to itself authority and functions not contemplated by Congress.

Sanders Bill

The Sanders Bill, introduced on Aug. 5, provides for reorganizations in the FCC in two separate divisions—one to handle broadcasting and related services and the other common carriers. The chairman would be the executive officer with no vote, except as a substitute for an absent member on either division. The bill would restrict the FCC’s authority to participate in or to design to stop such regulations as the industry in the past has regarded as onerous.

Opponents of legislative hearings at this time feel that the industry might be saddled with undue restrictions because of the war emergency. On the other hand, industry supporters of legislation contend that the FCC’s new regulations are little short of “slow death” for commercial broadcasting.

Rep. Cox assailed Chairman Fly and the Commission in a brief address to the House on Wednesday. In informed circles it is thought he has taken cognizance of proceedings involving renewal of the license of WGST, Atlanta, operating under lease to a company headed by Sam Pickard, former CBS vice-president, but owned by the Georgia School of Technology.

Sharp exchange of personalities has been occasioned during the renewal proceedings, with Gov. Eugene Tal- madge favoring a new leasehold arrangement whereby Lucas & Jenkins, station and theatre operators in the South, would operate the station. Chairman Fly several weeks ago strongly condemned the Lucas & Jenkins group for allegedly exerting political influence in the proceedings.

‘Gestapo’ Charge

In addressing the House last Wednesday, Cox charged that Chairman Fly “is using a good law to a bad end”. Speaker Sam Rayburn (D-Tex.) several months ago is reported to have made a somewhat similar allegation against the FCC, contending that the statute was to be used, and that its administration was faulty.

Rep. Cox charged that Chairman Fly “maintains an active and ambitious Gestapo and is putting shackles on the freedom of thought, press and speech without restraint.” He continued:

“In the pretended regulation of the broadcasters, which need regulation, he is the Fox to the hares; freedoms which guard all others. He is taking advantage of the stress of the moment to federalize all means of communication.”

‘Must Be Stopped’

“I had therefore opposed the investigation of executive departments of the Government, but the Communications Commission as now operating under Mr. Fly must be stopped and I intend offering a resolution for House investigation.”

The Goodwin Watson affair likewise has tended to arouse opposition to the FCC in the House. The House, in acting on the FCC appropriation for the fiscal year 1945, prohibited the payment of salary to Dr. Watson on grounds of alleged Communist front activities [BROADCASTING, Jan. 26].

Considerable feeling has been proven for hearings to investigate this, and it has been reliably reported that the almost unprecedented action of withholding an employee’s salary came as a result of purged failure of the FCC to carry through on a commitment to dismiss Dr. Watson.

Durr Confers

Commissioner Clifford J. Durr is understood to have been assigned ten days ago to the Watson matter and was to have conferred with Congressional leaders regarding it. He was absent several days last week, however, due to illness, and disposition of the Watson case evidently has not yet been completed.

Rep. Sanders told BROADCASTING last Friday that he was confident there would be a hearing and that he felt “most emphatically there should be one”. The committee has one or two matters to handle before it can set a date, he said, explaining that it was likely three weeks or a month would be allowed parties to prepare for the proceedings.

NAB Defense Post Is Given to Fetzer

Regional Meetings Proposed; House Probe Opposed

APPOINTMENT of John E. Fetzer, owner of WKZO, Kalamaezoo, as chairman of the NAB National Defense Committee, to replace John Shepard 3d, Yankee Network president, recently highlighted the meeting of the NAB executive committee last Thursday in New York. Mr. Shepard, who last week was named president of the Broadcasters’ Victory Council, voluntarily relinquished the NAB post.

As chairman of the defense committee, Mr. Fetzer was named to represent the NAB on the Broadcasters’ Victory Council. Members of the council represent each of the five trade groups in the industry.

Hearings Opposed

The committee, over the opposition of NAB President Neville Miller, decided not to favor legislative hearings at this session of Congress for revision of the Communications Act. Plans are underfoot to hold hearings either before the House Interstate & Foreign Commerce Committee or before the House committee of five, which will be proposed by Rep. Cox (D.-Ga.) [see page 9].

Plans for a group of district meetings in the eight even numbered districts during the next few weeks will be discussed by the executive committee. One-day sessions, for the purpose of electing district directors, are involved. A schedule of the sessions shortly will be issued.

The board discussed the current war situation, plus a number of industry matters, without action. A plan proposed by Roger Clipp, general manager of WBBF, Minneapolis, that the industry establish a war relief fund, with money contributed by broadcasters to be distributed to the families of broadcasters killed in the war, was considered and a committee will be appointed to study it. Mr. Clipp will be named chairman, Mr. Miller said.

Attending the session, in addition to President Miller, were James D. Shouse, WLS, Chicago; Louis M. Green, WBBF, Asheville, N.C.; Ken Miller, WCBM, Baltimore; John J. Gillin Jr., WWO, Ohayo, and O. L. (Ted) Taylor, KGNC, Amarillo. Also present were Edward Klauber, CBS executive vice-president, and M. Russell, NBC Washington vice-president. Don Elias, WWNC, Asheville, was absent.

Page 10 • February 2, 1942

BROADCASTING • Broadcast Advertising
"WHICH CAN YOU 
HEAR THE BEST?"

One thing you big-city cosmopolites may possibly forget when you’re buying Iowa radio time, is this:
Out here in Iowa, we can’t do as you do in big cities—we can’t just dial in any one of three or four big stations, all of which are actually located within a few miles of our homes. To most Iowa listeners, the nearest station is a long distance away. And even then, the nearest station is probably just a small station.

That’s one reason why WHO, the only 50,000-watter in Iowa, is really the most hearable station to a very large percentage of ALL Iowa people. WHO, with 50,000 watts, comes booming into every section of the State—and is the ONLY station that does.

Iowa people, like you, are inclined to listen to the station they hear best. And that is Station WHO! May we send you the proof of this listening?

WHO +
for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
Court Clips FCC Press-Radio Authority

Powers Defended in Denying Appeal Of Stahlman

"The FCC won the battle but lost the war."

That was the way radio's legal fraternity was disposed to interpret the decision of the U.S. Court of Appeals for the District of Columbia last Monday (Jan. 26) sustaining the right of the FCC, within limitations, to subpoena the Nashville publisher challenge of the Commission's subpoena, the Nashville publisher had previously argued, had practically rifled files of some stations and had proceeded on what was tantamount to a "dragout" basis.

Possibility of Appeal

The FCC found itself in an anomalous position as a result of the decision. Whether it can seek in Elisha Edgerton and Associate Justice Fred M. Vinson nevertheless served notice on the Commission that the court knew of nothing in the record held to allow the FCC to discriminate against newspaper ownership. Associate Justice Henry W. Edgerton did not commit himself on the newspaper ownership issue, on the ground that it was not before the court.

Limited Power

The court's unexpected opinion, written by Chief Justice Groner, was regarded as one that will have an important bearing on the outcome of the newspaper ownership inquiry and on regulations which the FCC's majority may or may not have had in mind. Chief Justice Groner's pointed analysis of the limitations of the FCC's power was supported by the view of counsel taken by Commissioners T. A. M. Craven and Norman S. Case in opposing the newspaper ownership order issued nearly a year ago.

There is little likelihood of appeal by Comdr. Stahlman. Although his counsel, Elisha Hanson, would not comment formally on the ruling, it was apparent at the outset of the proceedings that the challenge of the Commission's right to subpoena the Nashville publisher was based largely on the contention that the FCC was without authority to do anything about divestiture of newspapers from station ownership.

Thus, it is deduced, the principle for which the statute was wrought has been established by the court, though the Commission's right to subpoena witnesses was upheld. But even the Commission's right to proceed with an inquiry directed by the court. It bars "fishing expeditions" and holds that the Commission cannot require witnesses whom it may summon to be heard. But in the hope that something will turn up, or to invade the privacy protected by the Fourth Amendment. . . ."

There had been complaint from industry sources that the FCC, in its preliminary investigation prior to the issuance of the order, had practiced rifled files of some stations and had proceeded on what was tantamount to a "dragout" basis.

Possibility of Appeal

The FCC found itself in an anomalous position as a result of the decision. Whether it can seek in Elisha Edgerton and Associate Justice Fred M. Vinson nevertheless served notice on the Commission that the court knew of nothing in the record held to allow the FCC to discriminate against newspaper ownership. Associate Justice Henry W. Edgerton did not commit himself on the newspaper ownership issue, on the ground that it was not before the court.

Limited Power

The court's unexpected opinion, written by Chief Justice Groner, was regarded as one that will have an important bearing on the outcome of the newspaper ownership inquiry and on regulations which the FCC's majority may or may not have had in mind. Chief Justice Groner's pointed analysis of the limitations of the FCC's power was supported by the view of counsel taken by Commissioners T. A. M. Craven and Norman S. Case in opposing the newspaper ownership order issued nearly a year ago.

There is little likelihood of appeal by Comdr. Stahlman. Although his counsel, Elisha Hanson, would not comment formally on the ruling, it was apparent at the outset of the proceedings that the challenge of the Commission's right to subpoena the Nashville publisher was based largely on the contention that the FCC was without authority to do anything about divestiture of newspapers from station ownership.

Thus, it is deduced, the principle for which the statute was wrought has been established by the court, though the Commission's right to subpoena witnesses was upheld. But even the Commission's right to proceed with an inquiry directed by the court. It bars "fishing expeditions" and holds that the Commission cannot require witnesses whom it may summon to be heard. But in the hope that something will turn up, or to invade the privacy protected by the Fourth Amendment . . . ."
Why deal in understatement? These men are talking about the biggest business in Baltimore's history... helping to preserve the American way.

Ten men around a table... leaders of the ever-active Advertising Club of Baltimore... tackling the toughest and most welcome job of their lives. Suddenly an idea was born. Why not utilize their annual banquet for DEFENSE? Why not remove its social trappings—and do a man-size SELLING job? Why not use it to sell Americans a share in America?

Once the mental machinery started rolling, there was no stopping this assembly line of patriotic Baltimoreans. They chose as their keynote the Defense Payroll Allotment Plan. They pledged to buy ONE MILLION DOLLARS worth of Defense Stamps and Bonds in 1942 through the cooperation of every Ad Club member and his employees. They rechristened their banquet “THE MILLION DOLLAR DEFENSE DINNER”—secured as guest of honor Secretary of the Treasury Morgenthau. “Fun For A Night” was replaced with “Freedom Forever.”

The Advertising Club of Baltimore represents the “cream” of the city’s merchants. As such, they prefer WBAL to promote their own businesses. They use WBAL to get their products in countless more homes in Baltimore and surrounding states. They know full well the worth of WBAL’s 50,000 watts.
Radio Transmitters, Receivers To Receive Priority in Power Executive Committee, FPC, Recommends Urgent Shutoffs of Radios

FEARS of an eventual power shutoff affecting radio transmitters and possibly cutting off power to receivers were dispelled last week by high officials of the Federal Power Commission. Chairman Leland Olds, in a report to the House Appropriations Committee by FPC Chairman Leland Olds, said there were interpretations in some industry quarters as endangering the industry's power supply. FPC officials stated that radio transmitters have been placed in the same category with other essential utilities and that there definitely be no shut-down of power to transmitters. It was also stated that home power consumption would not be shut off in any case except in the most extreme emergency.

Voluntary Conservation

In testimony in hearings on the 1943 Independent Office Appropriation Bill, Chairman Olds stated "that the tremendous American war production effort was demanding more power than was available in many sections of the country." He added that as a result the power that is now running "home radios, general gadgets, and even home lighting may have to go into the production of planes, tanks and guns." At the FPC it was said that this statement had been made to take care of any unforeseeable emergencies. An analogy was made to the possible confiscation of all private automobiles, which at present has no place on the schedule of war appropriations. It was said that in some localities there is need for economical use of power in homes it will be on a purely voluntary basis. In the Southeast a campaign was carried on last spring by the FPC for voluntary curtailment of home consumption of power. It was pointed out. This was said to be satisfactory in most instances. The only mandatory legislation by the FPC, it was said, were those regarding street lights, store window advertisements, etc., in the Southeast last fall which were made necessary because of the lack of cooperation in some quarters.

It was stated emphatically at the FPC that there is no plan on the schedule of the Commission to restrict transmitter or home consumption of power in any way and any fears on the part of the industry in that regard are groundless.

Not Luxury, Says Miller

Neville Miller, NAB president, in a letter to Chairman Olds, Jan. 27, quoted an Associated Press dispatch in which it was stated that Mr. Olds in his House Appropriations Committee report had referred to home use of radios as "essentially" a "luxury".

"I am fully aware," Mr. Miller said in his letter, "that very often single sentences taken from the expressions of a complete thought convey a wrong impression, and I hope that you, as the head of the Federal Power Commission, do not look upon the use of electricity for radio in the home as a luxury. Even if home listening were confined to entertainment, we feel that its description as a 'luxury' could be challenged in days when maintenance of morale is only one of the many functions that the broadcasting industry is performing to further the country's war effort."

He added, "through its new broadcasts, radio is keeping the American people better informed than they have ever been in the past. Radio now constitutes the primary source of news for many people and we feel that the removal of a primary source of information such as you suggest would be a staggering blow to democracy.

At the FPC appreciation was expressed of radio's functions in the maintenance of morale, dissemination of war information, and other help in the war effort.

New SESAC Catalog

CATALOG of national and patriotic songs has been released by SESAC in a special four-page folder. Listed are marches, songs and hymns adapted for bands, orchestras, pianos, choruses, etc., with the names and addresses of the publishers.

WOMEN INSTALLED IN STATION JOBS

STATION owners in various sections, faced with the loss of male personnel because of the draft and other war activities, have made plans, wherever possible, to fill vacancies with women.

With its entire male announcing staff subject to draft, KGVO, Missoula, Mont., has readied a complete staff of feminine announcers, ready to take over in an emergency. Possible draftsmen announcers will be Dorothy Burgess who conducts Calling All Women, Joan Morrison, "The Story Lady" of Land of Make Believe, Ruth Greenough Schieber, long-time European resident and Hermina Girson, traffic manager.

WDAS, Philadelphia, also facing draft inroads in personnel, reports a large number of women applying to the station for positions as announcers and production assistants. Experiments are being conducted with women announcers for music programs. A. W. Dannenbarm, WDAS president, reports that as a last resort women will be used because of the draft. W. F. Kelly, a W. F. Kelly, W. F. Kelly, of NBC radio, has readied his announcing staff subject to the draft announcement.

KYW, Philadelphia, has already replaced Kitty Smith and Walter Feeley, mail department, now in the Army, with Jane Durnin and Claire Kelly.

New Shell Oil Drive

SHELL OIL Co., New York, on Feb. 9 will start a test campaign for its oil and gasoline products using six times weekly evening spot announcements in four Florida cities. No further details of the test were revealed by J. Walter Thompson Co., New York, agency in charge.

Johnstone Named To Blue Net Post

Stated to Direct News and Special Events Division

G. W. (Johnny) JOHNSTONE has been named head of the news and special features division of the new Blue Network effective Feb. 1. It is understood that the official announcement of his appointment will not be made until he completes his duties as chairman of the radio division of the Committee for the Celebration of the President's Birthday for the National Foundation for Infantile Paralysis.

Long Radio Career

A combination of musician, newspaperman and radio "ham," Johnstone entered the broadcast field in 1923, beginning as an engineer with WEAF but shortly thereafter transferring to the publicity department of which he was made head. In 1929, Johnstone became district controller of the NBC radio division. He founded in 1926, Johnny was named director of press relations, later becoming assistant to M. H. Aylesworth, then president of NBC.

Shortly before the formation of Mutual network, he moved to WOR as director of publicity, news and special events, leaving there after five years to direct the radio activities of the Democratic National Committee, which he handled throughout the 1940 Presidential campaign.

Blue Announcers

ANNOUNCERS appointed to the Blue Network, with Ray Diaz as chief announcer, are: William Arlington, George Andrews, Milton J. Cates, Jack Fraser, George Hayes, George Hicks, Jack McCarthy, Hugh James, H. Gilbert Martyn, Ray Nelson, Charlie Nobles, Glenn Riggs, Bill Sparrow, and Bob Woodrow. Reginald Stanborough, a member of the NBC announcing staff for the past four years, has been named supervisor of night announcers for the Blue.

Chicago Game Sponsors

RIGHTS to home games of the Chicago Cubs and White Sox for 1942 have again been sold to P. Lorillard Co. for Old Golds (J. Walter Thompson Co.) on WGN, Central Division. Walter Co. (Tenneco, Buchanan & Co.) will sponsor games on WCFL for the eighth year. Walgreen Drug Co. (Schimmer & Scott), will sponsor games on WJJD. Payments for game rights total $2,000, an increase of $12,000 over last year.

George P. Hollingsbery, Jr., has been appointed exclusive national representative of KOY, Pittsburgh.

Mr. Johnstone

GEORGE P. HOLLINGSBERY, Jr., has been appointed exclusive national representative of KOY, Pittsburgh.

Chicago Cubs

GLAMOR, SUH! is a southern product, says WEVA, Richmond, Va., after ogling the bevy submitted recently to BROADCASTING by H. E. Carpenter, manager of WEVA's winsome quartet consists of (1 to r) Emily Trevillian, Elizabeth Nuckolls, Betty Dickerson and Barbara Tripp. Emily's just become a bride.
Horoscope for the Spot Advertiser

You are destined for success. Watch for certain combinations of letters to come into your life. They will be particularly favorable to your business:

KDKA KYW WBZ WOWO
Pittsburgh Philadelphia Boston Fort Wayne

A prediction based not on the stars but on hard, down-to-earth facts. On sales records of spot advertisers who are using these Westinghouse stations to gain sales ascendency in four major markets. Here are these markets in terms of radio families within Primary areas:

KDKA 1,259,000
KYW 1,289,000
WBZ 1,503,000
WOWO 496,000

Which are your markets? Are you getting total-market coverage in Pittsburgh and Philadelphia? Covering New England at a single cost? Do you know that Fort Wayne is one of the country’s first test markets, with the remarkable listener ratio of 49 percent rural to 51 percent urban?

Today, says the Horoscope, is favorable to quick, decisive action. Bring these letters into your life now by calling NBC Spot Sales.
Tire Ban Halts Many Remote Series

New York Stations Not Concerned; Others Have Problems

BAN ON the sale of new cars and rationing of tires has caused the dropping of many special events programs on stations throughout the nation as officials are forced to conserve tires and prevent depreciation on mobile units, a survey by Broadcasting has revealed.

Special events officials of the major networks in New York, however, anticipated no difficulties, pointing out that fast subway and taxi service is available at most points in the city and outlying districts.

Tire Problems

In Washington, however, network officials were more concerned about the tire and car ban. Here it was pointed out that for the time being there may be no pressing problem but Price Administrator Henderson has already gone on record that no new tires will be allowed taxis and if they can't obtain retreading or recapping, they'll be out of luck.

In the latter regard a pinch has already been felt in material necessary for the retreading and recapping operations. With the number of outside pickups increasing daily to the war, it is felt the situation may become serious in the next six months. Engineers, who formerly used their own cars for the transportation of equipment, are reporting as being reluctant to use their own tires with no hope of replacement.

The car and tire bans were also expected to cause hardships on stations in rural areas, which will contribute to a large extent on outside pickups requiring special equipment and with automobiles as the principal mode of transportation.

Some stations expressed the hope that tires would be allotted stations for their mobile units, but the hope is not shared by Price Administration officials who point out that there will not be enough tires to supply all those who have been declared eligible to date.

Chicago's problem is the same as the rest of the country, with chief engineers taking the attitude that, while there was worry about the shortage, nothing could be done about it.

Ralph Atlas of Wind and WJJD stated that fortunately the tires on his mobile unit vehicles were practically new. Frank Pale- nor, chief engineer of WBBM, CBS outlet, said the shortage would eventually force his mobile unit off the streets unless the situation was remedied. Other stations expressed little concern.

Chicago stations on remote broadcasts and band pickups allow engineers and announcers to travel by cab or use their own cars, with expenses. The majority choose the latter means.

Biggest worry has been transportation of transmitter engineers. Most of Chicago's stations have their transmitters away from the city in places inaccessible to public transportation. WGN, for example, has its transmitter three miles from transportation.

At NBC the engineers connected with the WENR-WLS and WMAQ transmitters have been doubling up in private cars, alternating in using each others cars.

West Coast Rationing

West Coast network and station executives, point out that due to Army and Navy regulations, since start of the war, there have been fewer special event broadcasts on the Western slope with consequent less need for portable units.

Although NBC utilizes mobile units of its West Coast affiliates for special events, that network has ten different kinds of portable pack units, which can be transported around if necessary, on public busses, street cars, taxi cabs or trains, according to A. H. Saxton, chief engineer.

With special event broadcasts in his opinion a vital public service, Fox Case, CBS West Coast director of special events, expressed hope that some arrangement will be worked out with authorities for securing new tires. Meanwhile, the network will continue to use its equipment as in the past, covering such events as is deemed important.

Don Lee Broadcasting System's special events have been slim during recent months, and therefore, according to Van C. Newkirk, special events director, tires on its three mobile units, trailer and truck are in good condition. When the time comes, tires will have to be retreaded, he said.

With tires worn smooth, KMTR, Hollywood, will shortly be in need of new ones for its three mobile units and two service cars which are utilized for its syndicate transmitted news and feature services, Radio News Reel, and Radio Enterprise, according to Kenneth Tinkham, general manager. Present tires will have to be retreaded almost immediately, he said.

KFWB, Hollywood, is adequately protected for the time being, having recently equipped its two mobile broadcast units with new tires, according to station officials.

In San Francisco

In San Francisco, KPO-KGO suspended all special events programs for the duration of the war, declared to save wear on trucks and manpower. KFRC is continuing special events but putting its mobile units to multiple services. KSFO still maintains a complete special events department but is lessening special events pickups, planning to keep productions closer to home to conserve its mobile unit and tires unless an emergency arises.

Implications of tire rationing and the auto ban will have little or no effect on special events program of Philadelphia stations. W F L officials stated there is no intention to curtail or limit special events. Since most of such programs are picked up within the city, the station will continue to use city taxi cabs for transportation of engineers and announcers. It was felt that some means of transportation will be found in any emergency. Even if it means inconvenience in travel, the station feels that there should be no curtailment of broadcasts in that category.

KBON Operation To Start Feb. 15
Ernest F. Bader to Manage New Station in Omaha

KBON, Omaha, designated for the last two years under a construction permit as KBON, and owned and operated by Inland Broadcasting Co., plans to begin regular operation Feb. 15, with 250 watts on 1490 kc.

Manager of the new KBON is Ernest F. Bader, formerly radio director of Caples Co. and head of his own agency. Commercial manager is James D. Farris, formerly merchandising manager of KYSM, Mankato, Minn. Sales promotion and publicity is under direction of Paul R. Frye. Marie C. Maher is continuity director. Chief engineer is Lee Gutafson, formerly of KGFW, Kearney, Neb.

Equipment About Ready

New studios are being completed in the Central Club Bldg. The plant installation includes a Western Electric 260-watt transmitter and a new vertical radio transmitter on the roof of the building. Western Electric studio turntable equipment and a high-fidelity Presto is also included.

The program schedule will emphasize news, according to Manager Bader, using 24-hour Associated Press radio wire, along with sports, special events and music, including the C. P. MacGregor transcription service. W. G. Rambau represents the station nationally.

The same attitude was voiced by WCAU, where special events play a greater part in the program schedule than at any other local station. All such broadcasts have been curtailed due to nature, and since tire rationing might mean eventual curtailment of the operation of its mobile unit, WCAU officials say that the present emergency will only mean a more discriminate selection. Both WIP and KYW have their own mobile units and are affected in the same manner.

Not Worried

Detroit stations were apparently unconcerned about the ban, two stations said they haven't given it a thought, a third indicating there would be no curtailment of such programs while a fourth reported it did little of that type of programming anyway and thus didn't expect to be affected.

Production and special events noted of WSB, Atlanta manager of the tire ban to lessen mobile units' work. Salute broadcasts to Georgia counties, formerly made weekly, will be transcribed in series of five weekly with broadcasts following the former weekly schedule.
KLZ Mail in December, 1941 was MORE THAN THREE TIMES That of December, 1940

That's STANDOUT Listener Response in the Denver-Rocky Mountain Region

DENVER'S STANDOUT STATION
Canadian Government Using 64 Stations In Sponsoring Drive for War Finance

EVERY CANADIAN station will be used in the second Victory fund campaign for $600,000,000 which starts Feb. 16. All will carry paid broadcasts, and most will be used for some of the sustaining features planned for the four-week period starting Feb. 8 by the Department of Finance officials and the National War Finance Radio Committee.

In English-speaking stations the campaign opens Feb. 8 with Sunday evening half-hour sustaining talks by prominent speakers in the half-hour period before the Jack Benny and "Charlie McCarthy" programs carried on the Canadian Broadcasting Corp. network.

For Young People

To attract young people, many of whom are working for the first time, Mart Kenney and his orchestra will be featured on a 51-station net, Monday evenings 10-10:30 o'clock (EDST). Commercials will be interspersed in this program from young workers.

On Wednesday evenings at the same time over the same network will be heard radio adaptations of current motion pictures, with Canadian actors depicting scenes from current, love, spy and other motion pictures.

On Friday evenings, 10 to 11, all-star variety shows are planned on the network, with leading American stars from stage, screen and radio contributing their services. A committee is currently in New York arranging these shows.

Eighteen English-speaking stations not carrying the network shows will use, Mondays to Saturdays, a second network, with leading American stars from stage, screen, and radio contributing their services. A committee is currently in New York arranging these shows.

Producers Rupert Lucas, Rupert Caplan, Frank Willis and John Adaskin, have been named drama directors for the week, with leading American stars from stage, screen, and radio contributing their services. A committee is currently in New York arranging these shows.

French language stations, 13 in all, will carry a similar series out of Montreal. In addition these stations will use one of these transcribed spots daily, six per station.

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wire Seizure Measure Is Signed by President

The committee which negotiated with Ottawa on Jan. 19, 1942, for the present campaign consists of E. W. Reynolds, Toronto, of E. W. Reynolds & Co., and president of the CAAA; chairman; Harry Sedgwick, CPRB, Toronto, representing the CAB; Guy Herbert, All-Canada Radio Facilities, Toronto; Glen Bannerman, CAB president and general manager, Toronto; Jos. Sedgwick, CAB & Co., Cal, Toronto; Ernest Bushnell, national program supervisor, Toronto, representing the Canadian Broadcasting Corp.; E. A. Welb, national program consultant, manager, Toronto; G. Taggart, assistant national program supervisor, Toronto; Alex Phare, R. C. Smith & Son, Toronto, representing the advertising agencies; vice-chairman, W. McQuillin, Cockfield Brown & Co., Toronto; C. M. Pasmore, MacLaren Adv. Co., Toronto.

The French language committee consists of Phil Lalonde, CKAC, Montreal; A. Dupont, CBC commercial department, Montreal; O. Carignan and J. Gallagher, Montreal, representing Advertising Agencies of Canada.

WSAI Granted Permit For 100-Watt Booster

TO IMPROVE its daytime signal, WSAI, Cincinnati, last Tuesday was authorized by the FCC to install a 100-watt booster amplifier. The station operates on 1360 kc. with 5,000 watts day and 1,000 watts night, but holds a construction permit for 5,000 watts full time. The booster will be used daytime only as an amplifier.

The FCC also granted KIEM, Eureka, Cal., a modification to increase night power from 500 watts to 1,000 watts, subject to proof of interference protection to Canadian Station CCF (now CJVI), Victoria, B. C.

Canada's Time Shift

CANADA will adopt daylight saving time Feb. 9, in conjunction with the United States. In the larger centers of Ontario and Quebec, daylight time has been officially used since the summer of 1940, and all Canadian network broadcasting has been maintained on a daylight time basis. Ontario and Quebec centers have been on daylight time for the last two winters in order to conserve electrical power in these industrial centers.

WABC Night Rates

WABC, New York, which has been testing all-night operation Dec. 8, 1941, on Jan. 19 opened the 1-6 a.m. period to sponsorship and announced its rates for the announcement periods during the five-hour shift. Jesse Sparks, former announcer for the CBS FM station, W67NY, will be in charge of broadcast operations during that time, and definite announcers are to be assigned. Night time rates are $25 for one time and $40 for seven times; 100-word live announcements cost advertisers $20 for one time and $112 for seven times. Early morning rates are subject to WABC's usual rate discounts and day-time acceptance policies.

Baseball Plans

HYDE PARK BREWERIES Assn., St. Louis, through its newly-appointed agency, Young & Rubicam, Chicago, is negotiating to continue its broadcast baseball program during the 1942 season. A group of baseball clubs from the city of St. Louis will contribute to the broadcast program, which will be broadcast on WNCX, St. Louis, in cooperation with St. Louis Post Dispatch. The broadcast will be scheduled for the six weeks of the regular baseball season, starting April 15.

Lawrence Elected As Vice - President

Iowa Broadcasting Co. Also Advances Hill, Quarton

ELECTION of Craig R. Lawrence, commercial manager and assistant general manager of KSO and KRTN, Des Moines, as a vice-president of the Iowa Broadcasting Co., which also operates WMT, Davenport, and W NAX, Yankton, was announced at the company's annual meeting.

Luther H. Hill, vice-president and general manager, was elected executive vice-president and treasurer. Sumner Quarnton, of Cedar Rapids, who directs WMT of the Cowles group, also was elected a vice-president. Other officers are Gardner Cowles Jr., president; John Cowles, vice-president; Fred A. Little, secretary; Arthur T. Corley, assistant treasurer and assistant secretary.

Wide Experience

Mr. Lawrence started in radio in November, 1932, a month after KSO began operating. Before that he had been associated with the Pauli Corp., which was engaged in advertising and merchandising dry goods. He joined Continental Adv. Agency in 1926, this company later becoming the Pauli Corp., with headquarters in Des Moines. He spent six years in New York. While serving in the New York office he resigned to join KSO as manager of the advertising department.

Mr. Lawrence was born in Oshkosh on Nov. 6, 1904, graduated from Escanaba (Mich.) High school and attended Iowa State College School of Journalism, at Ames. He is married and the father of two boys.

BYE-BYE PARTY was given by staff members for Joseph E. McCormick, executive of the Brown's and Cardinals baseball games on KXXK, S. Louis. Noted radio announcer of "The Brown Brothers" Baseball Game, was an announcer for the Cincinnati Reds at the major league level. McCormick is now with the Brown's and Cardinals baseball game on KXXK, St. Louis. McCormick was a former announcer for WABC in New York City and WMT in Des Moines, Iowa. McCormick is also negotiating for the games.
Are they listenin' in the Valley?

—Well what do you think?

The thousands of listeners throughout Tennessee, North Georgia, Alabama and Mississippi look to WLAC for outstanding radio entertainment. They are not only listenin'... they are buyin'!

Now Carrying

239
SPONSORED PROGRAMS PER WEEK

Columbia-Local-National Spot

WLAC Nashville, Tenn.
CBS ★ UP NEWS
THE STATION OF THE GREAT TENNESSEE VALLEY
★ Going soon to 50,000 WATTS

J. T. WARD, Owner ★ F. C. SOWELL, Mgr. ★ PAUL H. RAYMER CO., Nat'l. Representatives

--not only POWER where power counts most
-- but PROGRAMS that please most, too!
WHAT IS IT...

...that pulls the mask off radio circulation and presents listeners as people—not mere mathematical digits?
... that can tell you precisely the income groups you are—or are not—reaching with your program?

... that shows you how many men, women and children are listening to your program in any one home?

ANSWER

"The WOR Continuing Study of Radio Listening in Greater-New York".

Yes, here for the first time a radio station tells you, in terms of people, what listeners like and dislike, what they respond to and what they don't.

This personal interview study goes on continuously—daytime and evening, month after month—checking beyond mere likes and dislikes. Checking continuously for the first time into such vital questions as ... what commercial radio programs and products command the greatest listening attention by the public ... what programming and commercial devices have proved most profitable.

These findings are not for the exclusive use of WOR and its sponsors. They are—with certain confidential restrictions—available to all advertisers and agencies. Their purpose, obviously, is to give our present and prospective sponsors a greater profit for their radio dollar.
NBC, Blue Name West Coast Staff's Executives Are Drawn Mainly From Personnel of NBC

REALIGNMENT of personnel for Pacific Coast operations of the NBC-Red and the new Blue Network were put into effect Feb. 1. Announcement was made by Sidney Strotz, NBC Western division vice-president and Edgar E. Gilman, who holds a similar post with the Blue. Operations of both will continue from the NBC Hollywood and San Francisco buildings. NBC will rent studios and other facilities to the Blue.

Under direction of Mr. Strotz, heading NBC western division departments at Hollywood headquarters are John W. Swallow, program; Sydney Dixon, sales; Walter Bunker, production; Harold J. Bock, publicity; Robert J. McAndrews, sales promotion.

Nelson Heads KPO A. H. Saxton is chief engineer, with Frank Mobley, setter, and Lewis S. Frost, assistant to the vice-president. Mr. Strotz further revealed that A1 Nelson will head KPO, San Francisco, as general manager, with Robert Seal, program manager, and George Greaves, chief engineer. Kay Barr is publicity director and A. G. Dieichers, chief auditor.

Williams his western division staff from former NBC employees, Mr. Gilman announced the Blue Network Co. Hollywood department managers as follows: Tracy Moore, sales; Leo Tyson, program; Milton Samuel, publicity; Robert Moss, production; David Lasley, sales promotion. Sidney Dorais is chief auditor.

William B. Ryan, NBC San Francisco sales manager since 1937, has been appointed manager of KGO, the Blue Network station in that city. Robert Dwan, with NBC as program director, has been made KGO program director, with Gilbert Paltridge in charge of sales promotion.

Blue Network Completes Chicago Executive Staff E. R. BORROFF, vice-president of the central division of the Blue Network, has completed the executive staff in Chicago with appointment of E. J. Huber, formerly of BBDO, Chicago, as manager of the publications department. Mr. Huber was previously of Hutchinson Adv. Co., and Kellogg Co.

Other Chicago appointments are Gil Berry, local sales manager; Rudi Neubauer, member of local sales staff; Ray M. Neuhanger, manager of sales; John P. St. Peter, former assistant auditor for the NBC central division, auditor and office manager.

MONDAY night dramatic serial titled "Miss Trent's Children will start Feb. 2 on Mutual in the 9-10 p.m. spot immediately following the Coca Cola Spotlight Band show.

OITHR STATIONS FORM NEWS BOARD

BECAUSE the smaller Oregon stations do not maintain fulltime newsmen to edit and rewrite copy, the four large Portland stations, KGW-KEX and KOIN-KALE, have set up a plan in cooperation with Associated Press and United Press whereby the smaller stations will have the advice of Portland newsmen on what stories are to be withheld from the airways.

Arden X. Pangborn, managing director of KGW-KEX, has directed his news staff to notify AP when stories are to be withheld from the air. KOIN-KALE extends the same service to UP. The news services in turn advise their clients throughout the State via teletype.

Marine Comedy Stays

BECAUSE of its unusual popularity and high CAB rating, the Blue Network program, Captain Flagg & Sergeant Quirk, is continuing on the network as a regular sustaining feature, Sundays 7-30 p.m. The program was approved by the FCC on Jan. 25 by Mennen Co., Newark, which was forced to cancel the series because of alcohol and glycerine ingredients of its shaving cream and talcum products.

Food Firm Testing

TRINIDAD BEAN & ELEVATOR Co., Denver (Cookquik dried beans, peas), recently started a test campaign using transcribed dramatic spot announcements 10 times weekly on KYA, San Francisco. The campaign is to introduce the brand name Cookquik in the San Francisco area. If successful, it may be extended to other stations. Agency is MacGruder & Co., Denver, Colo.

NBC Latin Expansion

THREE STATIONS have been added to NBC's Pan American Network, bringing the total to 120 stations located in each of the 20 Latin American republics. New stations are Radio Trujillo at Trujillo, Dominican Republic; La Voz de la Sierra at Merida, Venezuela, and Emisoras Electra at Manizales, Colombia.

Quaker Oats Plans

QUAKER OATS Co., Chicago (Aunt Jemima flour), is considering the placement of spot announcements in key markets to supplement the present schedule of 15 stations carrying the five-minute transcribed "Aunt Jemima" program. The program, which is said to be bringing excellent results, is heard six times a week on WABC WEWI KWY WJR WTMAT WGN KNX WBL WCPO thrice weekly on WEAF and WJZ, New York; and KFRC and KPO, San Francisco; once a week on WOR, New York. The latter six stations were added in January, the others renewed through the agency, Sherman K. Ellis & Co., Chicago.

Craven Represents FCC

COMMISSIONER T. A. CRAVEN, radio engineer, was named last week to represent the FCC on the Interdepartmental Radio Advisory Committee in lieu of Chief Engineer E. K. Jett. Lt. Jett is occupied with affiliated Armed Forces Communications Board. Commissioner Craven was formerly on IRAF when he was FCC chief engineer.

Eastern Program Post Of NBC Given Miller

WILLIAM BURKE MILLER, NBC director of talks, has been appointed eastern program manager of the network by C. L. Menser, NBC program manager, succeeding Phillips Carlin, now Blue Network vice-president in charge of programs.

"Skeets" Miller joined NBC in 1927 as special writer for the press department, later becoming assistant manager of that division. NBC executives created a special events department in 1930 with Miller in charge. In 1936, he was made program manager, a position he held until January, 1941, when he was appointed director of talks to coordinate the problems of talks on controversial subjects, forums and debates.

Edgar Kobak, executive vice-president; Mark Woods, president; Lunsford F. Yandell, vice-president and treasurer, except in charge of programs; George M. Benson, eastern sales manager; John H. McNeil, manager of WJZ; E. P. H. James, director of publicity & promotion. Personnel of the network in other cities has been almost completed.

Price Control Bill Passes Congress

PROVIDING essential protection against price-fixing for newspapers and radio advertising, the House and Senate last Monday and Tuesday accepted a conference version of the Emergency Price Control Act (HR-5990). The bill, which is designed to cure inflationary trends growing out of the war effort, was signed by President Roosevelt last Friday.

Specifically exempt from the definition of "commodity" subject to the price controls of the Act are "rages charged by any person engaged in the business of operating or publishing a newspaper, periodical, or magazine, or operating a radio-broadcasting station, a motion picture or other theatre enterprise, or outdoor advertising facilities". The Act, as approved by the House and Senate, also provided that no sales license "may be required as a condition of selling or distributing (except as waste or scrap) newspapers, periodicals, books or other printed or written material, or motion pictures, or as a condition of selling radio time".

Another section of the Act, covering market practices, declared: "The provisions of this Act shall not be used or made to operate to compel changes in the business practices, cost practices or methods, or means or aids to distribution, established in any industry through competitive action or evasion of any regulation, order, price schedule, or requirement under this Act."

BROADCASTING • Broadcast Advertising
Continues With

MORE "FIRSTS"

In NATION-WIDE Popularity Polls

Motion Picture Daily POLL SHOWS
KSD-NBC CARRIED
The FIRST 3
Champions of Champions
The FIRST 3
Outstanding New Stars

RADIO DAILY POLL SHOWS
KSD-NBC CARRIED
6 of the FIRST 7
FAVORITE PROGRAMS
8 of the FIRST 10
Favorite Entertainers

It's KSD-NBC for the BEST in GREATER ST. LOUIS

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES
The best informed man in the world

HERB CHASON hasn't been to town for weeks. Passed a couple of friends on the road, though, and got some of the news about what his neighbors did last week.

But Herb knows what happened today on the Malayan Coast, and he could give you a pretty fair picture of the shifting battle between Russia and Germany (even saying Kuibyshev so you could understand it). What's more, he's got a lot of personal admiration for Donald Nelson, and he and Mrs. Chason have $60 saved for a Defense Bond.

Not that men and women in his county look up to Herb especially. Most everything he knows, they know. So do the people in Barton, twenty miles away, and so do the people in Memphis, where the Chasons go once or twice a year.

Not everybody, of course, gets all his news from radio the way Herb Chason does. But millions like Herb on farms, and in small towns, do get all their news from radio most of the time. And millions more who are eager readers of the daily press are still more eager radio listeners.

The Columbia Network has 89 regularly scheduled news broadcasts each week—some from Batavia and Moscow and London, going straight to Herb Chason. And some from CBS news headquarters in New York—the famous Studio 9.

The CBS news staff is generally conceded to be outstanding in radio journalism. And throughout the war, it will devote itself to seeing to it that Herb Chason and his 130,000,000 fellow Americans remain the "best informed people in the world."

COLUMBIA BROADCASTING SYSTEM
ASCAP APPROVES DISC FEE BASIS

CLEARANCE at the source of electrical transmissions on the “8½ and 2% basis” has been approved by ASCAP with frequency and agency commission discounts, John G. Paine, ASCAP general manager, advised NAB President Neville Miller last week.

Mr. Paine told the NAB-BMI President he had now been empowered “to clear electrical transmissions at the source on the 8½ and 2% basis, in accordance with my letter to you of Sept. 3, 1941, and we will allow from the gross amount paid for the station time, a deduction of the frequency discount and a deduction of a 1½% agency commission, if and when paid.”

ASCAP will require clearance at the source only for such stations as may be requested by the advertising agency or transcription company, as the case may be, Mr. Paine said. He added that ASCAP “will not require clearance at the source for stations holding licenses or license agreements, either per program or blanket, to whom the transmissions may be sent by ASCAP or transcription company for any reason wishes to include such stations.”

MHS Discussions

Conversations between executives of MBS and ASCAP continued last week, but no progress was reported toward a settlement of the differences of the network and Society interest in the “favored nation” clause in their contract or in working out a revision of the “favored nation” clause in line with those later negotiated by NBC and CBS with ASCAP [Broadcasting, Jan. 26].

Contracts signed by CBS and NBC (the latter also covering the Blue Network, which has taken over intact all such contracts made by NBC and covering Blue Network operations) call for the networks to pay to ASCAP 2½% of net time sales revenue on commercial programs and sustaining fees of $200 a year for each regular affiliated station.

Under the contract between ASCAP and MBS this network pays a commercial rate of 3½% of net time sales for four years (or until May, 1945) and of 3¾% from then until the last day of Dec., 1949. MBS also pays an annual sustaining license fee of $1 for each of its affiliates which has an individual blanket license from ASCAP for sustaining programs.

Both ASCAP and Mutual agree that under this contract, which extends beyond May last the network is entitled to obtain the advantages of any more favorable terms obtained by any other network. MBS interprets this to mean that these more favorable terms should be retroactive to the beginning of its contract.

All OUT for the purchase of Defense Bonds and Stamps is the staff and management of WOPI, Bristol, Tenn. Staff members are, first row (l to r): Russell Robinson, operator; Mike Cady, continuity director; Ross Nelson, Bill Murphy, announcers. Second row, Eugene Dickerson, janitor; Robert Daugherty, technician; Charles McEwen, announcer; Mary Perry, accountant; Mrs. Bill Murphy, stenographer. Last row, Fred Rogers, program director; Roy Russell, commercial manager; W. A. Wilson, president and general manager; R. H. Smith, chief engineer, and Mrs. Guy Abel, traffic manager. James C. Wilson, technician and Mark Thompson, operator, are not in the picture.

ASCAP Conversations With Officials Of Florida and Kansas Are Scheduled

FOLLOWING the same plan of action which in the state of Washington resulted in an arrangement whereby state officials have ruled that ASCAP’s present system of operation is in accordance with the requirements of the state’s antimonopoly legislation, ASCAP has recently begun conversations with the attorney general of Florida and the week of Feb. 2 will confer with the attorney general of Kansas. John Paine, ASCAP general manager, and Herman Finkelstein of the firm of Schwartz & Frolich, ASCAP general counsel, are in charge of these negotiations.

Change in Methods

ASCAP’s attitude is that the reorganization of the society as required by the government consent decree accepted by ASCAP last year has generally eliminated the practices at which the various state anti-ASCAP laws were aimed. By permitting its members to license their music individually to the broadcasters, hotels, theatres and other users of music, ASCAP believes it has surmounted the major objections to its operations which brought about such state legislation, and that in such states as Florida and Kansas only minor modifications are necessary to permit ASCAP to operate legally within those states.

In other states, where the existing laws cannot practically be complied with, the users of music, including some of those who most strongly supported the legislation when it was passed, are uniting with ASCAP to secure the amendment of revocation of these measures.

Bartlett Called To Army From FCC Legal Post

THEODORE L. BARTLETT, principal legal administrator of the FCC law department, has been called to active duty as a Major, Communications Division, Air Corps, and will report about Feb. 5 to Washington headquarters. As in the case of other FCC employees called to active duty, Maj. Bartlett will be on leave for the duration. He was the associate attorney when it was created in 1934, Maj. Bartlett has served in its law department since 1936. When the FCC was created, he became the assistant to Commissioner Hampson Gary, then chairman of the broadcast division.

Maj. Bartlett, an expert in communications law, is expected to headquarter in Washington in connection with communications activities of the Air Corps. Col. Edwin Lee White, former FCC principal engineer, is assigned to all radio and municipal services, is assigned to the Air Corps Communications Division.

Wisconsin Broadcasters Hold Sessions in Racine

BUSINESS SESSION of the Wisconsin unit network affiliates was held Jan. 25 in Racine, preceding the general open meeting of the Wisconsin League of Radio Stations last Monday. Addresses were made by radio stations in Chicago. Meeting was attended by representatives of WBW, WBLR, WJR, WFBR, WTAQ, WHBY.

Election of League officers resulted in naming of James F. Koehler, WJIM, as president; James A. Wagnor, WTAQ, vice-president; Don Burt, WSAU, secretary; L. P. Rindal, WATW, Ashland, treasurer; Ed Allen, WIBA, Madison, and Harry Lebo, WJDL, Racine, directors.

BMI Conserves Paper

As its part in the campaign to conserve paper BMI is eliminating the customary “inserts” in sales copies of the BMI Bulletin, going over the reductions in the use of paper in professional copies and orchestrations, according to an announcement by M. E. Tompkins vice-president and general manager who estimated that the savings will amount to one third the paper now used in sales copies, one half that used in professional copies and one quarter of that used in orchestrations.

Schools Testing

ASSN. OF TRAINING SCHOOLS, New York, has started a quarter-hour test program featuring in dramatic form technical courses offered and their place and need in industry during the present emergency, on WOV, New York. Seven schools are cooperating in the test. Show is designed to give radio activity if test is successful. Show is produced by Loye Minor, head of Hope College, New York, the agency holding the account.
NORTH CAROLINA is the South's Greatest State

IN AGRICULTURE
CASH INCOME AND LEVY PAYMENTS
Source: Department of Agriculture, 1940

IN INDUSTRY
VALUE OF MANUFACTURED PRODUCTS
Source: Census of Manufacturers, 1939

NORTH CAROLINA
$221.8
AVERAGE OF NINE OTHER SOUTHERN STATES
$133.3

NORTH CAROLINA
$1,420.6 (MILLIONS)
AVERAGE OF NINE OTHER SOUTHERN STATES
$536.5 (MILLIONS)

WPTF in RALEIGH is NORTH CAROLINA'S NO.1 SALESMAN!

680 KC NBC Red
50,000 WATTS

FREE & PETERS, INC. National Representatives
Ed Cooper
Given Appointment
As FCC Assistant Secretary
Wheeler Aide Takes Post Vacated by Reynolds;
Handled Several Senate Committee Inquiries

APPOINTMENT of Edward Cooper, of Montana, aide to Senator Wheeler (D-Mont.), and a former newspaper reporter, as assistant secretary of the FCC was unanimously approved last Tuesday by the Commission. He fills a post that has been vacant since the spring of last year when John B. Reynolds, now general manager of WKWK, Wheeling, W. Va., resigned after a tenure of a decade.

Well-known in Washington Congressional, newspaper and communications circles, Mr. Cooper since July, 1939, has been chief of staff of the Senate Interstate Commerce subcommittee investigating telegraph. He also acted as committee clerk during the hearings last June on the White Resolution, and on other proceedings involving radio and communications legislation.

War Functions
While the functions of assistant secretary, under Secretary T. J. Slowie, relate primarily to matters of budget and personnel, Mr. Cooper’s familiarity with a wide range of Government secretarially activity is expected to result in duties outside the purely administrative phases. With the FCC devoting more and more attention to war communications activities, under the policy direction of the Defense Communications Board, it is presumed the secretary’s office will figure prominently in organizational developments.

Mr. Cooper is not expected to assume his new post, a Civil Service assignment, until preliminary requirements as to classification are cleared. By late October, or perhaps the middle of the month, however. There were a dozen candidates for the post, it is understood.

Net Radio Booths
In Army Offices

TO FACILITATE network pickups of war news, special broadcasting booths have been installed in the Radio Branch of the Bureau of Public Relations of the War Department. Since the beginning of the war NBC, CBS and MBS have maintained temporary lines into the War Department. Permanency lines now are being routed to the new booths, which are to be used on occasion by network newsmen and commentators in handling war communiques and other war news direct from the Munitions Bldg., in Washington.

The staff of the Radio Branch, under direction of E. M. Kirby, plans to gear operations to cooperate with the networks in handling such news breaks as may arise during particularly active war news periods. At present an 18-hour daily schedule is maintained seven days a week.

John Cullom, formerly of WLAC Nashville, recently joined the Radio Branch as agency contact man. A fulltime employee, he at one time was with the World Broadcasting system and in the agency field.

Louis G. Cowan, head of Louis G. Cowan Inc., Chicago program firm, and a consultant of the Office of War Information program, has also joined the Radio Branch on a parttime basis as a special consultant on programs and production.

Mr. Cooper came to Washington in February, 1934, to join Congressional Intelligence, a factual Washington news service. During five years with the service he served as reporter, writer and finally managing editor. He edited and supervised publication of a number of daily and weekly reports, as well as the five-volume City, “Factual History of the New Deal.” He procured a leave of absence in July, 1935, at the request of Senator Wheeler, to become chief of the Senate Interstate Commerce Committee staff investigating telegraph.

Following the two-year investigation of telegraph companies, he prepared the official report and recommendations of the committee submitted to the Senate last October. He has been a contributor to a number of books, including a stint as Washington correspondent for Literary Digest.

Mrs. Cooper is the former Mary O’Hagan, of Butte. Mr. Cooper is a Mason and a member of the National Press Club.

Child Radio Conference
Is Called by Studebaker

CONFERENCE, scheduled for Feb. 9 in Washington, has been called by J. W. Studebaker, Commissioner of Education and chairman of the Federal Radio Education Committee, to consider creation of a permanent self-supporting research and development organization for children’s radio programs. The agency was proposed some months ago by the Evaluation of School Broadcasts project at Ohio State U.

Invitations are being extended to agencies, sponsors, the radio industry, and to educational and parent groups. “The purpose,” Mr. Studebaker said, “is not to discuss either the merits or the weaknesses of children’s programs, but rather to consider whether the establishment of such an agency, supported by sponsors, advertising agencies and the industry, would be of assistance to producers of programs in improving programs, in widening audiences and providing data with which to meet the objections programs which have frequently arisen in the past.”

KVEC Service Group

ROBERT (Bob) PERRY, announcer-producer of KVEC, San Luis Obispo, Cal., has resigned to enlist in the radio technicians school of the Naval Reserve. Other staff members in service are: John Clifton, formerly commercial manager, now second lieutenant and instructor at the Barksdale Field, La., bomber school; Hank Wood, announcer-writer, with the Observation Squadron at Brooks Field, Tex., in a similar capacity; Bill Barton, formerly announcer-con- sultant, sergeant stationed in the public relations department of Moffett Field, Calif., and呓yrgingd air corps spot announcements; Rod Myers, station engineer, has reported in the East for training with the Signal Corps.

New transmitter schedule sheets for WKZO, Kalamazoo, were ordered by Chief Arthur Correll, with a minute upper page inscription rending. “Keep ’Em Bailing.”

Schenectady Grant
Proposed by FCC

Decision Would Also Deny
Van Curler Application
WINSLOW LEIGHTON and George R. Nelson, partners in the advertising agency of Leighton & Nelson, are among many large radio accounts, head Western Gateway Broadcasting Corp., proposed last Tuesday by the FCC to be awarded a construction permit for a new local station in Schenectady, N. Y.

The Commission proposed denial of a rival application by the Van Curler Broadcasting Corp. for the same facilities. Facilities would be 250 watts unlimited time on 1240 kc. Schenectady at present has one other station, General Electric’s 50,000-watt WGY on 810 kc.

Other Stockholders

In addition to Messrs. Leighton and Nelson, each with 26 of the 96 shares of stock so far issued and who are president and vice-president, respectively, the successful applicant’s ownership includes David A. TerBush, local insurance agent and member of the city planning board, with 10 shares; James T. Healey, newswriter and radio commentator, 4 shares; William G. Avery, president of the local Morris Plan Bank as well as secretary of Van Curler Gateway, 2 shares; eight other stockholders with minor interests not exceeding 5%.

The FCC on Aug. 14, 1940, had granted the construction permit of Van Curler Broadcasting Corp., headed by Mayer L. Cramer, oil dealer, for a new station on 1210 kc. with 250 watts with call letters of WGMJ [Broadcasting, Sept. 1, 1940]. Subsequently, however, upon consideration of petitions of Western Gateway Broadcasting Corp. and Mohawk Radio Inc., also applicants for the same station, the Commission rescinded the new station grant, designating it for further hearing.

The Commission in its proposed finding announced last week concluded that Western Gateway was qualified in every respect for the station sought. The same findings were stated in regard to the Van Curler application: “As already shown, one of the three directors of Van Curler Broadcasting Corp., while testifying under oath, deliberately misrepresented facts concerning the payment for stock in the company and it was only after consistent cross-examination that he finally revealed the true facts in connection therewith.”

The FCC therefore concluded that since they are, of necessity, required to rely largely upon statements of licensees in determining such matters and taking cognizance of the situation, the Commissioner is not under the necessity to mislead the Commission, and his connection with Van Curier, the FCC was of the opinion that the applicant was not qualified to become licensee of the station sought.

Page 28 • February 2, 1942
News is hot. And listeners demand it hot! Moneyball listeners depend on the Cowles Stations for news—news that's fresh—accurate—calmly and ably presented. The newscasters pictured are only four of a staff of 15 men trained for one thing—the able presentation of news when and how our listeners want it.

These listeners, too, have discovered that only the Cowles Stations, in this territory, give them world and national news as reported by both Associated Press and United Press, plus news of local interest gathered on the spot.

When you put these news facilities behind your product over the strategically located stations in The Cowles Group, you get results from a genuine news service that can't be duplicated by a "we-cover-everything" station.

Results count! And the Cowles Stations do get results.

Represented by The KATZ Agency
SAVING POWER is saving dollars. It’s always been important. It’s especially important these days when power and national defense are partners.

Saving power is advantage No. 1 in the list of benefits you get from the Westinghouse 50,000-watt Broadcast Transmitter. Example: At average modulation the 50-HG uses only 115 kw input compared with 135 kw and 143 kw respectively, for two other 50 kw transmitters available at the time the 50-HG was introduced.

This emphasis on power saving is no accident. In designing this transmitter Westinghouse engineers set out to achieve low operating cost because Westinghouse, as an operator of commercial broadcasting stations since the industry’s earphone days, knows the importance of low operating cost in commercial station management.

Out of this same operating knowledge have come other advantages which add up to new operating convenience, high fidelity transmission, and extra protection against program interruptions. That’s why the Westinghouse 50-HG is a good set to become acquainted with.

KEEP AN EYE ON THESE STATIONS...

For new light on today’s 50,000-watt broadcast transmitters look at WBAL, WPTF, WKBW, KDKA, and WBZ. In each of these stations you find the Westinghouse 50-HG Transmitter—a set that revolutionized transmitter design, a set that meets the commercial station’s most important requirements, a set that embraces knowledge acquired through 20 years of actual station operating experience. Result: low operating cost, air-cooled tubes throughout, fuseless operation, surgeproof metal rectifiers, and other equally important advantages. That’s why we say "Keep an eye on these stations."
FCC Court-Nipped

THE FCC GOT more than it bargained for when it went to the legal mat with Publisher (now Naval Commander) James G. Stahlman on its right to subpoena witnesses for its newspaper-divorce inquiry. Unwittingly, it collided with the auditory juridical fact that its inquiry, at least insofar as a majority of the U. S. Court of Appeals for the District of Columbia is concerned, is a forlorn hope. The court made it abundantly clear it will not condone discrimination against newspapers as broadcast licensees.

As reported in this issue, the preponderant legal view in Washington is that the FCC won the battle but lost the war. In measured phrases, Chief Justice D. Lawrence Groner, supported by Associate Justice Fred M. Vinson, told the FCC that while it legally can conduct the inquiry, it can’t do anything about newspaper ownership of stations under the existing statute or under established court precedent.

In significant language, Chief Justice Groner served notice on the FCC that, all other things being equal, the FCC can’t deny a newspaper the privilege of operating a station. This issue was not squarely before the court; the only question involved in the appeal was the right of the FCC to subpoena witnesses for such an inquiry. Yet, in its dicta the court put its finger on the heart of the controversy, and without equivocation told the FCC what it thought.

Even the FCC’s right to conduct the inquiry was circumscribed in the momentous decision. The Commission can’t indulge in a fishing expedition and require witnesses to bare their records “in the hope that something will turn up, or to invade the privacy protected by the Fourth Amendment”, it commented. That’s precisely what the FCC’s investigating staff undertook in the pre-hearing phases, according to industry spokesmen.

The sudden and totally unexpected comment of the court (lawyers call it dicta) is causing the FCC’s majority no little consternation. Only a week before, the FCC’s majority for the second time denied a request of the Newspaper Radio Committee that the proceedings, which have limped along since last July, be suspended for the duration. The majority said it would be in the public interest to rush the proceedings to a conclusion, holding it would be a benefit rather than a detriment in the war effort.

The Commission might have been spared the humiliation it now must shoulder had it heeded the deferent request. It has been told now that it is fighting a lost cause. The majority, however, obviously clings to its contention that it is conducting the inquiry with an open mind; that the court has upheld its right to make the investigation, and that the public interest is being served.

Nevertheless, the court’s thumping opinion can only be interpreted as a repudiation of the FCC. One cannot banish the thought of the many thousands of dollars in public and industry funds that have been expended; of the valuable man-hours frittered away, and of the anguish caused an industry.

In the light of the ruling, it would appear that the FCC now has no valid reason for holding newspaper applications in its “suspense” file, since the court directs that all applicants must be treated alike. A test case on this score would prove illuminating.

Comdr. Stahlman’s defence of the FCC’s subpoena, ably advocated by Attorney Elisha Hanson, transcended the mere issue of appearance before the FCC. He challenged the Commission’s right to conduct an inquiry calculated to discriminate against newspaper or other applicants for facilities. The principles for which the litigation was initiated now have been established.

And the FCC’s minority, Commissioners Craven and Cox, who have consistently opposed the newspaper inquiry, can properly feel their judgment has been sustained.

Chips, War & Abuse

SINCE THE WAR began, expressions have come from the FCC, the Department of Justice and other Governmental regulatory agencies that the civil statutes haven’t been suspended and that business in the investigatory, regulatory and litigation lines must go forward as usual. “Let the chips fall where they may” is the approach.

The same approach, it seems to us, should prevail in Congress. For years, broadcasters have been demanding a reappraisal of the 15-year-old law governing broadcasting. There have been several half-hearted preliminary investigations during the last few years. Then the House Interstate & Foreign Commerce Committee decided it should do something about modernizing the law and clarifying its intent. Hearings were authorized, but no date has yet been set.

Since the war developed, however, there have been indications of lack of interest in such hearings, both within the industry and without. The FCC majority is opposed to a new legislative study.

Last week there suddenly developed a new demand for an inquiry—from Rep. E. E. Cox (D-Ga.), ranking majority member of the House Rules Committee. He charges the FCC and its chairman with “monstrous abuse of power” and lambasts the “active and ambitious Gestapo” allegedly maintained by Chairman Fly. He urges an attempt to “federalize all means of communications”.

Those charges are serious. They have been heard before. Rep. Cox is no junior member of Congress. He is one of the recognized leaders in that body. Chairman Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee, likewise is one of the key members of Congress and he has seen the necessity for a reappraisal of the Communications Act.

If the civil statutes are not to be suspended, then it is the duty of Congress to undertake an inquiry into regulatory aspects of communications. And it’s up to the industry it seems to us to prepare a comprehensive and formidable case for a revised statute that will spell out the functions of the regulatory authority and its relationship to all other regulatory agencies. Grave charges have been made against the FCC. It should be given an opportunity to answer them.

Shepard: No. 1 Man

RADIO MAN No. 1 in Washington is John Shepard, 3rd, president of Yankee Network and for 20 years a practical broadcaster and industry leader. His selection as chairman of the Broadcasters’ Victory Council wins spontaneous industry support because no broadcaster is more thoroughly conversant with industry problems or has displayed greater energy toward their solution.

America is at war. So is radio. Stern measures must be taken in the national welfare. Strong-willed men, familiar with radio’s minimum requirements and having the industry’s confidence as well as that of key Government figures, must be on the Washington scene.

It is most unfortunate that the industry has not been able to present a united front the last few months. The fact that the NAB, by virtue of personality reasons, has not been able to function adequately, made swift action essential. George B. Storer, as interim NIB president, established a strong group by effecting a coalition of the existing trade association, which drafted Mr. Shepard for the all-important Washington liaison assignment.

Whether all agree with the manner in which the Council was created is not of paramount importance. These are not normal times, and ordinary procedures cannot be followed. The fact that feelings may be hurt, or that conventions have not been adhered to, should not be taken into account.

Rough days are ahead—rougher than most broadcasters anticipate. With a man like John Shepard on the scene—a broadcaster who knows what it takes to run a station (and a regional network) for 18 hours a day, 365 days a year—every broadcaster can rest assured his maximum interests will be served. It’s a thankless job for Mr. Shepard and for those others who will volunteer their services. The industry should be grateful it has such men around.
WHEN he was 14 years old, Victor Michael Ratner threw away his school books, lied about his age, and went to sea. Before he was 21, he had attended two universities, dropped out of both, and defeated Ed Don George in a college wrestling match. Today he is working in an executive capacity at Lord & Thomas.

Ratner admits that his career set out in a number of different directions—reading and studying and wrestling—until he became an advertising man in 1927. But from that time on, there has been singleness of purpose and progress. Any personal history of him is not a record of travel or medals or dinner-table speeches—but of jobs started and finished and of definitive pieces of promotion.

Born in New York City on June 10, 1904, and educated in its public schools, Ratner turned rebel midway through high school and signed up on a ship. His boat had docked at England, France and Honduras before he returned to New York, fifteen years later a full-fledged man of the sea. Then he went back to his textbooks and finished high school.

Ratner likes to poke fun at his own college career. He entered Columbia University and stuck out for a year-and-a-half, then started at the University of Michigan and again dropped out after a year-and-a-half. He wrote for both colleges, won the freshman championships.

At a small, very small agency to start with, Ratner joined the J. L. Arnold Adv. Co. as an office boy, and, within two years, had charged up to the top as a $60-a-week vice-president—but the depression caught up with this small firm and Ratner left in 1930 to join the CBS promotion department.

Ratner's history, in the next decade, follows the same sharp curve Columbia's. He started as a talented but obscure copywriter for a network that was just beginning to get sure-footed and to climb into nationwide audiences and advertising. Ratner's chief at CBS was Paul W. Kesten, now vice-president of the network but at that time newly-appointed director of sales promotion.

Kesten's early CBS promotion is legendary among network copywriters and indeed in the whole industry. It came at a time when radio had to prove itself, to show in intelligible but scientific terms that it belonged with other tested nation-wide media. Kesten's answer to that challenge—his kind of promotion—has been one of the strongest influences on the work of Vic Ratner. "Paul Kesten," Ratner affectionately, "created the style pattern for CBS promotion. All I had to do was to follow the pattern he had set."

But it was not as easy as that. It was a demanding pattern that required tough economical writing—and an even tougher ability to think hard.

In 1935, Kesten was graduated to the CBS executive floor and Ratner took over as promotional director. He set an amazing pace in his five years as head of the department. CBS promotion was always skillfully adjusted to fit into the changing radio picture, pulling its oars against the current as it were, and which has carried CBS to its present position.

An unusual feature of Ratner's work was that it often passed beyond the simple, hit-them-again-harder promotional formula and stretched into wider fields. Already famous in a select circle is the section in the CBS presentation, Radio Today, which explored the psychological reasons why radio is such an effective medium—quite apart from the enormous circulation it delivers.

In another field, radio news coverage, he turned out a new style of history book—Vienna and Crisis, which told the story which radio reported as it happened. Both these footnotes for historians of the future (and particularly the handsome Crisis volume) are treasured parts of many advertising men's libraries.

Toward the end of Ratner's half-decade as CBS promotion director, he turned his attention to heavily documented presentations and research pieces—for the general radio job had been well taken care of, and promotion was beginning to boil down to hard-headed, figure-studied studies.

A different thing that happened to Ratner, as CBS advertising chief, was that he was the head of a quickly-growing department; and, in the last few years, he has been increasingly absorbed in the executive operations of a vastly enlarged department.

Married to the former Letitia Ide, Vic has two children—four-year-old Stephanie and baby Timothy—though his farm in Connecticut seems to be remarkably incompetent around the house, reads enormously, and (used to) love fast driving.
GEORGE LANE, Twin City style- 

BETWEEN THE MIKE

DAN RUSSELL, production supervisor of CBS's international division, has been named roving field representative for the CBS Latin American network by Edmund A. Chester, CBS director of shortwave broadcasting and Latin American relations. He will go in the field for CBS in early March when the Latin American chain of 20 affiliates in 20 neighboring republics starts full operations.

DEI CAMP, announcer and supervisor of the transcription department of WTAG, Worcester, has been appointed Industrial Specialist in the Radio Division of the Blue Network. Formerly with WOR, New York, during which time he commented for the Blue Network, he will now be in charge of photographs. Helen Dunlop will succeed Miss Har- 

SELWYN JAMES, foreign cor- 

VICE ROSCI of the accounting staff of WBBM, Chicago, has enlisted in the Marines.

ROBERT HAFER, former announcer of KOAM, Pittsburg, Kansas, has joined the CBS Hollywood production staff, assigned to 1 Way There, sponsored by General Foods Corp. on 9 CBS Western stations. Monday, 9- 

TED HEDGER, NBC Hollywood producer, is on leave of absence to take over a writing assignment on the Radio Valley, produced by the National Dairy Products Corp., on Blue Network.

CLETE ROBERTS, program director of WPNI, Chippewa Falls, Wis., has joined the CBS Hollywood production staff, assigned to 1 Way There, sponsored by General Foods Corp. on 9 CBS Western stations. Monday, 9- 

GAYE WHITMAN, Hollywood commentator, has been signed in that capacity on 17 defense training shorts to be filmed under Navy supervision.

TOM FRANDSEN, KPI-KEC, Los Angeles, announcer, has joined the National Navy.

CLIFF DANIEL, program director of WKEI, Pittsburgh, was hospitalized by a "strange affection of the chest.

EVELYN TOLIN, since 1937 a staff member of WEII, Boston, has been named assistant to the public relations director. Carol Savage has been appointed the staff secretary to Walter Murphy, WEII public relations director.

WILLIAM JOLESCH, director of publicity and continuity at KROD, El Paso, has resigned to accept a position in the production department of the Blue Network in Chicago.

GUY R unimaginable, news commentator of KMUX, St. Louis, is the father of a baby girl, his second child.

GEORGIA LANE, Twin City style- 

BETWEEN THE MIKE

DAN RUSSELL, production supervisor of CBS's international division, has been named roving field representative for the CBS Latin American network by Edmund A. Chester, CBS director of shortwave broadcasting and Latin American relations. He will go in the field for CBS in early March when the Latin American chain of 20 affiliates in 20 neighboring republics starts full operations.

DEI CAMP, announcer and supervisor of the transcription department of WTAG, Worcester, has been appointed Industrial Specialist in the Radio Division of the Blue Network. Formerly with WOR, New York, during which time he commented for the Blue Network, he will now be in charge of photographs. Helen Dunlop will succeed Miss Har- 

SELWYN JAMES, foreign cor- 

VICE ROSCI of the accounting staff of WBBM, Chicago, has enlisted in the Marines.

ROBERT HAFER, former announcer of KOAM, Pittsburg, Kansas, has joined the CBS Hollywood production staff, assigned to 1 Way There, sponsored by General Foods Corp. on 9 CBS Western stations. Monday, 9- 

TED HEDGER, NBC Hollywood producer, is on leave of absence to take over a writing assignment on the Radio Valley, produced by the National Dairy Products Corp., on Blue Network.

CLETE ROBERTS, program director of WPNI, Chippewa Falls, Wis., has joined the CBS Hollywood production staff, assigned to 1 Way There, sponsored by General Foods Corp. on 9 CBS Western stations. Monday, 9- 

GAYE WHITMAN, Hollywood commentator, has been signed in that capacity on 17 defense training shorts to be filmed under Navy supervision.

TOM FRANDSEN, KPI-KEC, Los Angeles, announcer, has joined the National Navy.

CLIFF DANIEL, program director of WKEI, Pittsburgh, was hospitalized by a "strange affection of the chest.

EVELYN TOLIN, since 1937 a staff member of WEII, Boston, has been named assistant to the public relations director. Carol Savage has been appointed the staff secretary to Walter Murphy, WEII public relations director.

WILLIAM JOLESCH, director of publicity and continuity at KROD, El Paso, has resigned to accept a position in the production department of the Blue Network in Chicago.

GUY R unimaginable, news commentator of KMUX, St. Louis, is the father of a baby girl, his second child.

GEORGIA LANE, Twin City style-
Is Your time BIG-TIME?

★ IT CAN BE . . . WITH THE RIGHT PROGRAM MATERIAL

No block of time on any station is productive in itself. It's what goes into that time that sells goods . . . it's the program that counts. And the feature you can recommend with confidence to advertisers—present with pride to listeners—is THE TEXAS RANGERS LIBRARY! More than 300 different selections—western, Latin, hill-billy, novelty, vocal and instrumental numbers, brilliantly produced and recorded in Hollywood by America's most versatile eight-man musical organization! At a new low cost, The Texas Rangers Library can make your time BIG-TIME any time!

The TEXAS RANGERS of CBS and Hollywood

Nationally famous Men of Music, who have built a loyal following of millions, coast to coast. Veterans of network commercials and sustainers—stars of outstanding transcribed spot successes for Old Gold, Socony-Vacuum, Mid-Continent Petroleum and others—featured in a whole string of big westerns . . . The Texas Rangers are ready now to appear on your station exclusively in your market!

★

TODAY, WRITE FOR YOUR STATION'S COPY OF THE TEXAS RANGERS' NEW BOOK . . . "ROPE 'EM IN"

SORRY BUT...
Kellogg's have sewed up the entire Texas market and Carey Salt has done likewise in the Kansas City area. All other markets are wide open . . . First come, first served!

The TEXAS RANGERS LIBRARY
★ AN ARTHUR B. CHURCH PRODUCTION ★
HOTEL PICKWICK 10th & McGee Kansas City, Mo.

BROADCASTING • Broadcast Advertising
February 2, 1942 • Page 35
Canadian Broadcasters Plan Discussion Of War Problems at Feb. 9-11 Meeting

THE THIRD wartime convention of the Canadian Assn. of Broadcasters to be held in Montreal Feb. 9-11 will deal mainly with the part Canadian broadcasting stations are taking in the Dominion's war effort. Government officials and American broadcasters are on the agenda.

The convention will be conducted on a more formal basis than usual. Two luncheons and a formal dinner are scheduled.

Miller, Shirer Stated
Speakers include Herbert Lash, director of public information, Ottawa; J. W. G. Clark, director of Royal Canadian Air Force and Canadian Army public relations, Ottawa; Frank Ryan, former manager CKLW, Windsor, now of the public relations staff at the Wartime Prices and Trade Board, Ottawa; John Atkins, administrator of the Publishing, Printing & Allied Industries for the Wartime Prices and Trade Board, Ottawa; Neville Miller, NAB president, Washington; Lynne C. Smhey, NAB director of engineering, Washington; William L. Shirer, CBS commentator, New York. In addition there will be a director of the Canadian Assn. of Advertisers, and most likely officials from the Canadian Broadcasting Corp., including Maj. Gladstone Murray, New York, and Dr. Wm. Frigon, assistant general manager.

Measures to be discussed also include standardization of rate structure and the possibility of developing a standard measurement of station listening habits; bulk buying practices; free time; agency franchise revision; Churchill Fund for which considerably more tickets were sold through member stations; plans to form a school for announcers.

A closed meeting will be held with the directors of the Canadian Assn. of Advertising Agencies, and also one to deal with revision of the CAB constitution and financial structure of the CAB. It is hoped that some of the summer sessions on the last afternoon for stations affiliated with the CBC commercial networks, and stations not affiliated with the CBS.

Wartime discussion will include work of the National War Finance Radio Committee, through which all governmental radio advertising is being handled.

Program Censorship Notes

WHEN CENSORSHIP resulted in the suspension of the daily open-mike network programs of WWDK, WDSR, Philadelphia, it found it on its hands scores of defense stamps in specially designed booklets which it gave to each participant on the broadcast. Listeners are now being asked to write to the station criticizing any phase of the station's activities and suggest changes. The best suggestions earn de facto censures.

After conducting a man-on-the-street show for ten years, Dale Morgan, KSO-KKRT, Des Moines, Iowa, has changed the format to include impromptu forums by a series of interviews and industrial broadcasts. Visiting celebrities and Iowa people with an interesting background are enabled to discuss local matters, Wednesday and Fridays. On the other three days Morgan visits the various industrial plants, mines and unusual business institutions in the state.

Audience Gains Shown Since Attack on Hawaii

LISTENING audiences to evening network commercial programs have gained at least 13% as a result of the Pearl Harbor attack, according to a special analysis released by the NBC Research Division from tabulations of C. E. Cooper's Nighttime network sponsored ratings.

Analysis shows a 21% rise in aggregate ratings between the Nov. 25 and Jan. 18, and a 17% rise as compared to the last radio newspeak reached in December immediately following the Japanese attack.

1941 Business (Continued from page 8)

A slight increase in confectionery advertising was noted, though the problem was complicated by reclassification of products. Network drug and toilet goods advertising experienced a growth in dollar volume as compared with 1940, rising more than $5,000,000. The principal increase has come since 1939, when its volume amounted to $2,000,000. The percentage increase for this class of business over the previous year was 20% in 1941.

Financial and insurance advertising remained comparatively unchanged in 1941, though advertising by this product class has nearly tripled since 1938. A slight increase in food advertising was expected, but the changes were obscured by reclassification of business types.

Jewelry and silverware advertising increased about 16% and was more than five times the volume of $500,000. Petroleum products and fuel, almost entirely comprising gasoline and motor oil advertising, rose about 40% in 1941 as compared to the previous year.

Net Product Data
Network advertising of soaps and household supplies increased 24% in 1941 as compared to the previous year, and experienced the second greatest gain in dollar volume—approximately $2,000,000.

Advertising by publications is estimated to have experienced the greatest relative growth of any product class, rising in the neighborhood of 80%. Travel advertising dropped sharply, as was expected. The necessary reshifting of minor classifications from recent years renders any analysis of the miscellaneous group impracticable.

Shifts in the relative use of national network advertising by different classes of products in recent years have resulted in significant changes in the percentage gross billings represented by various product groups. These are depicted for 1935, 1939 and 1941 in the following table:

Estimated Percentage of National Network Revenues Expressed by Different Product Groups

<table>
<thead>
<tr>
<th>Product Group</th>
<th>1935</th>
<th>1939</th>
<th>1941</th>
<th>% of total gross billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive</td>
<td>2.2%</td>
<td>1.6%</td>
<td>2.0%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Housing equip. &amp; tools</td>
<td>8.5%</td>
<td>8.0%</td>
<td>7.6%</td>
<td>15.0%</td>
</tr>
<tr>
<td>Tobacco products</td>
<td>7.2%</td>
<td>14.0%</td>
<td>14.5%</td>
<td>26.0%</td>
</tr>
<tr>
<td>Confectioners &amp; soft drinks</td>
<td>2.9%</td>
<td>2.9%</td>
<td>3.0%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Dairy products</td>
<td>2.3%</td>
<td>2.7%</td>
<td>2.9%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Grocery &amp; dry goods</td>
<td>5.6%</td>
<td>5.6%</td>
<td>5.4%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Food products</td>
<td>10.4%</td>
<td>13.3%</td>
<td>12.8%</td>
<td>25.4%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>13.6%</td>
<td>14.5%</td>
<td>13.8%</td>
<td>27.2%</td>
</tr>
</tbody>
</table>

Total gross billings 100.0% 100.0% 100.0%

Probably the most important tendency to be noted from the table above, Dr. Hettinger said, is the increasing concentration of network sales efforts.
THE NEW YORK audience instinctively dials ten-fifty for news, because WHN offers the most complete news service, in number of features and commentators.

Look at 'em. Four of the biggest news-names in radio, and all of them heard regularly on America’s most powerful independent station.

Then there’s WHN’s famed "NEWSREEL THEATRE OF THE AIR" (the feature that helped increase an advertiser’s distribution six-fold), and thirteen newscasts a day of complete UNITED PRESS and ASSOCIATED PRESS news.

Still room for another advertiser or two in the WHN News schedule—but better get the dope from us right away!

WHN
50,000 WATTS
1050 KILOCYCLES
AMERICA’S MOST POWERFUL INDEPENDENT STATION
Wage-Hour Move
THE Wage & Hour Division of the Department of Labor, headquartered in Washington since it started operation in October, 1938, is scheduled to be moved to New York about Feb. 15 or March 1. New headquarters of the agency, charged with administration of the Fair Labor Standards Act, will be at 1560 Broadway, New York. About 500 employees are involved in the transfer, including a number of attorneys detailed from the Labor Department legal staff to handle wage-hour litigation. The Wage & Hour Division is one of about a dozen Federal agencies being moved from Washington under a decentralization plan to make room for mushrooming defense agencies.

"THAT REMINDS ME—THERE'S A BARREL OF BUSINESS IN THE RED RIVER VALLEY! AND WDAY'S SMART ADVERTISERS ARE SURE CASHIN' IN!"

WFNC Joins MBS
WFNC, Fayetteville, N. C., on Feb. 8 will join Mutual, bringing the total number of MBS affiliates to 197. Owned by the Cumberland Broadcasting Co., WFNC operates on 1450 kc. with 250 watts power unlimited.

Balter for Ziv
SAM BALTER, whose Inside of Sports was heard over the Mutual Network sponsored by Brooklyn Phillies cigars, has arranged with Frederic W. Ziv Inc. for a series of transcribed shows to be titled It May Never Happen Again. Transcriptions are being cut in the World Broadcasting System studios under the direction of John L. Simu, vice-president in charge of the Ziv New York office.

C. M. PASMORE
FOR SIX MONTHS of the year Saturday night is Hockey Night to Canadian radio listeners, and the man responsible for forming this habit with radio audiences is C. M. Pasmore, dean of Canadian timebuyers. "Pas" as he is known in the broadcasting and advertising industry, has been with MacLaren Adv. Co., Toronto, since 1926, when he started the radio department for this agency.

His experience with radio as a medium was nil; he didn't even own a radio receiver when Jack MacLaren, agency president, dumped the radio end of the Canadian General Electric account in his lap and told him to go ahead with it, expand it from a one-station to a network show.

From that first radio venture Pas (no one knows and he won't tell what the C. M. stands for) began hockey broadcasts for General Motors of Canada, first on Ontario stations, gradually increasing to coast-to-coast coverage till 28 stations were on the roster. The depression cut this to 18, and after 5 years General Motors was succeeded as sponsor of the Saturday night hockey broadcasts by Imperial Oil Ltd., subsidiary of Standard Oil. Under Imperial Oil's sponsorship the broadcasts are now in their sixth year, are carried every week from Toronto on 39 stations, from Montreal in French on 8 stations, the largest sponsored weekly network show in the Dominion.

"Pas" has also handled other network shows for advertisers as Dominion Rubber, subsidiary of United States Rubber, Ontario Hydro, Tuckett Ltd. (toacco) and other nationally known Canadian firms.

He was born 53 years ago in Western Ontario, educated at Toronto, and entered newspaper work, holding executive posts with the former Toronto News and the Toronto Leader. He began to sell space in newspapers and magazines in 1923, then edited the advertising trade weekly Marketing at Toronto for a year, following which he was asked to form the radio department for MacLaren's.

Set Survey Shows New York in Lead
Has 11.9% of the 57,400,000 Receivers in the Nation

WITH AN estimated 6,750,000 sets in use, New York State had 11.9% of the aggregate of 57,400,000 receivers in the United States when the new year began, leading all other States, according to the pre-census estimates of O. H. Caldwell, editor of Radio Retailing Today and former member of the Federal Radio Commission. Pennsylvania ranked second with an estimated 4,740,000 sets or 8.3% of the nation's aggregate; Illinois third, with 4,000,000 sets or 7% and California fourth with 3,700,000 or 6.5%.

By States
Following are the State estimates:

- Rhode Island: 18,000
- New Hampshire: 58,000
- New Jersey: 2,200,000
- New Mexico: 185,000
- New York: 6,720,000
- North Carolina: 352,000
- Ohio: 8,580,000
- Oregon: 900,000
- Pennsylvania: 4,740,000
- Rhode Island: 380,000
- South Carolina: 235,000
- Tennessee: 278,000
- Texas: 2,226,000
- Utah: 285,000
- Vermont: 185,000
- Virginia: 380,000
- Washington: 940,000
- West Virginia: 788,000
- Wisconsin: 1,330,000
- Wyoming: 165,000

Total, U. S.: 57,400,000
Agencies

TOM McAVIDT, formerly Lord & Thomas New York vice-president in charge of radio, has joined James L. Stogner Agency, Hollywood, talent service, as an associate, assuming his duties in early February.

NEWBY, PERON & FLYCRAFT, Chicago, has moved to new quarters at 52 E. Van Buren St. from Bldg. Telephone is Harrison 9494.

HERB A. SHUTTS, formerly director of research for MacManus, John & Adams, Detroit, has joined MacFarland, Avayard & Co., Chicago, as director of research and marketing.

ADCO ADV., Los Angeles agency, has appointed Reuben Farrow, Jay Moss, associate of that firm, to continue to operate the Hollywood agency in his name at 1402 N. Stanley Ave.

GAY B. LITTLE, for nine years advertising and public relations director of Adolfo Milk Farms, Los Angeles, has established a general advertising agency at 55 S. Oxford Ave, that city, under firm name of Little & Co. Associated with him is Alex Walsh, and the firm's clients include Kelite Products Inc., U. S. Home Flying & Baking Co., Kasman Farms, as well as Adolfo.

EDWARD BATTEY Jr., director of research at Compton Adv., New York, has joined the firm.

HORTON MALLINSON, New York executive of Badger, Browning & Hersey, was on the West Coast in late January to check American Cities radio.


ROBERT L. NOURSE, New York executive of Ai Paul Leffon Co., on the west coast for several years, is in Hollywood to discuss 1942 advertising plans with Robert P. Scott, regional promotion supervisor, and Dorothy Stewart, agency manager in that city.

CLIFF SAMUELSON, advertising vice-president of General Mills, Minneapolis, and R. W. Stafford, San Francisco associate of the same firm, have been in Hollywood during mid-January.

R. CALVERT HAWS, for the last year an account executive of The McCarthys Co., L.A., has joined the Western Precipitation Corp. as assistant to Richard F. O’Mara, sales promotion. Mr. Haw’s formerly was with Hays, Hurst & McDonald, and at one time headed his own agency in Chicago.

B & B Names Hawkes

KIRBY HAWKES, formerly in charge of daytime radio programs for Blackett-Sample-Hummert, Chicago, has been appointed production and creative head of all radio programs produced by Benton & Bowles, New York. Mr. Hawes, an account executive and formerly a radio writer-director at CBS, where he worked on the American School of the Air programs, and produced a weekly program prior to his affiliation with CBS. Newly-appointed business manager of the agency is Foster B. Spence.

Seattle Agency Merger

CONSOLIDATION of three Seattle advertising agencies recently was effected with formation of Lunke-Ryan, Advertising, with offices in the Joseph Vance Bldg, Seattle.


Aid Sought for Ad Men

A PLEA that advertising men be included in the unemployment insurance plan proposed for workers who have lost their jobs due to changes imposed on American industry through war work, will continue to be presented at the meeting of the Assn. of Advertising Men in New York last Thursday.

OFF and Agencies Plan Cooperation

Federal Office About Ready To Book U. S. Programs

A TENTATIVE PLAN for central planning of Government radio programs is being prepared by the radio division of the Offices of Facts and Figures, and may be issued at the end of the week of Feb. 2, according to William B. Lewis, assistant director of OFF, and coordinator of radio for the Federal Government.

At present, Government agencies handle the scheduling and to some extent production of their own programs. Under instructions conveyed to OFF from President Franklin D. Roosevelt and Mr. Lewis, T. Early, that agency will be charged with clearing these programs as to priority and prevention of overlapping and duplication [BROADCASTING, Jan. 19, 26].

Lewis stated that suggestions were still coming into his office from Government radio directors, network officials, trade association and advertising agencies, executives with whom he met during the last two weeks. It will be his job, he said, under these plans to subject to a working test and possible revision as “bugs” are revealed.

It is no plan, he said, to eliminate any so-called “secondary” programs, pointing out that such is not the function of his office and as a result for the networks or individual stations.

Agencies Prepare

To cooperate with OFF in developing coordination between the hundreds of commercial radio programs and the various Government agencies, a committee of agency radio executives is being organized with Frederic W. Wile Jr., assistant to the director of radio of Young & Rubicam, New York, as chairman. The agency committee acts as a coordinator for the offers of time on commercial programs made by the sponsors to the Government.

First fruit of the conference held in November between executives of the OFF radio division and leading advertisers and advertising agency executives, this radio committee is said to be one of a number of such groups to arrange cooperation of all advertising media with the Government war program. It is believed the agency plan will eventually in the future be formulated by the Advertising Council whose membership will include the country’s foremost advertising agencies and representatives of both advertisers and agencies.

First plans for such a council were made at the joint convention of the American Assn. of Advertising Agencies and the Assn. of National Radio Stations, last November [BROADCASTING, Nov. 17].

Concert Name Change

THE NBC Symphony concerts, reorganized as the Blue Network, and the Blue Network work, will continue to be designated “NBC”, it was reported last week, John P. Lichty, manager of the department, and the Assn. of Advertising Men have adopted the NBC Music Appreciation Hour.

BROADCASTING • Broadcast Advertising

February 2, 1942 • Page 39
formidable” trade association is on the scene, persona grata with the regulatory authorities.

The Council organization augurs for a reorganization of the NAB, or in lieu of that, possible creation of a new trade association. This is expected to crystallize at the NAB Convention in Cleveland May 11-14, when moves will be made to disfranchise the major networks in industry affairs, affording them only associate memberships, similar to those held by other industry groups not actually licensed stations.

The future status of NAB President Miller, who has been under fire because of the NAB position on regulatory matters, unquestionably will get the most attention at this convention. Among other events is the expected introduction of a new trade association. This is expected to crystallize at the NAB Convention in Cleveland May 11-14, when moves will be made to disfranchise the major networks in industry affairs, affording them only associate memberships, similar to those held by other industry groups not actually licensed stations.

Mr. Storer, president of the NIB and proponent of the Council plan, was the moving spirit in the creation of the liaison post. Originally, Walter J. Domm, managing director of WTMJ, Milwaukee, tentatively had been selected for the post in Washington. Now supervising a large-scale FM-television building project in Milwaukee, Mr. Domm was not expected to turn his affairs at home to allow sufficient time for the Washington assignment.

Mr. Shepard arrived on the scene last week and has established temporary offices in the Munsey Bldg. An executive secretary, on a full-time basis, shortly will be appointed without salary. Mr. Shepard will remain in Washington for the next month or six weeks, organizing Council affairs and establishing liaison with the multitude of Government agencies identified with the war effort. Afterward, with the office established and the executive secretary on the job, he will work one day a week in Washington and one week to the Washington activity.

To finance the project, all stations are being asked to contribute their highest quarter-hour rate. With overhead of $20,000 and $50,000 into this venture, the company expects to break even within a few months.

Mr. Shepard has named Miss Elisabeth Ruppe, secretary to Henry J. Christal, partner of Edward Petry & Co., station representatives, as his Washington secretary. Miss Ruppe, 21, has been selected for the post in Washington. Now supervising a large-scale FM-television building project in Milwaukee, Mr. Domm was not expected to turn his affairs at home to allow sufficient time for the Washington assignment.

Washington Contacts

Mr. Shepard’s liaison function will involve regular contacts with the FCC, the Washington Office on Priorities, military services, Office of Censorship, Defense Communications Board, and Office of Facts & Figures, which has under stead the function of funneling Government programs for radio. In addition, there will be contacts with other Governmental agencies and with Congress relating to radio activities during war.

One of radio’s best-known figures, Mr. Shepard has been active in industry affairs practically since he began in radio in 1929. In addition to the NAB convention and the parallel Colonial Network, which he directs, Mr. Shepard operates four stations—WNAC and WAAB, Boston; WEAN, Providence, and WICC, Bridgeport.

He has been a director of the NAB several times and is one of its pioneer members. Among other posts, he is chairman of the NAB Defense Committee, formed last year, and is president of FM Broadcasters Inc. It was largely due to the efforts of Mr. Shepard that FM broadcasting made such prodigious strides during the last several years.

FRIENDSHIPS were renewed at court martial of Charlie McCarthy Training Field, during the NB Chase & Sanborn Show, sponsored by Standard Brands. A. K. Spencer (right), J. Walter Thompson Co., New York production executive, now on the West Coast, met (i to r) Private John Christ, formerly Hollywood member of that agency; Lieut. Frank P. Healy, formerly radio director of Frank Stempel Agency, Beverly Hills, Calif., talent service, and Lieut. James Stewart, former film star, all now stationed at Moffett Field, Calif. Spencer produced the program, with Lieut. Stewart defending Charlie against charges that he accepted an honorarium from the Marines after being commissioned by the Air Corps.

LEE WILL MANAGE NET IN OKLAHOMA

ELECTION of Joseph W. Lee, general manager of KGFF, Shawnee, Okla., as president of the Oklahoma Network was announced last week following the annual meeting of the organization. Ross Porter, also of Shawnee, was re-elected vice president, and A. E. Tatum, Ardmore, to fill the vacancy of the liaison post. Originally, Mr. Tatum had been selected for the post in Washington. Now supervising a large-scale FM-television building project in Milwaukee, Mr. Domm was not expected to turn his affairs at home to allow sufficient time for the Washington assignment.

Mr. Lee, 22, was appointed to the Jan. 22 meeting were Tams Binney Jr., KBIX, Muskegon, vice-president; Milton B. Garber, KRCR, Emid, secretary-treasurer, and Robert D. Enoch, KTOK, Oklahoma City, managing director. Mr. Enoch is in charge of network operations from KTOK.

The network, which observed its fiftieth anniversary Jan. 24, comprises KGFF, Oklahoma City; KJRC, Tulsa; KVSO, Ardmore and KADA, Ada. All are affiliated with the Blue Network. Mr. Lee will administer his duties as network president from Shawnee along with active management of KGFF.

ASCAP Appeal Dismissed

The United States Supreme Court on Jan. 19 dismissed the appeal of ASCAP for relief from the provisions of the anti-ASCAP law of the State of Washington, which had been upheld by a Federal Court in that State. Appeal was dismissed by stipulation of counsel for both parties, as since the appeal was filed ASCAP has entered into a stipulation with the attorney general of the State, who has ruled that ASCAP must be operating in accordance with the law and therefore there is no need for an appeal.
How many planes do we need, 100, 500, 5000, 50,000 . . .? The answer is . . . We need enough to do the job completely. Any less than that just isn't enough. The same applies to radio. To do a complete job of selling on the Pacific Coast, use a network that covers the coast completely. Due to the fact that many of the important markets on the Pacific Coast are surrounded by high mountains, reliable long range reception is impossible. Buy the only network that has a local station in every one of the 32 important Pacific Coast markets. Remember, more than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station. This is Controlled Power . . . power where it counts. And plenty of advertisers know it counts . . . nearly twice as many Pacific Coast network accounts use Don Lee than use the other 3 networks combined.

THOMAS S. LEE, PRESIDENT
LEWIS ALLEN WEISS, VICE PRESIDENT.
GENERAL MANAGER

MUTUAL DON LEE BROADCASTING SYSTEM • 5515 MELROSE AVENUE, HOLLYWOOD, CALIFORNIA
Four Video Firms Plan Joint Hookup

NBC, Du Mont, GE and Philco To Submit Project to FCC

PLANS for erection of a television station in Washington and for extension of the radio-relay system of inter-city connection already in use between New York and Philadelphia to link the latter city with Washington have been studied by officials of four television companies and are just about ready for submission to the FCC, it was learned last week.

In place of the original plan of RCA-NBC to establish its own television network along the Eastern Seaboard, the scheme calls for a cooperative set-up, with NBC, Allen B. Du Mont Labs., General Electric Co. and Philco Corp. participating.

Direct Pickup

At present certain programs of WNBT, NBC sight-and-sound station in New York, are picked up directly and rebroadcast by the GE video transmitter in Schenectady and are also being transmitted via the ultra-high-frequency radio relay system to WPFT in Philadelphia, for rebroadcast.

If Commission approval is forthcoming, Du Mont would erect a station in Washington and the relay system would be extended to that city. Du Mont already has a permit to construct a television station in Washington and moreover has equipment on hand which, if it was learned, could be installed in that city within two weeks after the FCC’s OK has been received for the project and the erection of a tower approved by the city’s building authority.

Towers are also available for the three relay stations necessary to relay program from Washington and Philadelphia, it is understood, so that the priority question would not cause delay.

Great Value

While executives declined to talk for quotation at this stage of affairs, Broadcasting was informed that the plan offers an opportunity for immediate public service in the transmission of Army, Navy and Civilian Defense information which could be of inestimable value at this time.

The projected network offers opportunity for television to continue its development, especially with program techniques, during the war period. The four companies are all manufacturers and dealers, but that from its inception it excludes any possibility of its use to foster a television monopoly, it is stated. By sharing costs the plan would reduce the heavy expenditure of these telescasts for each participant.

LONG-TERM CONTRACT for hour-and-half-hour Saturday Night Dancing Party on WSAV, Savannah, Ga., is signed by J. F. Gasan, Savannah Esslinger’s Beer distributor. Smiles beam from, seated (1 to r): Robert M. Brown, advertising manager for Esslinger’s; J. P. Dyer, WSAV account executive; Mr. Gasan; Standing (1 to r): N. W. Brandes; James Rogers Brown, Esslinger’s sales manager; Clark Earl, Esslinger’s New England representative.

Federal Agency Planning Joint Survey To Develop Industry Roster Personnel

TO ESTABLISH a comprehensive roster of the program and production personnel of broadcasting and related fields, the National Roster of Scientific & Specialized Personnel, an agency jointly administered by the National Resources Planning Board and the U. S. Civil Service Commission, is completing plans for a questionnaire survey of all the nation’s broadcasting stations, as well as the radio departments of up to 1,000 advertising agencies, and transcription companies.

With cooperation of NAB, the Civil Service Commission plans to immediately contact every U. S. broadcast station, requesting that all employees in the program and production end of radio fill in one of the questionnaires to be sent them by NRSSP.

First questionnaires will go out to station management, with instructions to furnish a complete list of program-production personnel. Questionnaires also will be sent to the radio departments of advertising agencies and to transcription companies.

In announcing the registration drive, designed to provide a reservoir of potential personnel for Government or defense needs, the Civil Service Commission emphasized that it would extend only to the program-production side of the broadcast, agency and transcription operation. It was pointed out that data on technical employees already is on file. Data supplied through the forthcoming questionnaires is to be card-indexed mechanically and kept on file by NRSSP.

Burroughs Joins Navy

HOWARD BURROUGHS, since March, 1941, administrative assistant to FCC Commissioner Ray C. Wakefield, on Jan. 26 left for active duty with the Navy. A lieutenant, junior grade, in the Naval Reserve, he has been assigned to duty with the Ship Section of the Radio Branch of the Bureau of Ships in Washington. Samuel Miller, of the FCC law department, has been designated to assist Commissioner Wakefield until a successor to Lieut. Burroughs is named.

KSFO SUED BY CBS FOR USING STUDIOS

CBS, through Attorney W. P. Caubu, has filed action in San Francisco Superior Court to eject KSFO from CBS studios in the Palace Hotel. The complaint, in unlawful detainee, states that Associated Broadcaster has possession “without any right and without any permission or consent” of the plaintiff, after expiration period.

The complaint asks restitution of the Palace Hotel premises, plus $1,000 per month damages. KSFO’s agreement with CBS expired at 13:01 a.m. Jan. 1, 1942, but KSFO continued to retain the studios and offices, it is alleged. A contract attached to the complaint reveals that KSFO has been paying $650 a month rental.

KSFO had not answered the complaint Jan. 28. It had until Jan. 29 to file, but there was a possibility it would get delay in filing an answer. KQW replaced KSFO as CBS affiliate in San Francisco on Jan. 1.

KSFO is reported to be negotiating with the Hotel Mark Hopkins for studio and office space both for KSFO and shortwave station KWD, KSFO’s old construction. On Jan. 28 no lease had yet been signed, according to General Manager Lincoln Delar.
*Over One-fourth of Canada's Population Must Be Spoken to in the French Language and Appealed to in a Special Way

THE PROVINCE OF QUEBEC, where 85% of the population is French-speaking, is a market of exceptional importance. It must have special recognition from advertisers who seek to cover Canada. French-Canadians listen to their radios more consistently than other citizens of the Dominion... but because 95% listen to broadcasts in the French language, they require special consideration.

Through its French network of seven stations, the CBC is fully equipped to meet these special conditions and to reach Quebec listeners over their own French stations, on their own French network and by means of their own French programmes.

The CBC has complete information about the listening habits of French-speaking Canadians and the Quebec market.

*French-speaking population of Quebec alone—2,744,550 (Estimated as of January 1st, 1940).
**THE BUSINESS OF BROADCASTING**

**STATION ACCOUNTS**

- sp—studio programs
- t—transcriptions
- a—spot announcements
- r—to—transcription announcements

**KFW, Philadelphia**

Seek & Kade, New York (Pertinax), 3 sp weekly, thru Erwin, Wasey & Co., Chicago.

**IL**


**C. W. Knapp Refining Co., Morris Plains, N. J., 3 sp weekly, thru Ceull & Fuchsia, N. Y.

**Iowa Soap Co., Cedar Rapids, Iowa, 2 sp weekly, thru J. L. Jamison, Chicago.


**Predor & Gamble Co., Cincinnati (Forest Snow), 3 weekly, thru Benton & Bowles, N. Y.

**Pled Co., Warren, Pa. (Pleco cough syrup), 3 weekly, thru Lake-Spie-Shurman, Memphis.


**20th Century-Fox, Los Angeles, Calif. (B-C headache pills), 4 weekly, thru Newell & Bruck Co., Chicago.

**W. A. Schaeffer Pen Co., Fort Madison, Iowa, 2 weekly, thru the Quaker Oats Co., Chicago.

**Adams Chicle Co., Long Island City, N. Y., (Chiclets), 3 weekly, thru Backer & Boyen, N. Y.

**WFTL, Philadelphia**


**Electric Storage Battery Co., Philadelphia (Batten Lighting), 4 weekly, thru Geare-Marston, Philadelphia.

**Keith Cowden & Cigar Co., Philadelphia (watches), 23 weekly, thru Adrian Bauer Agency, Chicago.

**KECA, Los Angeles**

Household Finance Corp., Chicago (finance service), 9 weekly, thru BBDO, Chicago.


**KFWC, San Francisco**


**American Tobacco Co., Paw Patrol, N. Y. (Mall), 2 weekly, thru Ruthrauff & Boyen, N. Y.

**WINS, New York**


**Cigarette Expands**

**BENSON & HEDGES, New York** (Virginia Rounds cigarettes), last week started a series of news programs dealing with the sports world, thru Sat- turday on KMPC, Los Angeles; Monday through Friday on KSFQ, San Francisco, and Tuesday and Thursday on daily Monday through Saturday on WIND, Gary, Ind. Agency is Maxon Inc., New York.

**GERARD Leonard Frederic Philips, SS, founder of Philips Radio and Electric Corp., died last Monday in the Hague, Holland, according to the Netherlands Anena news agency.**

**KFSO, San Francisco**


**General Brewing Corp., San Francisco** (Lucky Lager Beer), 7 weekly thru McCann-Erickson, San Francisco.

**Colonial Damco, Los Angeles (cosmetics), 6 weekly, thru Glasser-Gailey & Co., Los Angeles.

**South Coast Fisheries Inc., Los Angeles** (Top Form Cat Food), 6 weekly, thru Barton A. Bebina, Los Angeles.

**CHML, Hamilton, Ont.**

Swift Canadian Co., Toronto (bog and chick feeds), 3 weekly, thru J. Walter Thompson Co., Toronto.


**Wayfair Ltd., Toronto** (soap), 5 weekly, thru Vickers & Benson, Toronto.

**Canadian Curing Gum Co., Toronto, 6 weekly, thru Baker Adv. Agency, Toronto.**

**KHF, Johannesburg**

W. A. Sheaffer Pen Co., Fort Madison, Iowa (fountain pens), 2 weekly, thru Russell M. Specks Co., Chicago.


**Ex-Lax Mfg. Co., Brooklyn (laxative), 5 weekly, thru Joseph Katz Co., N. Y.**

**KFI, Los Angeles**


**CBC Commercials**

**COMMERCIAL**

broadcasting is still the smallest part of the fare given Canadian listeners through Canadian Broadcasting Corp. stations or network which includes a number of privately-owned stations. Stated Major Gladstone Murray, CBC general manager in Ottawa, recently: "A certain proportion of commercial programs is necessary in order to pay for the sustaining service; many are valuable in the entertainment sense, and some culturally. In the month of November 1941, the CBC broadcast an average of 6% hours of commercial programs daily as compared with 35% hours of sustaining programs. Some stations carry more, and some less than the over-all average of commercials was 16%, the maximum on any one station being 27.1%."
TO THE NAVY goes Wilfred Guenther, general manager of WLWO, Cincinnati, Crosley international shortwave station. Putting aside his civilian clothes for the Navy blue, Mr. Guenther becomes Lieutenant, junior grade. He has been assigned to special duty. Lieut. Guenther recently returned from an assignment in the office of Col. William Donovan, Coordinator of Information. He has been manager of WLWO, for the last two years.

whether the Commission has the power to consider or to adopt and apply a general policy or rule by which persons engaged in the newspaper publishing business or associated therewith may, by reason of that fact alone be differentiated as a class apart from all other persons for the purpose either of preference in the assignment of radio facilities or to disqualification from engaging in the radio broadcasting business.

The Commission, on the other hand, contends that its inquiry under order 79 is proper in connection with its licensing functions under Section 301(e) of the Act, and would also be proper under Section 4(k), which directs the Commission to make annual reports to Congress as to additional legislation deemed by it to be necessary. But in its order Section 4(k) is not mentioned. Nor is the language or form of the order responsive to that section. We have, therefore, considered the question solely under the Commission's general powers and duties and to the exclusion of that section.

Both sides apparently are in agreement that the validity of the subpoena may be tested in the manner in which the question is presented here.

The rule most frequently invoked in challenging the powers of an administrative body to constitute itself an inquisitorial or quasi-judicial board or tribunal and to make findings and conclusions and order a proceeding against one of its members or officers has been that the powers of the Commission to hear and determine matters within its jurisdiction must be properly invoked. Under the rule of Mr. Justice Holmes in Harrison v. Interstate Commerce Commission, 213 U. S. 407. In that case the ICC had of its own motion undertaken an investigation in relation to carrier community of interest as tending to violate or to defeat the purposes of the Act. Mr. Har- riman, an official of the Union Pacific, was called as a witness, and the case went to the Supreme Court as the result of his refusal to answer a question in relation to certain investments in the securities of competing carriers.

The Supreme Court sustained his position, holding in effect that, as the Act was drawn, an investigation by the ICC of its own motion must be an exercise to a lawful purpose embraced within the powers granted in the

2 Sec. 309(a):
If upon examination of any application for a station license or for the renewal or modification of a station license the Commission shall determine that public interest, convenience, or necessity would not be served by the granting thereof, it shall order the denial, revocation, or modification thereof in accordance with said finding...
It does not embrace and should not be extended by implication to embrace a ban on newspapers as such, for in that case it would follow that the power to exclude existing newspapers from schools and churches: and if to these, the interdiction might be applied whenever the Commission chose to apply it. This, we think, would be in total contradiction of that equality of right and opportunity which Congress has intentionally written into the Act, and likewise in contradiction of that vital principle that whatever fetters a free press fetters all:

In this view, we need not consider whether the power exists in Congress, for Congress has not undertaken, and probably never will undertake, to delegate such power to the Commission. Hence it is that in the present state of the law a newspaper owner who is also the owner of a broadcast station may very well say to whoever challenges this dual right: "Who art thou that judgest another man's servant? To his own master be standeth or faileth?"

But in the view we take of this controversy, the Commission's independent right to carry on its proposed investigation is not foreclosed by anything we have said as to its lack of power to prescribe newspapers or, conversely, its power to place them in a position to prejudice the public interest.

In saying this we do not mean to hold or to suggest that the Commission is authorized to require appellant or any others whom it may summon to bare their records, relevant or irrelevant, in the hope that something will turn up, or to invade the privacy protected by the Fourth Amendment, cf. Federal Trade Com'n v. American Tobacco Co., 264 U. S. 205, but only that the Commission may, without interference, seek through an investigation of the interests presented by the application being considered as pertinent to the requirements of the Act, to make and to apply rules and regulations necessary to the conducting of the powers expressly granted.

In the case we have, the Commission's power to conduct the investigation in the manner it has done is obvious, as is the justification for it. Whether the Association of Newspapers and broadcast stations tends to prejudice or to deprive of access to the public news, by reason of its control over the number, or the reproduction, or the dissemination, or the distribution of newspapers, may be made the subject of an investigation. If the Association has had the adverse effect, or if the investigation has revealed such a condition, the Commission may seek to prevent it. The Commission may seek to prevent the situation from arising, and, if it does, we do not think it should be denied the power to act against it.

In the case of the radio writer on the other side of the picture, the Commission proposes to inquire whether association of newspapers and broadcast stations will result in utilisation of improved facilities and experienced personnel in the procuring and dissemination of information, and whether such association may tend to secure greater economic stability and to ensure proper or adequate technical development, and finally, what considerations influence newspaper interests to maintain such associations.

These subjects, except perhaps the last named, are entirely within the inherent powers of the Commission, based on these considerations, and although the information is not for use in any pending proceeding or pending legislation, it was nevertheless within the administrative powers of the Commission to initiate the proposed investigation for the purpose of ascertaining the facts for its guidance in making reasonable and proper public rules, for protection of existing stations, and in the consideration of future requests.

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STERLING INSURANCE Co., Chicago (sickness and accident insurance), has purchased on WJJD, Chicago, a weekly half-hour program "Church on the Hillside," also 30 quarter-hour periods and six five-minute periods a week of live hillbilly music, transcribed popular music and news. Account was placed by Neal Adv. Agency, Chicago.

KELLOGG Co. of Canada, Ltd., Out. (cornflakes), starts on Feb. 3 a weekly half-hour transcription "The Green Hornet" on VONF, St. John's, Newfoundland. Account was placed by J. Walter Thompson Co., Toronto.

CATTELLI FOOD PRODUCTS, Montreal (Cremeo), started Feb. 3 a weekly half-hour recording in Canada "The Cattleman" for Chicago. "The Cattleman" is a semi-technical discussion program of interest to ranchers and farmers. The program will be heard in Chicago, Jan. 24, 39, in Detroit, Feb. 1 and 15, in Montreal, Feb. 21, and in other cities, at request.

CUSHMAN General Foods, Inc. (Creamo), started Jan. 25 a half-hour program on KILO, Los Angeles, "The Alphonso Elms Show" featuring Edwin H. Reilly's wife, Betty. The program was placed by E. W. Reynolds & Co., Los Angeles.

Oglivie Leaves BBC

REIGNITION of Frederick Wolf Oglivie, director general of the British Broadcasting Corp. since 1938, was announced Jan. 25. BBC stated that the resignation was accepted in the move to facilitate the reorganization of the Corporation in the face of existing conditions. Duties of Mr. Oglivie will be undertaken by Sir Cecil George Craves, former deputy director general, and Robert Foot for the duration of the war.

Ohio Oil Series

OHIO OIL Co., Cincinnati (petroleum products) on Mar. 15 will start a weekly half-hour news roundup and program titled "Ohio's Story," on WEVD, New York, on behalf of its Diamond Crystal Kosher Salt, Tielro's Kosher Salt of the Synagogue. The program will be heard in Southern California stations, Advertising Arts Agency, Los Angeles, has the account.

WILMINGTON TRANSPORTATION Co., Santa Catalina Island, Calif., continuing its fall and winter advertising campaign to promote tourist trade, is using from 10 to 15 announcements weekly on KNK, KFOX, KGER, KFXM, KYM, TVC, KFAC, KJAC, KDFK, KELX, TKA, Juana, Tex. Agency is Arthur Meyerhoff & Co., Los Angeles.

GENERAL FOODS Corp., New York, on Jan. 24 started a special Jewish program on WEVD, New York. New York, on behalf of its Diamond Crystal Kosher Salt, Tielro's Kosher Salt of the Synagogue, the weekly quarter-hour series will feature liturgical music sung by noted Jewish cantors and a male chorus, conducted and arranged by Oscar Julius. Agency is Reutel & Bowles, New York.

PEARCE'S BEVERAGES Ltd., Toronto, has announced an edition of the national program, "The Great Voice of Canada," on Jan. 24 and 30. The program will be heard in Southern California stations, Allied Adv. Agencies, Los Angeles, has the account. The program features a variety of Canadian music and news stories. The program was placed by J. E. Price Ltd., Toronto.

"John keeps WFDF Flint Michigan turned up so loud, I can't hear a word the neighbors are saying."

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 runout grooves up to 3/4" 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!
Merchandising & Promotion

Teaser Buttons—Boston Buttons—Money for Songs—New Maps—Funds for Uncle Sam

$1,000 for Songs

WGN, Chicago, is offering $1,000 in prizes to find out which song, from which operetta, its listeners would like best to hear Marion Claire sing. Winning letters, needing no boxtops or labels but only the names of song and operetta and explanations of 50 words or less, will be awarded $300 for first prize, $150 for second, $100 for third, $75 for fourth and $5 each for the 75 next-best. Letters will be used in planning future Saturday night broadcasts of Chicago Theatre of the Air on MBS, on which Miss Claire has already been heard in many popular operettas.

Preferred Time

WDRC, Hartford, has just printed a special, four-page circular calling attention to its new radio schedule, now highly-productive in a national defense territory. The circular says more than 200,000 industrial workers in the WDRC area get up between 6 and 7 a.m., making that hour "preferred radio time.

Defense Manual

WBIG, Greenboro, N. C., has issued a 15-page pocket-size booklet, Manual For Civilian Defense, which gives blackout instructions, first aid treatment and other data.

News About News

KTSA, San Antonio, has printed in calendar form a complete news schedule of the station. The reverse of the schedule gives distances of war-time routes to these places from the United States and its bases. A time schedule is also included, giving time differences in various parts of the globe compared to noon in San Antonio.

New AP Maps

FOR REFERENCE use by radio editors and commentators, Press Assn. is distributing its new master map for radio, comprising 11 maps now in use by Associated Press with additional material and statistics relating to the war activities in each area.

NUMBER 3

WICHITA, KANSAS, IS BOOMING

WICHITA, KANSAS, IS BOOMING

Oklahoma

Texas

Kansas

Wichita, Kansas, is booming—Wichita, Kansas, is booming.

Milwaukee

Columbia

Wisc.

5,000 Watts Day & Night

International Radio Sales - Representatives

Broadcasting - Broadcast Advertising

WISN

MILWAUKEE

5,000 Watts Day & Night

COLUMBIA

Page 48 • February 2, 1942
DEFENSE contributions which Americans were making in war work and in clubs are discussed by prominent women in a Women's Luncheon Forum in Defense, thrice-weekly 10-minute program started on WGN, Chicago, Jan. 28. Removing clothes from Army and Navy camps, service centers and other locations where women are engaged in war work are included.

KLZ, Denver, received a certificate from the Denver Junior Chamber of Commerce for its cooperation on behalf of civic and social advancement in the community.

U OF KENTUCKY, operating WKLY, with beginning copies of the program schedule covering the first six months of 1942. Programs place strong emphasis on morale, Western Hemisphere appreciation and educational phases aimed to assist in the war effort.

WIOD, Miami, is now running a popularity contest between Roy Acuff and Gene Autry, cowboy movie stars, conducted by Layman Morgan on his 5:04-5:54 a.m. Sunnie Roundup, represented in many states and were 67 Florida counties, 21 of the 48 states, Cuba, Bahamas and British West Indies.

WMCA, New York, in cooperation with the Tri-State Naval District, has started It's the Navy. Initial program, Jan. 25, included Harry Herkserfeld as m.c. and Joe Rines orchestra with Felix Knight and Larry Adler as special writers. Written by Gene Wang, radio writer, and directed by Milton Brown, the broadcast also offered a brief message by Capt. Paul Blackburn, chief of the Naval Reserve in the Tri-State Naval District. Other writers and talent have offered their services for the series.

WMFJ, Plattsburg, N. Y., has started a bond buying plan with each employee setting aside a weekly sum to purchase defense stamps. Stamps are then turned into bonds. In addition to the payroll plan, members of the staff have organized a weekly raffle with the prizes given in defense stamps.

WFCJ, Pawtucket, R. I., on Jan. 20 carried a special program directing the new broadcasting studio established by the Radio Club of East Seekonk High School, Pawtucket, R. I. Weekly WCFJ broadcasts, featuring student members of the Pawtucket senior and junior high school radio clubs, will originate in the new studios.

WBTM, Danville, Va., has accounted for sales of $179,500 in Defense Bonds and Stamps through its Little Treasury House, which the station has presented to the city.

KDLY, Salt Lake City, has started a series of half-hour shows, All Out For Victory, designed to promote sales of Defense Savings Bonds, sponsored by industrial and mining concerns of Utah. Sponsor of first group of shows was the Elmo Corp., iron and metal, Salt Lake City, which is presented from the theatre of St. Douglas, Utah, and includes brief interviews with selectors, musical and entertainment directed by Ed Stoker and the KDLY staff orchestra; a contest with a Defense Bond going to the winner who cuts the longest letter on "Every American Should Go All Out for Victory in Buying Defense Savings Bonds".

OREGON stations united last week for a special half-hour program signaling the start of Oregon's Federal Defense Savings Week. Presented from the studios of KOIN-KALE, Portland, message was read by Assistant Secretary of the Treasury Morgantheau, Gov. Charles Sprague and each announcement went through the attack of Pearl Harbor were presented. KOIN later repeated the show by transcription.

WOJO-WGL, Fort Wayne, Ind., have expanded their defense and victory programs. Included will be civilian defense instructions, morale promotion, Army and enlistment campaigns and defense bond sale stimulation. Notes of War II, 5:30-5:40 p.m. on WWOJ, is devoted to news on civilian defense, conservation of needed materials, sales and bond sales, conducted by Luther Brand. Transcriptions, 10:30-10:45 p.m., Monday thru Friday on WWOJ, promote bond sales and enlistments, with telegrams on Victory of You Can Do Business with Hitler, from the Doughboy Miller book. 6:4-6:15 p.m., Monday, Wednesday and Friday, WGL presents Fort Wayne vs. the Ax, featuring local speakers.

WBAL, Baltimore, and the other Balti- more stations have cleared 7:55-8:15 a.m. and 6:15-6:30 p.m. for simultaneous Civilian Defense news bulletins. Hochschild, Kohn & Co., Baltimore department store, has given the last five minutes of its news period on WBAL to the defense news bulletin.

Many are the ways for a maid to win a man! But there's only one way to win the whole rich Roanoke-Southwest Virginia market. That's with WDBJ—the only station that can be heard satisfactorily at all times throughout the entire territory. Twenty-seven primary counties—798,000 people—25.7% of Virginia's retail sales! It's a "buy" any way you look at it—what it?
NEWS devoted entirely to unrestricted information from letters or similar sources about boys in the armed service comprises Victory News, heard every Sunday over KFBI, Wichita, Kan. The 15-minute feature has a tieup with local newspapers which feature the program and urge readers to send in information. In turn the station urges listeners to send news to the papers.

Whence Names?
GENEALOGY of family names is given by Frank Nicholson during the new KFRC, San Francisco What's Your Name? released thrice-weekly. Each program presents interesting highlights in the history and derivation of surnames. Listeners may write in for more complete history, family coat of arms, etc.

Theatre's Production
SERIES of five-minute programs People in Defense, transcribed in the studios of WCSC, Charleston, S. C., by the Dock Street Theatre staff, was received national recognition from the OEM in Washington. Subjects covered in recordings include first aid, salvage, nutrition, and volunteer police duty. Bernard C. Schoenfeld, chief of the radio section, has written the Dock Street Theatre requesting scripts of the plays, and Heyward Mahon, director of the South Carolina Council for Civilian Defense, has also made a request for scripts for use in other cities. People in Defense is written by Philip Clark, dramatist and short story writer.

Ike's and Mikes
RECIPROCAL exchange between a television and regular broadcast station has been worked out by WDAS, Philadelphia, and WPTZ, Plattsburg radio station in the same city. Regular WDAS cowboy feature Hop Johnson's Roundup is arranged after the cameras and microphones, enabling the seeing audience to witness the radio aspect and the radio audience to hear the descriptions of the television setups.

Alamogordo Color
TO ACQUAINT people of the Southwest with the colorful history and background of Alamogordo, a program of variety, drama and narration, Alamogordo Calvados, has been started by KROD, El Paso, Series, which dealt with the life of Cabeza de Vaca in the opening show and which will include sketches on Billy the Kid and Geronimo, is sponsored by the merchants of the Texas City.

HENRY HOST AND COMPANY-HENRY HOST AND
Plays that made radio history—now in book form

THIRTEEN BY CORWIN
Radio plays by NORMAN CORWIN
THE best that Corwin has written—to enjoy, to study, to produce. CARL VAN DONNEN says: "The richest contribution yet to the newest form of literature. Corwin is to American radio what Marlowe was to the Elizabethan stage."
$2.75, wherever books are sold.

Henry Holt & Company, New York
HENRY HOST AND COMPANY—HENRY HOST AND

Songs for Soldiers
SERVICE MEN will hear their favorite songs when their favorite recording of them just as broadcast—on the series of Tuesday evening programs on CBS starting Jan. 27. Titled Wherever You Are, the programs will feature music of late. Singing numbers requested by some member of the armed forces selected for giving the most interesting reasons for wanting to hear certain selections. Transcriptions are made of the program and sent to the man whose requests are filled.

Rumor Problems
THE CONFUSING questions of propaganda, censorship, rumor and other devices launched through enemy sources, and the problems of erecting psychological ramparts at home to combat them will be discussed on a weekly series of five programs on WQXR, New York, with Edward R. Murrow, a former foreign correspondent, as chairman.

Victory Forum
WBAL, Baltimore, presents Victory Forums each Sunday dramatizing activities of the air raid filter center, defense industries, salvage work and other civilian defense work. A 13-piece orchestra is heard on the show which in addition to the dramatic presentation includes views and the Free State Four, a male quartet.

Volunteers to Appear
FROM ARMY recruiting headquarters in Chicago, announcers of WLS, Chicago, will interview volunteers as they are accepted, in a weekly quarter-hour program produced in cooperation with Army recruiting officers, starring Feb. 6.

Soldiers' Silver
ANY MAN in uniform may compete in Silver for Soldiers, new amateur talent show originated at Fort Bliss by KROD, El Paso. The best soldier talent wins $20 in silver each week. Eight fine local firms sponsor the show and awards.

Kidcasts
NEWCASTS designed for youthful listeners is Youth Views the News on KOAC, Corvalis, Ore. Programs bring current news to school children in terms that they readily comprehend.

Fight for Freedom
DRAMA! THEORIES, Joe Freedom, based on an American's fight to keep his freedom, is released weekly on KPO, San Francisco, written by Forrest Barnes.

CHIEF ANNOUNCER Holly Wright (left) and special events chief Gil Hodges of WTAG, Worcester, test equipment developed in one of Worcester's biggest industrial plants for use against incendiaries. The 200,000 volt, yellow pouring from the nozzle were explained on the duo's weekly program Inside of Industry over WTAG.

Florida Stations Granted Transfers in Ownership CONTROL of the new WWPG, Lake Worth, Florida, which just recently went on the air, was acquired by Charles E. Davis, al- so owner and president of 48% stockholder, when the FCC granted consent to a deal whereby R. S. Erskin, local realtor and banker, disposed of 40 shares of his stock in WWPG to Mr. Davis. Consideration involved was reported by the FCC to be $4,000 and gives Mr. Davis a 64% controlling interest. Mr. Davis was elected last year as city commissioner of Lake Worth.

The Commission at the same meeting also approved the application of Laura O'Brien, widow and executrix of the estate of the late James O'Brien, New York sportsman and broker, to transfer 66.25% of the station stock. Recipients under the terms of Mr. O'Brien's will are his two stepsons and sons of his widow—Louis Marshall Hemingway, of Standard Brands Co., New York City, and Edward H. Riter, Inc., Wall Street firm. Deal involves no money. The other 33.75% in WNJO is held by John R. Beacham, West Palm Beach attorney.

Hersholt Award
RADIO WRITING AWARD, to be known as "The Dr. Christian Award," was announced last week by Jean Hersholt, movie and radio star. Hersholt stated that the presentation may become an annual event. Under its terms, the author of the outstanding radio script submitted between Feb. 1 and May 1, 1942, will be awarded $2,000 and the script will be played early in June on the Dr. Christian program broadcast on CBS under sponsorship of Cheseborough and Co., New York, with Mr. Hersholt in the title role.

The following the example of the United States, the Government of Canada in all amateur-transmitting stations. It has also ordered private experimental stations to quit the air.
AWARD Committee of the Radio Executives Club of New York has mailed ballots to members listing the committee’s nominations for the Club award, to be made to the person, persons or organization who, by their contribution, have distinguished the American system of broadcasting during the past year. Nominees include Maj. E. H. Armstrong, for his invention of frequency modulation; Paul White, CBS; A. A. Schechter, NBC, and Adolph Opfinger, MB5, jointly, for the foreign news coverage of all networks last year; and the producers of the following programs: America’s Town Meeting of the Air, U of Chicago Round Table, Information Please, Ford Sunday Evening Hour, American Forum of the Air, Vox Pop, Peoples Platform and Cavalcade of America. Voting closes March 5.

Coast Camp Talent
HOLLYWOOD Victory Committee for Stage, Screen and Radio has officially been designated the organization through which all requests must be made for talent to entertain troops at Army camps and stations in the Pacific Coast area, according to an order issued by Lieutenant General J. L. DeWitt, Commanding General of the Fourth Army and Western Defense Command. In the past confusion has resulted because numerous offices, many with Hollywood connections, made individual requests of talent and studios, both film and radio, with competition between various camps on names and type of entertainment.

AFRA Negotiations
VIC CONNORS, field representative for the American Federation of Radio Artists, has had completed negotiations with WLW, Cincinnati, for a renewal of its AFRA contract and has also held conversations with WCKY, that city, which does not at this time have an AFRA contract. Another field man, Mr. Freitag, in Rochester, N. C., conducting negotiations.

Easter Campaign
ANNUAL Easter campaign for Chick-Chick and Presto Easter Egg dye will run from March 30 to April 4 this year, it was announced last week by Fred Fear & Co., Brooklyn, using 54 stations, call letters of which were announced in the Oct. 27 issue of BROADCASTING. The campaign includes 100-word announcements and participation in women’s programs. Agency is Menken Ad., New York.

NEW PRODUCTION FIRM
ROCKHILL RADIO PRODUCTION, Inc., organization to produce series, packaged programs both live or transcribed, has been established at 600 Fifth Ave., New York, by Joseph Tenenbaum, formerly of Kermit-Raymond, New York production firm. Telephone is Plaza 5-8459.

IN CANADA — It’s the ‘All-Canada’ Stations

 Where But
WSYR
SYRACUSE

Syracuse, N.Y.

AOCY

Where But
can you get the
PERFECT
COMBINATION?
5000 Watts at 570 Kc.

In the Canadian West, every one of the ‘All-Canada’ stations has a tight hold on listener preference in the locality it serves—the best of all reasons why you should make sure you choose the ‘All-Canada’ stations to carry your advertising to the rich markets of Western Canada this year. Ask your advertising agency or All-Canada representative.

THE ALL-CANADA ‘WESTERN’ GROUP

Broadcaster • Broadcast Advertising February 2, 1942 • Page 51
FM for Victory

FOLLOWING the example of many standard broadcast stations, WAOD, FM station of the Detroit News, has started use of the Morse three dots and a dash with a crisp "V for Victory" announcement, immediately following all station identifications.

Listeners Gain Seen

PREDICTION that radio listening will reach record highs in 1942 regardless of the War Production Board's enforcement of the receiver set production is made by Joseph J. Weed, president of Weed Co., station representatives, in a forthcoming issue of the house organ, Weedcasts. Mr. Weed quotes estimates of 60 million radios are now in 87% of American homes and predicts that permitted civilian radio production in the coming three months plus stocks on hand and the fine cooperation of radio repairmen, radio listening hours per capita will reach an amazing height in 1942.

Miss Myles Joins NBC

MARION B. MILLAGE MYLES, formerly managing editor and promotion director of "Parade," Sunday supplement of PM, New York newspaper, or Feb. 2 joined the sales promotion staff of NBC-Red. Previously with Joes Mccutcheon & Co. account for McCan-Erickson, New York, Miss Myles also has been with Saks Fifth Avenue and has done freelance copywriting.

Press Ban Called Dangerous

(Continued from page 9)

post that would seek to keep the Government, then the principal enemy of the press, from using its authority to pass discriminatory regulations or restrictions on the media of communication.

Pointing out that economic stability is a principal factor in maintaining free enterprise, he said he believed that one good, economically and morally independent newspaper in a community is better than a half-dozen precariously supported paper publishers.

Dr. Siebert also held that newspapers are more essential to "our society" than radios. He added that although radio cannot be expected to supplant newspapers, it is an important new medium of expression, and conceivably could become such a competitor for revenue that it might imperil the economic freedoms of the press pointed to the development of facsimile and television particularly as extensions of the broadcasting field possibly affecting the present status of the newspaper and its functions.

Hedge on the Future

As to newspaper-ownership of broadcasting facilities, he observed that such operation provides newspapers with "a hedge on the future." He declared that newspapers have been considered along with any other applicant for any new medium of communications, not with any special privilege in mind, but likewise not faced with an arbitrary denial of their right to apply for and operate such a medium.

Dr. Siebert emphasized also that any newspaper-ownership monopoly that might be created was not as important as "the entering wedge of discrimination against newspapers as newspapers".

Mr. Cluett explained a series of these exhibits breaking down the varying degrees of outside interests involved in the ownership of newspapers.

The exhibits showed also that a total of 970 cities with a population of 2,500 or more received no signals of 2 millivolts or more, including 882 with populations of 2,500 to 10,000 and 88 with more than 10,000. Mr. Ring called attention to 1940 Census figures showing a total of 3,464 cities over 2,500 in the United States.

Lazarsfeld's Data

Based on figures and data compiled by the FCC, Dr. Lazarsfeld analyzed 20 exhibits covering the comparative radio-newspaper service received, in various phases of newspaper-radio association, including an analysis of complaints entered on the Commission's newspaper-ownership questionnaires.

In the 74 communities covered, Dr. Lazarsfeld explained, it was found that in the average number of 1-1 situations cited by the FCC, these communities received 35 copies of out-town newspapers for every 100 copies of the in-town issue, with Mr. Ring's observations on incidental radio service available to 1-1 communities. Dr. Lazarsfeld commented that in 1-1 situations did not mean complete domination of local expression by joint operation of the local newspaper and radio station.

The exhibits also showed that 37 newspaper-associated stations in 1-1 cities outside the 2 millivolt contour of any out-town station accounted for a total wattage of only 13,300 watts, or only .4% of the total daytime power of 801 stations operating at the time of the survey. Those 37 newspapers in the identical situations had total circulation of only 485,900, amounting to only 1.2% of the 40,957,200 circulation of the 1,027 operating newspapers in the country, Dr. Lazarsfeld pointed out. He estimated that only about 2,000,000 persons would be affected in the 1-1 situation where no 2 millivolt outside radio signal was regularly available.

Going into operation aspects of the newspaper-radio relationship, Dr. Lazarsfeld declared that newspapers-operated stations were not appreciably different in their treatment of news and other types of broadcast programs than non-newspaper stations.

Refusal of Space

Dr. Lazarsfeld also described a series of statistical analyses based on answers to the FCC questionnaire sent to 801 standard broadcast stations operating June 30, who were asked specific queries in the questionnaire, the exhibits indicated that 355 complaints were received from stations, including failing to provide newspaper-associated and 309 from non-newspaper outlets, against newspapers refusing to carry program listings except on a paid basis.

FAC-NIC was also registered, three newspaper-associated and 48 non-newspaper, against newspapers refusing to carry program listings on any basis.

The exhibits indicated that 248 newspaper-associated stations, 124 had had arrangements, agreements or understandings with local or out-town newspapers since July 1, 1936, and 124 had not. Of 564 non-associated stations, 144 said they...
had had such arrangements, 361 that they had not.

A total of 36 stations, three newspaper-associated and 33 non-associated, also reported that the local newspaper refused to carry the station's display advertising, according to one exhibit, while 288 stations, 35 newspaper-associated and 250 non-newspaper, indicated the paper had refused, as a matter of general policy, to give space to station news or press releases.

As if they had 'ever experienced difficulty in obtaining news from a press service which was already serving newspapers or other radio stations in the community', another exhibit showed four newspaper-associated stations and 50 non-newspaper stations from any other source.

**Diversity of Expression**

Voicing opposition to any move to discriminate against newspapers as a class in considering applications for broadcast facilities, Mr. Hays declared that newspapers cannot properly be differentiated from any other kind of radio station licensee — preachers, motion picture companies or anyone else having a means of expression or "a pipeline to the market place of thought".

He maintained that if there was to be any discrimination, it would follow logically that the Government, i.e., the FCC, must accept the responsibility of hand-picking applicants for the purpose of securing the proper diversity of expression.

"If you're going to discriminate on the point of who is to own the stations, I don't know where it's going to end," Mr. Hays declared. On the point of the FCC's interest in preventing a monopoly of information sources in the hands of newspapers in some communities, he observed that monopoly aspects of such situations might be of interest to the Justice Department, although such considerations should not concern the FCC beyond at most a determination of facts to pass on to either the Justice Department or Congress.

"You're not dealing with monopoly here," he emphasized. "You're dealing with one class on the chance that it might result in monopoly. We're far better off when there can be a conflict of ideas, but we'll never get it from the Government stepping into the picture."

**Public Interest**

Mr. Hays pointed out that some proponents of such moves as the ban on newspaper-ownership evidently believed that "we shall change all society to make economic opportunities more equal". Termining this a "dangerous" procedure, he held that diversity of thought or expression cannot be validly promoted by denying the rights of some people, that civil liberties cannot be promoted by discrimination. He declared flatly it would be "presumption" for the FCC to let economic considerations involved in an application govern its action on the application.

Mr. Hays stressed also that public interest, convenience and necessity has to be determined from the viewpoint of the listening public, not from the viewpoint of a second newspaper that conceivably might be forced out of business by a station-owning competing newspaper, or by another station. He declared that if the FCC denied one newspaper application simply because it was a newspaper, it thereupon assumed the responsibility of determining who may use the air.

**Putnam Joins Army**

HARRY C. PUTNAM, national advertising manager of KGMB, Honolulu, on Feb. 1 took indefinite leave to join the Army Intelligence Dept. in a civilian status. He will be identified with press-radio information. "Broadcasting is being recognized on an equal footing with the press in this new setup," Mr. Putnam advised BROADCASTING Jan. 24.

"Much of my work will be in connection with radio, so I will feel pretty much at home in spite of the change."

**IT LOOKED AS THOUGH**

The Blue Milk Show on KRSP, St. Paul, with its 16-piece orchestra, quartet and ensemble would go off the air when Amanda Snow, singer, went to the hospital with an acute attack of rheumatism. But they got their heads together and decided to record Miss Snow's songs at the hospital, where a guitarist, violinist and engineer would go into action. The performance is transcribed in duplicate. Leonard Leigh spends an hour Monday mornings directing a mythical orchestra in unison with Miss Snow. For the performance, transcriptions and studio music are synchronized. Leigh directs with the help of a headset. On one occasion the orchestra played a medley of eight Victor Herbert selections, and Miss Snow joined the orchestra, quartet and ensemble in five of the numbers.

**WORLD WIDE OPENS**

NEW YORK OFFICE

WORLD WIDE Broadcasting Foundation, operating WRUL, Boston international shortwave outlet, early in February is to open a New York news room and program department at 630 Fifth Ave., it was announced last Thursday by Walter S. Lemmon, president. A $25,000 grant made to the Foundation by the Council of the American Philosophical Society will finance the office.

Dr. Howard Sharples, director of the Harvard Observatory, is a World Wide trustee, in announcing the $25,000 grant stated that WRUL would broadcast a series of programs from Philadelphia's Independence Square, featuring interviews with foreign-born American citizens. Mr. Lemmon stated that WRUL now is broadcasting in 22 languages and that new broadcast series are being developed for the Philippines, China and Australia.

**TOOTHPASTE TUBES SOUGHT BY RADIO**

LEADING toothpaste manufacturers, desperate for materials for collapsible tubes, are tying their radio programs into a nationwide conservation program. The program is a joint effort of the Collapsible Tube Manufacturers Assn. and the Packaging Institute — the latter includes all the leading manufacturers of nationally advertised toothpastes, shaving creams, and cosmetics.

Advertisers are including on their national shows a spot urging housewives to save all used collapsible tubes. A nationwide collection system is being worked out through local retail drugstores, who will place collection boxes in their stores. The used tubes will be sent to a non-profit salvaging organization which will process the valuable and scarce tin from the tubes.

Proceeds from the sale of this tin will be given to charity. Although the manufacturer hopes to get the melted-tin for their own uses, it may later be diverted to war uses.
A Department Store's Brief Dramas

Five-Minute Stories Prove Effective Sales Getter

By GEORGE GLEVIS
Publicity Director, The New Boston Store, Utica

USE of radio to intrigue the customers' interest will bring worthwhile returns if you don't try to blast with ramrod-stocks the information you want to convey into the ears of your listeners.

Convinced that bombastic outbursts of spot radio announcements coming with startling staccato are really disturbing to radio, we have eliminated them from our radio program because we are sure there isn't a listener who doesn't secretly, if not openly, resent them. Even the radio stations themselves do not favor spots, but they have closed their eyes to their use because they represent a neat source of income, especially from the small advertiser.

Listener Resistance

Anyone who has studied psychological reaction will agree that the prospective customer shudders at the machine-gun blatancy of a commercial which utterly disregards the factor of emotional adjustment. The mind attuned to the beauties of a waltz or reacting to the denouement of a dramatic sequence promptly builds up resistance to any noise, no matter how suave, which breaks in with blunt, factual assertions, running from pill peddling panaceas to the "world's best bargain at the crossroads department store".

Before we reached our decision regarding this new approach to radio advertising, we studied several reasons, which include:

1—Any normal individual is blessed with more than a good measure of healthy curiosity.

2—People generally are interested in dramatic situations, whether in actual life, on the stage or in movies, in books or on the radio.

3—The greatest dramatic situations sometimes transpire in a span of seconds and we recall one of the most dramatic incidents of all time, which was reproduced and recorded more than any other,—King Edward's abdication speech—only a matter of a few minutes on the air. Another example of what can be done with a spot period on the air, is a certain cigarette company's very brief commercial "on the land, in the air, on the sea", with appropriate sound effects. This particular dramatized short

THE department store trend toward radio brings to light interesting tips on how to use the medium as well as how not to use it. The New Boston Store, in the heart of the populous central section of New York State, has its own particular tale to tell.

It's a five-minute drama that regularly greets Utica listeners on WIBX. Mr. Glevis, of the department store, is convinced the five-minute stories are just what the retailer needs. He is also convinced that hot-shot spots aren't always the best means of inducing customers into stores. WIBX or the store can supply sample continuities to those interested in the Utica programs.

has become so widely known that a song has been written about it, carrying the sound effects in music and even some of the exact words.

Paying Dividends

4—Radio listeners belong to the "sugar-coated pill" type—they are willing to take the medicine if you take away the bad taste.

5—It is perfectly logical to weave your radio advertising around incidents that are the warp and woof of everyday living dramas to create an impression on the minds of radio listeners.

6—The above reasons are practical, they are operative, and being the means to an end of "spots", they have helped us to arrive at a decision that is beginning to pay dividends.

That is why we have eliminated "spot" announcements from our radio budget and are spending more money for five-minute dramas. It is really amazing what a little investigation and study will do to show what a surprising amount of information can be sent out over the air waves in a way that will engage the listener's attention and keep him from tuning you out.

Plenty of Material

Thousands of home and office situations, skillfully handled, may serve as a springboard from which these radio dramas can be built. They can be used just as a background theme or setting or take actual part in the happenings to develop a need for some individual item or product or call attention to some special service.

The success of the entire plan, naturally, is the matter of approach and how the continuity is worked out. But a good rule and guide to remember is the type of "soap operas", developed by the pioneer advocates of dramatic situations, prominent on the most obscure radio stations today either by hookup or transcription. These true-to-life dramas are filled with incidents that hold the interest of a large listening group.

While you are allocating your radio advertising dollar you can cry your wares like "Simple Simon" or you can "wise up" and perhaps score a national knockout like the aforementioned cigarette company

—-the choice is yours—how you spend your money is up to you, but you'll get more out of it if you consider the ears of the listener and help rid the air of "sore spots". Your listeners will get your message and you'll get more out of your radio advertising.

Let's take an old exhortation like "you can catch more flies with sugar than you can with vinegar" and bring it up to date as "You can catch more listeners with sugar coated dramas than you can with ear-bursting blurs."

The local station, WIBX, worked with us perfectly in getting this new type of program on the air, particularly Elliott Stewart, vice-president, and Betty Cushing Griffin, of the staff. Part of the success of such a program is due to their assistance and cooperation.

Pebeco Test

LEH & FINK PRODUCTS Corp., New York, is starting its first radio advertising for Pebeco tooth powder this month, using announcements in New York and Dallas, placed by Lennen & Mitchell, New York. On Feb. 9 the company will begin daily announcements on WJZ and WAF, New York, to be broadcast during the early morning participation periods. About the middle of the month four announcements weekly will be started on the Early Birds participation stations on WFAA, Dallas.

Sub for Orson

LADY ESTHER Co., Chicago (cosmetics), has definitely released Orson Welles from his contract as star of the company's CBS program, heard Mondays, 10-10:30 p.m., in view of his pending good-will tour of South America at the request of the Office of Coordinator of Information [BROADCASTING, Jan. 26]. It is understood that the"Mercury Theatre on the Air" will be continued with the participation of a substitute for Welles, starting with the Feb. 9 broadcast. Agency is Pedlar & Rynan, New York.

TO BOOST SALE of Defense Bonds. Hollywood cast of the weekly NBC Radio tugboat program sponsored by General Foods Corp. (Maxwell House coffee) will send out sales appeals before each broadcast. Bonds are awarded by drawing.
BROADCASTING • Broadcast Advertising

February 2, 1942 • Page 55

NET TIME SYMBOLS AFTER FEB. 9 VARY

QUESTION of how to designate network programs on news, time leases issued by the nationwide networks has characteristically produced three separate and distinct answers. At first, time leases for network programs are nationally released in accordance with their broadcasts on the West Coast and are labelled EST. In previous years, during the months that daylight saving time is in effect, certain parts of the country, including New York, the designation was changed to ESTF. 

Queried by Broadcasting as to the designations to be used after Feb. 9 when the wartime daylight saving law went into effect, the networks may later institute their own further daylight saving time. Red Network programs would be shown as EST after Feb. 9. This reasoning was concurred in by the Blue Network, which will also show its programs as EST.

In variance with both of these procedures, CBS has announced that "concurrent with national daylight saving time beginning Feb. 9, Columbia network's time designation on news releases is Eastern Time. This phrase was chosen because the time is no longer standard and because, with national daylight saving, EST seems unessential."

Treasury Disc Series To Be Released Feb. 23

SAID to be a condensed version of the Treasury Hour, three transcribed variety shows weekly, featuring top stars, music and drama, are to be released, beginning Feb. 23, to stations throughout the country by the Treasury Department, announced by Vincent F. Callahan, chief, Radio and Press Sections of the Defense Savings staff.

Lieut. Comdr. John P. Wilson, USN, Hollywood star, through the cooperation of the Navy, will be mc. for the first show, which will present Maurice Evans and Judith Anderson in a scene from "Macbeth" by Shakespeare, streaming from London and from the "Statue of Liberty" by same author. They will also appear on succeeding shows in roles by Paul Henreid as in "La Touche" and "The Statue of Liberty" by same author. Other Hollywood and Broadway stars will take part, including Al Goodman, music director, William Bachar and producer-director the series with William J. Bury, the Willam Morris agency, others as writers. William B. Murray, of the William Morris agency will supervise.

Comic Strip Show

CHILDREN'S drama program of KSO, Des Moines, has been augmented by Jane Arden based on the new feature "Lettuce and Asparagus" in "Register & Tribune". Title role is portrayed by May Floyd Sinek, Chicago actress, and the voice of Gene Shuman is heard on KSD-KRTN announcer. Program is carried on other stations by transcription.

RADIO FOR NIGHT SHIFTS

Midnight-to-Dawn Broadcasts on KNX for Employees in Defense Industries

RECOGNIZING importance of the "swing and graveyard" shifts of aircraft, shipyard and kindred workers, Donald W. Thornbury, CBS Pacific Coast vice-president, on Jan. 21 started a seven-day weekly, midnight-to-dawn broadcasting schedule on KNX, Hollywood.

In a survey of the swing and graveyard situation by Russ Johnson, CBS Pacific Coast program manager, it was found that "swing shift" workers who emerged from dozens of huge aircraft and shipbuilding interest by his first, John W. Clarke, Chicago investment broker, was reported last week. The purchase price was not revealed.

Since control is not involved, the FCC is not required to approve the transaction, though a report must be filed of the change in ownership interest. The contract signed by Mr. Field, it is understood, includes purchase of two hours of time daily on the station for the Chicago Sun, new morning daily which he financed. Dr. George F. Courrier, Elgin, Ill., Methodist Episcopal pastor, it is reported, will remain as president with Doris Keane, general manager, continuing as vice-president and secretary. Mr. Clarke becomes vice-president and treasurer.

WHIP now operates daily on 1030 kc., with 5,000 watts. It will go on a 22-hour schedule March 29 and is completing construction of a new tower on a 300-foot array outside Chicago to give it intensified coverage of the area.

Laughton Leaves Show

P. BALLANTINE & SONS, New-ark (beer, ale), through J. Walter Thompson Co., New York, by mut-ual agreement, have released Charles Laughton, film star, from his contract on the weekly half-hour Blue Network program "Three Ring Circus," following broadcast of Jan. 23. He has been replaced by a weekly guest star policy, with Edna May Oliver taking that spot on the Jan. 30 program. Although Laughton's contract had six weeks to go, termina-tion was arranged by Al Goodman, agency vice-president in charge of radio. Discord between radio and motion picture stars, has been rumored. Besides Berle, the show will continue to feature "Fish and Chips," vocalists with Bob Crosby's orchestra and Bill Goodwin, announcer. Maurice Hol-land is agency producer.

MGM Recording Firm Projected in Hollywood

A NEW recording company national in scope to be headquartered in Hollywood as a subsidiary of Metro-Goldwyn-Mayer has been projected, with an investment of $500,000, by Loew's Inc., MGM parent organization. Final "go ahead" signal is awaited from Nicholas M. Schon, Loew's president. Louis B. Mayer, MGM vice-president in charge of production, following a talk with Tommy Dorsey, orchestra leader, reportedly is arranging an investigation of the record business. Harry Link, music executive, was sent to New York to confer with Eli Oberstein, president of American Record Co., and invite him to join the proposed firm. It is understood Dorsey may be given an interest.

WCKY 50,000 Watts CBS Programs

CRystals by HIPower

The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units is offering to the broadcasting and monitering field, large production and the exclusive Hipower grinding process. All service work will be done by Hipower, under guarantee. Write today for full details.
Decisions . . .

JANUARY 24

WSAY, Boston, N. Y.—Proposed granting CP shift 1970 ke 1 kw directional N. unit (Feb. 17).

NEW, Chicago, III.—Proposed granting CP shift 1970 ke 1 kw directional N. unit (Feb. 17).

KOSI, Seattle, Wash.—Granting CP new station 720 kc 10 kw directional T unit (Feb. 17).

KIRV, Alexandria, La.—Granting CP new station 1280 kc 10 kw directional T unit (Feb. 17).

WGBI, Amsterdam, Tex.—CP 880 kc 5 kw directional N unit (Feb. 17).

WJZ, Camden, N. J.—Granting further hearing license renewal (Feb. 17).

WGST, Atlanta.—Granting further hearing license renewal (Feb. 17).

Radio alarm was invented by Frank Marx, chief engineer of WMCN, New York, so the station can monitor automatically for alerts. The alarm is to be marked by Washington Institute of Technology for other uses, such as putting out street light fuses and informing air raid wardens of an alert. The device is 6" long.

WARTIME PROGRESS FORESEEN FOR FM

MORE FM outlets will continue to appear despite the war, Lee W. McCane, assistant general manager of the Stromberg-Carelson Telephone Mfg. Co., stated Jan. 21 before a meeting of 250 members and guests of the Niagara-Buffalo section of the IRE.

Additional benefits for FM, Mr. McCane stated, may arise from its usefulness as a "blackout" broadcasting system depending on authoritative statements that a leak could not be swung on FM transmitters to make their location known to bombers. At the present time, he concluded in his address, FM would have its biggest future when it was the complete local AM service.

DESPIE WAR demands, no serious setback in 1942 for FM broadcasting is foreseen by Lewis Allen Weiss, vice-president and general manager of the Den Leen Network, West Coast affiliate of MBS, who believes manufacturers will use their limited quotas of materials for quality FM-AM sets to make up for curtailed production of cheap AM midget receivers.

Tentative Calendar

WJAX, Jacksonville, Fla.—CP 920 kc 5 kw directional N unit (Feb. 17).

NEW, Bermuda, Ill.—Proposed granting CP new station 1280 kc 10 kw directional T unit (Feb. 17).

Radial Brackets, Fla.—Proposed granting CP new station 1280 kc 5 kw directional N unit (Feb. 17).

RCA starts new plant for tubes at Lancaster

PLANS for the erection of a new radio tube manufacturing plant at Manheim Township, Lancaster, Pa. have been announced by RCA Mfg. Co. In cooperation with the Navy, manufacturing will be concentrated on special radio and electronic tubes.

Ground will be broken March 1 and completion of the plant is expected Sept. 1. RCA has greatly increased production on these tubes in the past year, Mr. Harrison, N. J., plant of the company.

It was announced that the company in 1941 built over 400% more power tubes than in 1940, 200% more cathode ray tubes and over 300% more special purpose tubes.

Main plant of the RCA Mfg. Co. is in Camden, N. J., with other plants in Harrison, N. J.; Hollywood, Cal.; Bloomington and Indianapolis, Ind.

Cosmetic Test

FINESSE Co., New York, is using radio for the first time for its cosmetics with a four-week test campaign of announcements on WRC, Washington. If the test proves successful, more stations will be added, according to Walter W. Wiley Advy., New York, agency in charge.

New Business

DEPARTMENT OF FINANCE, Canadian Government, Ottawa (Sec.-Treas.), on Feb. 3 starts Dance Orchestra on 64 Canadian stations, 10:30-10 p.m. (EDST); on Feb. 4 starts Dance Orchestra on 64 Canadian stations, 10-10:30 p.m. (EDST); on Feb. 7 starts Dance Orchestra on 64 Canadian stations, 10-10:30 p.m. (EDST). Agency: Advertising Agents.


HECKER PRODUCTS Corp., New York (H-O Onta), on Feb. 15 begins sponsoring the Mayfair Sisters on 11 weeks, 12:30-1:30 a.m. (PST), which will be dropped after the broadcast of Feb. 15. Agency: Norman Rubicam, account manager, Food Process Co., Philadelphia (Thrivo), because of priority transportation problem. Agency: Clements Co., Philadelphia.

Renewal Accounts

GULF OIL Corp., Pittsburgh (oils), on Feb. 15 renews Screen Guild Theatre on 60 CBS stations, 8-9 p.m. (EDST). Agency: Young & Rubisch, N. Y.

LORILLARD Co., New York (Old Gold cigarettes), on Jan. 30 renewed for 13 weeks New Old Gold Show on 35 Blue Network stations, 7-8 p.m. (EDST), which will be dropped on the Coast repeat, 8-8:30 p.m. (PST). Agency: Walter Thompson Co., N. Y.

SOIL-OFF MFG. Co., Glendale, Cal. (cleaning fluid), on Feb. 2 renews Jobber News on 6 CHB stations, 5-5:30 p.m. (PST). Agency: Buchanan & Co., Los Angeles.


Dames Campaign

COLONIAL DAMES, Los Angeles (vases), in a 30-day local campaign which started Feb. 1, is using three-weekly participation on KMCO-Tex., KPSP, KFRA, KCOP, San Francisco, and is continuing participation thrice-weekly in KXSH Manning News, on KNX, Hollywood (Colonial Dames). Dames also sponsor the Find the Woman on 8 CBS California and Arizona stations, Fridays, 9-9:30 p.m. (PST). Agency: Glasser-Galiley & Co., Los Angeles.
Nazis Fear Radio, Restrict Newscasts

Newspapers' Privileges Not Given Radiomen, Dreier Says

Nazi officials so feared the effect of radio on American listeners that network correspondents in Berlin were not allowed to report statements of members of the German High Command at authorized press conferences despite the fact that American newspapers were allowed to transmit them to the United States, according to Alex Dreier, NBC reporter in Berlin who arrived in New York last week.

Mr. Dreier, last American correspondent to leave Berlin before the outbreak of war, leaving the Nazi Capital Dec. 6, landed on four continents on his aerial voyage home from Lisbon. He was accompanied by Fred Bate, NBC London manager, home for a vacation.

Power From Radio

In the German manual for radio, Mr. Dreier says, Hitler has written a forward which states that the Nazi power through the airplane, the automobile, the tank, but more than anything else—through the radio. Because of this, he says, the NBC newsman said, high German officials, during his last days in Berlin, rigorously blue-pencilled radio scripts which finally led to his dismissal from the broadcasting.

In one instance, he related, a German high command officer authorized publication of a statement which read: "The Russians have only one retreat left, from the Crimea, and that is Sevastopol."

Although newspapermen were allowed to send this to the United States, radio censors told Mr. Dreier, "He might have said that but he's wrong and you can't say that on the air."

He said he repeatedly tried to convince Nazi officials—before the entrance of the United States in the war, of course—that it would make a far greater impression on Americans if he were allowed to speak with some degree of freedom. His pleas went unheeded.

Describing the operations of the so-called German Freedom station, the Voice of the Chief, Mr. Dreier said it was generally believed in Germany that it was operated by the Reichswehr, which would explain its continued existence. This was based on several factors, principally the fact that the station continually attacked Foreign Minister Von Ribbentrop, the Nazi party organization, the Storm Troopers and so forth but scurrilously refrain from any attack on Hitler or the Army. This station, he said, is located in the Hartz Mountains and was heard when he left Berlin every evening. So far, the material is of such a pornographic nature, he added, that the average German householder sends his wife from the house before he tunes in.

Frequently he was able to slip

Jap Crack
FRANK SINGISEER, newscaster on WOR, New York, chatted up a new kind of "duffer" the other night by coining a new word. Reading a news dispatch he came to the phrase, "they did a crackerjack job..." But he read it over the air like this, "They did a crack-a-jack job."

Tallulah Signed
TALLULAH BANKHEAD, actress, will begin her first regular radio series Feb. 5 as dramatic star of the Johnny Prearson presents, sponsored on NBC-Red by Philip Morris & Co., New York. To receive $2750 for each week's appearance in a 12-minute playlet, Miss Bankhead will be heard in plays adapted from such authors as Dorothy Parker, Du Maurier, Arnold Bennett, and will be directed by Charles Martin. Agency is Biow Co., New York.

New N. C. Officers

ELECTION of Bryce P. Beard, WSTP, Salisbury, as president, and Richard W. Good, WPTF, Raleigh, as chairman of the board of directors of the North Carolina Assn. of Broadcasters headed the selection of new officers for the broadcasters' group at their recent annual meeting in Wilmington. Others named were: Jerry Winters, WGBR, Goldsboro, vice-president; Nathan Frank, WCBT, Roxboro, treasurer; Josephine Jones, WBCT, Charlotte, treasurer.

material into his broadcasts to bring out the facts that there was a shortage of aviation fuel and leather, but, he said, the Nazis, were quick to catch on and warn him that one more infraction would result in suspension of his privilege. At present Mr. Dreier is in New York awaiting a new assignment and is preparing an article on his experiences for an early issue of American magazine.

TEXACO PROGRAM TAKES FORD HOUR

CANCELLATION of the Ford Sunday Evening Hour on CBS, due to the war situation and its effects on the war industry [Broadc-ast- ing, Jan. 19], has started a num-ber of program shifts by CBS spons-o-ors.

Texas Co., New York, on March 8, week after the Ford Hour signs off, moves its Fred Allen show into the Sunday evening 8-10 p.m. spot, from the program's present location at 9-10 Wednesdays. This move will bring to an end the opposition of Fred Allen and Eddie Cantor on NBC-Red. Texas Co. agency is Buchan & Co., New York.

In the spot, Procter & Gamble Co., Cincinnati, plans to put two half-hour programs, the first from 9-9:30 p.m., probably to be the Random Sherman show, now heard on CBS Fridays at 10 p.m. for Ivory soap, through Compton Adv., New York.

The second program had not yet been decided upon by P&G last week following meetings with Compton, Pedlar & Ryan and Benton & Bowles, which have portions of the P&G account.

Eno Toothpaste Spots

J. C. Eno Ltd., Toronto (American Division), on Feb. 9 will start a 17-week test campaign to introduce Maclean's toothpaste in this country, using 50-word announcements seven times weekly on KGO, San Francisco, and six times weekly on stations with two women's programs on KGO, that city. Programs are Housewives Protective League, and Women's Protective League.

Ethyl Names Champlin
RALPH C. CHAMPLIN, director of public relations of Ethyl Gasoline Corp., New York, has been appointed director of advertising and public relations for the company, succeeding Paul E. McElroy, who has resigned to enter Government service. Mr. Champlin was former-ly with RBOO, New York, before joining Ethyl in 1937.

Bryson Appointed To Succeed Fisher

CBS Educational Director Assumes NBC Position

WITH resignation of Sterling Fisher as director of education for CBS, Lyman Bryson, chairman of the Broadcasting Education Board, was named to assume the position. A graduate of the U of Michigan, Mr. Bryson spent several years in Ontario before joining NBC as a newspaper reporter and following this was a teacher for four years at Michigan. Last May he left to enter the International Red Cross and spent a number of years in Europe in some organization. He is the author of "Broadcast Education," published by the Red Cross, and "Which Way America, The New Prometheus and Working for De-mocracy."

Fisher’s Career

Mr. Fisher has joined NBC as as-sistant to Dr. James Rowland Angell, public service counselor. Dr. Fisher, who last month received a citation from the National School Broadcast Advertising Conference for his contributions in the field of inter-American education by his work in extending the CBS School of the Air from a national to a hemispheric basis, which is now broadcast in Canada and throughout Latin America, is still in establishing a program with an NBC Inter-American Univer-sity of the Air, to begin opera-tions about April 1.

Pointing out the increased need for mutual understanding of each other by all American nations, Dr. Angell said that another part of this need had led NBC to under-take the foundation of "a perman-ent broadcasting institu-tion to serve the entire Western hemisphere."

A native of San Antonio, Mr. Fisher got his B.A. degree from the U of Texas and his M.A. from the U of California, the two being separated by a period of teaching at the U of Western Japan and at Georgia Tech and studying for his Ph.D. in Columbia. After another period of teaching in Japan, he joined the editorial staff of the Springfield (Mass.) Republican, moving from there to the AP and thence to the New York Times. After seven years with the Times, in 1937, Mr. Fisher joined the CBS special events department, subsequently becoming director of education and talks.

Coast Blackout

FOR THE FIRST time since the United States was forced into war, Southern California on Jan. 26 experienced a daytime radio "black-out", while military authorities sought to track an undisclosed number of unidentified planes detected in flight over an unspecified area. Acting on orders from the Fourth Liberty Loan and Education Command at San Fran-cisco, the FCC instructed its de-fense coordinator for 29 Southern California stations to halt broad-casting between 10 a.m. and 2 p.m., with return to the air at 10:32 a.m. when "all clear" signal was given. Silent from stations from Los Angeles to the Mexican border, Los Angeles police short-wave broadcasting station was also off the air, while broadcast precation, other than the radio silence was taken.

Page 58 • February 2, 1942

Broadcasting • Broadcast Advertising

"Hey! Any of You Men Got a Knife!"
At first glance, it may seem inconsistent that the cost of reaching Greater Cincinnati over WLW is so small a fraction of the station’s rate. But it is a fact, because so great a part of our daily listening audience lies outside our home city.

The existence of this condition emphasizes a problem that long has confronted management men—the proper allocation of radio costs to specific markets. And it has been particularly true in the case of WLW advertisers, because of the wide coverage of the station, and the number and diversity of the markets we serve.

Realizing the need for an accurate cost control technique for our advertisers, WLW engaged Dr. Richard R. Mead of the Wharton School of Finance and Commerce, University of Pennsylvania. Dr. Mead studied 208,411 coincidental telephone survey calls made in 28 markets, and 396,545 pieces of mail received from four offers broadcast at four different periods of the day over WLW. The result is "The Allocation of the WLW Radio Dollar in 345 Midwestern Counties," which gives an accurate charge-off system for allocating WLW time and talent costs to 38 Merchandise-Able Areas in eight states.

Since its publication, a number of WLW advertisers have found this study so helpful in controlling sales and distribution costs that we are convinced it is a worthwhile contribution to many of the problems faced by management in modern merchandising.

Consult your advertising agency, or write WLW, Cincinnati, Ohio. We'll be glad to send a representative to explain the Cost Allocation plan, and how it applies to your problem.

"WHAT! CINCINNATI COSTS US ONLY $138.72?"

"Combined retail drug and grocery sales in WLW's Nighttime Merchandise-Able Area are one-third greater than those of New York City's five boroughs, more than three times greater corporate Chicago!"
It was Hans Lippershey, of Holland, who invented the optical telescope in the year 1608.

Galileo, famous Italian astronomer, perfected and improved the telescope, discovered the satellites of Jupiter with it in 1610.

HOW A TELESCOPE WAS INVENTED
FOR THE EAR

The optical telescope, which was invented centuries ago, picks up certain objects—at a distance—and magnifies them to the vision. By its construction, it eliminates all other objects except those at which it is aimed.

Not long ago, a need was felt for a microphone which would perform the same purpose for the ear...which would pick up sounds at a distance, and eliminate all surrounding noises.

In RCA Laboratories, research was begun. Here—where more, perhaps, is known about sound and its behavior than anywhere else—various experiments were undertaken. And before long there took shape an amazing instrument—a microphone that can be aimed at distant sounds, to pick them up without at the same time picking up surrounding noises!

With the new RCA Directional Microphone, engineers recently were able to eavesdrop on a conversation carried on on a street corner several blocks away—without interference from nearby traffic!

Already, through this invention, new techniques for broadcasting and motion picture sound recording have been developed. The RCA Directional Microphone also has possible military application in the defense of America.

The same research, the same experience, that made possible the Directional Microphone are reflected in all instruments bearing the magic letters, "RCA."

RCA LABORATORIES
A Service of Radio Corporation of America • RCA Building, New York, N. Y.
Other RCA Services: RCA Manufacturing Co., Inc. • Radiomarine Corporation of America
National Broadcasting Co., Inc. • R.C.A. Communications, Inc. • RCA Institutes, Inc.

But now an instrument has been invented which, like the telescope, can be "aimed," to pick up certain sounds, exclude others.