"LORD, PLEASE SEND ME AN IOWA FARMER!"

If you're either a manufacturer or a maiden! — if you're interested in either marriage or in merchandising! — an Iowa farmer is just about the most promising prospect you've got, these days! This year Iowa farmers are producing one-twelfth of all the Nation's food supply, at really profitable prices. This year the Iowa farmer's income is receiving a larger boost than that of probably any other classification in America.

With larger spendable income than in 1929, and with far less out-go for cars, tires, and farm machinery, Iowa farm people in 1942 will give entirely new sales potentials to every non-critical product on the market.

And remember: This year, Iowa buying will be done closer to home. The small towns—even the cross-roads stores—will get most of the consumers' dollars. Hence your selling efforts must be more wide-spread than ever, to reach all city, town, and farm markets. Distribution in a few metropolitan stores will not be sufficient. To cover Iowa, this year, you more than ever need the 50,000-watt voice of WHO — the voice that is "listened-to-most" by most of the radio homes and most of the merchants in Iowa. . . . Let us send you the proof!

WHO for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
Let the P. O. O. E. (Pay Out Or Else) Brigade come on with its torturous threats of cancellation! Let it attack with all its fury and cunning. We'll turn the demons back with results that will make their eyes pop! We're fortified with a 45% Commercial Mail Increase so far this year and our line of communications is getting stronger.

WWVA has the Eastern Ohio, Western Pennsylvania and Northern West Virginia Radio Front well in hand!
CENSORSHIP?

Today it's an ugly word. Usage has changed it to mean an odious mixture of propagandistic half-truths and infamous lies. It reeks of Fascism and smells of Nazism.

Yet there are some who say American radio has been censored.

Heaven forbid it!

Better that every single American station be burned and every receiving set smashed than to have the filthy hand of Nazi censorship at the controls of American radio.

No, censorship, as applied to dictators' radios, has not tainted the American networks.

Instead, the great Fifth Estate has imposed upon itself the "Blue Pencil of Expediency" which in no way infringes upon our freedom of speech or the reporting of news, but which prevents military secrets and information dangerous to our national welfare, from falling upon enemy ears.

Nothing more.

Any representative group can be for anything or against anything and its voice will be carried into 55,000,000 American radio homes.

Is this censorship?

Hardly!

Rather, the slight changes made so that military secrets and pertinent information, helpful to the enemy, will not be revealed, is the war time "Blue Pencil of Expediency."

And the Fifth Estate will use it only for the benefit of the Allies and the destruction of the enemy.

WSM is proud that, as a part of the great Fifth Estate, it is serving America by judiciously and wisely using the "Blue Pencil of Expediency" when—and only when—it is necessary to our national security.
Mail from Montreal

Sales for you right here...

You get both with:

WWL
NEW ORLEANS

50,000 watts - clear channel

Every mailbag at WWL is sprinkled with letters from distant fans scattered throughout the world. We don't merchandise our steady listeners in Canada, the West Indies or Alaska.

But we do know that here in the Deep South, the dominant medium is the powerful, prestige-carrying 50,000 watt clear-channel voice of WWL, New Orleans.

The greatest selling POWER
in the South's greatest city


BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

March 2, 1942

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PSSST! WANT SUMP'N IN THE WAY OF STEEL?

Use KFAB to build your sales.
KFAB is reinforced by the rigid confidence of its listeners. It's strong in the farm markets throughout Nebraska and her neighboring states. It has erected imposing profits for others. Can construct the same for you. There's norationing of KFAB time yet... but better wire, today.

DON SEARLE—Gen'l Mgr.,

Page 4 • March 2, 1942
Every day in the week, charming Laura May Stuart is an "invited" guest in countless of Philadelphia homes. . . . Her entree is a radio program the housewives of Philadelphia rave about—one the advertisers of the nation swear by . . . "For Women Only", a participating feature broadcast daily at 9:15 A. M. . . . Laura May Stuart's popularity with buyer and seller alike is attested in a wealth of success stories. On a single 25 cent premium offer, 2,250 returns; on two sample offers 4400 returns for the second lowest cost per inquiry of big stations used. . . . These illustrations are typical. There are many more. Ask about them and about the daily caller in the city of homes, Laura May Stuart!
THESE ARE
THOSE WERE THE DAYS!

ON MARCH 18, 1922—

While the House of Representatives argued whether our Army should contain 100,000 or 150,000 men—

While rum-runners and bootleggers led the crime news—

While the Brooklyn Robins were training and Uncle Robbie promised that they "would give the Yankees more strenuous opposition than they did last year"—

While radio itself was young and only a few homes were equipped with weird-looking crystal sets—

On March 18, 1922—a new radio station came into existence—WHN went on the air!

ON MARCH 18, 1942—

When a national draft law provides for an Army of 8,000,000 men or more—

When sabotage and espionage are the great concern of the FBI—

When the National League Champion Brooklyn Dodgers are training to meet the Yankees again in the World Series—

When radio has become man's most useful instrument of communication and ninety-five percent of our homes are radio-equipped—

On March 18, 1942—WHN begins its twenty-first year! Now full 50,000 Watts, America's most powerful independent station, its promise for the future far surpasses its achievements of the past.

WHN

50,000 WATTS
1050 KILOCYCLES

New York's oldest independent station—established March 18, 1922

1922 ★ TWENTIETH ANNIVERSARY ★ 1942
THE NATIONAL SPOT STATION

WFBR

BALTIMORE

APPOINTS

JOHN BLAIR & COMPANY

EFFECTIVE

MAR. 1, 1942

- Your John Blair man is ready right now with the facts you need on Baltimore and Baltimore's Pioneer Broadcast Station. He knows... in dollars and cents... how substantially Baltimore business is booming. He knows how effectively WFBR will help you sell Baltimore listeners and tap Baltimore dollars... through its unequalled production facilities, its tested live-talent shows and its real merchandising support. And your John Blair man will give you these important facts the way you want them... quickly, completely, intelligently.

FOR COMPLETE AND DETAILED INFORMATION

ASK A JOHN BLAIR MAN!
L. B. Wilson
President and General Manager, WCKY, Cincinnati

Ever since he entered the radio business by founding Station WCKY in 1929, L. B. Wilson has become increasingly famous as one of the industry's most outstanding showmen. But take a look at his thumb-nail biography above, and you'll see that L. B.'s achievement extends far beyond mere showmanship alone. First and foremost he is a successful business man.

Come to think of it, business sense is the really essential ingredient in every successful career. In our work as radio station representatives we have always selected our own personnel for their proven records of success either in advertising or merchandising, or in general business. Hence every one of our fifteen good men is fully qualified to advise with you both as a business man and as a highly specialized expert on radio advertising itself. . . .

True, every one of us is primarily engaged in "selling". But having business sense, we know that the best way to sell is to offer the right merchandise, at the right time, at the right price. If that's the way you like to be "sold", you'll find we're your sort of people, here in this pioneer group of radio-station representatives.

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932

Chicago: 186 N. Michigan
Franklin 6373

New York: 247 Park Ave.
Plaza 5-4131

San Francisco: 111 Sutter
Sutter 4558

Hollywood: 1320 N. Garvan
Gladstone 3949

Atlanta: 132 Palmer Bldg.
Main 5667

Page 8 • March 2, 1942

Broadcasting • Broadcast Advertising
Freeze Order Leaves Room for Flexibility

Individual Facts to Guide FCC in Grants

THE PHYSICAL structure of the American broadcasting system is frozen—but not frozen stiff—under orders and interpretations approved last week by the War Production Board and the FCC, acting in unison.

While Donald Nelson, WPB chairman, announced approval Feb. 24 of the freeze order recommendations made to the WPB and FCC Feb. 12 by the Defense Communications Board, the FCC issued a "memorandum opinion" which also had the effect of approving the freeze order but which was designed primarily to set forth the policy and procedure to be followed by the FCC in its wartime handling of standard broadcast applications.

Just As Announced

The freeze order was approved exactly as first announced [BROADCASTING, Feb. 16], though this was anticipated in view of the fact that James Lawrence Fly is chairman both of DCB and FCC with which the WPB is working in close harmony.

Mr. Nelson simply announced that "a plan for drastic limitations on all new construction of standard broadcast facilities in the United States" had been adopted, adding only that "the program also limits any changes in broadcast facilities". This was amplified by J. S. Knowlson, WPB Director of Industry Operations, with merely the statement that "future priorities assistance to enable builders to obtain critical materials would be in accord with the plan."

The WPB officials left to the FCC the details of working out methods of executing the freeze order, and presumably will grant priorities hereafter only on recommendation of the FCC.

The FCC's opinion was designed to clarify the procedure to be followed in carrying out the policy laid down, which in its simplest terms is that future construction will be considered and authorized only in the light of availability of equipment under WPB restrictions on critical materials and of the need for primary service to be provided either by new stations or by improvement of the facilities of existing outlets.

Significant in the FCC statement of policy, however, was the assertion [see page 10] that "it is not clear at this time that the expansion of broadcasting should be entirely eliminated for the duration of the war" since "for the best war effort it is important that there be adequate broadcast facilities throughout the nation."

While the new policy and procedure leave considerable discretion and leeway to the FCC, which is still the judge and jury over individual applicants, the net effect of the order will be to slow down new construction and, as materials become harder if not impossible to get, virtually to halt any radical changes in the existing plant set-up except under military exigencies. Whether exceptions will be more prevalent than the rule, remains to be seen. The key to the future is equipment. Unless released by the military or by WPB it may soon be unavailable in view of the current conversion of practically all radio factories to 100% war production.

Three Main Points

As set forth in its "memorandum opinion", the FCC "will grant no standard broadcast station application unless a showing is made that:"

"(1) Construction (if any) pursuant to the grant will not involve the use of materials of a type determined by the WPB to be critical;

"(2) Where the application is for a new standard broadcast station, the station will provide primary coverage of an area no substantial part of which already receives primary service from one or more standard broadcast stations; or

New Stay of Network Rules Is Sought

Supreme Court Appeal From 2-1 Decision

PREPARING to appeal to the Supreme Court of the United States from the 2-to-1 decision of the statutory three-judge Federal District Court in New York, which on Feb. 21 held that it had no jurisdiction to adjudicate the validity of the FCC's network monopoly rules, counsel for CBS and NBC went before the same court last Friday afternoon to ask for an order staying the effective date of the rules pending appeal to the highest tribunal.

To Rule This Week

Reasonably good prospects of another stay of the network-monopoly regulations pending appeal to the U. S. Supreme Court were seen following last Friday's arguments of the network and Government counsel. However, the court reserved judgment, but indicated its ruling would be forthcoming soon—possibly Monday.

The court stated flatly it would sign pleadings authorizing appeal of the issue to the highest tribunal, but hedged suggestions of NBC and CBS counsel that this be done after consideration on the renewed motion for a stay.

After Charles Evans Hughes Jr., chief counsel for CBS, had told the court that efforts to short-cut the Supreme Court proceedings, by procuring suspension of the rules during a test case on an affiliate's license renewal, had been rejected by FCC General Counsel Telford Taylor, Judge Learned Hand, who wrote the Feb. 21 decision, pointedly observed that the court would have favored such a course. This procedure, he stated, had been recommended by the majority in its opinion.

John T. Cahill, NBC chief counsel, likewise advised the court that an independent proposal he had made to this end had been rejected by the FCC. Previously both NBC and CBS counsel had argued that irreparable injury would result to them and their affiliates if a stay were not procured. Affiliates, they argued, would not be disposed to challenge the rules and there would be no assurance of proceedings in which the networks could intervene to test jurisdiction.

Judge Hand observed that without relief the networks might be "wrecked."

MBS Asks Status Quo

Mr. Taylor opposed the argument down the line, holding that the effort of the networks was to hinder and delay. He contended the industry was not united, pointing out that MBS throughout the proceedings had suffered by the delay. The public also might be injured, he observed.

Donald C. Beeler, Washington associate of Louis G. Caldwell, appearing as counsel for MBS, briefly supported the FCC argument. He said the "status quo is causing Mutual irreparable injury," and de

(Continued on page 58)
Broadcasting's Vital Role in Wartime Stressed by FCC in Its Freeze Ruling

THE IMPORTANT place of American broadcasting in the war picture is emphasized by the FCC in its "memorandum opinion" covering emergency procedures for handling broadcast applications under the newly-promulgated freeze order.

The adequate broadcast facilities are important for the best war effort, that expansion of broadcasting should not be eliminated and that every part of the country should have a good broadcast service, is asserted in the preamble to the outline of policy and procedure [covered in story on page 9].

"We have not yet reached that goal," the preamble states in referring to a lack of service in some parts of the country.

"The Commission must apply the test of public interest in exercising its licensing function," it is stated. The text of the opening paragraphs of the "memorandum opinion" follows:

"In the present war emergency, the Commission is called upon to formulate a policy and procedure for the handling of standard broadcast station applications. The effect of the war is, of course, a paramount consideration for all of us. The requirements of the armed services have created a shortage of the critical materials and skilled personnel required for the construction, operation, and maintenance of radio broadcast stations. This must inevitably affect plans for the increase or improvement of broadcast facilities.

"The military authorities should decide that a particular station must be moved for purposes of strategy. It is also conceivable that the Commission might decide to shuffle stations about for reasons of better distribution of war information if desired by那人. In the event of consideration, it was said, may be such that the public welfare if demanded by the higher authorities."
Candy Firms Stay on the Air Despite Problem of Priorities

Mars Main Exception Radio Campaigns and

ADJUSTING distribution and production problems to cope successfully with the WPB allotments of sugar, leading candy bar manufacturers have indicated to Broadcasting their intention of maintaining current radio schedules. Since the manufacturers are conducting limited tests in certain markets, it was learned.

One exception, however, is Mars Inc., which on March 30 is discontinuing Dr. J. Q. on 90 NBC-Red stations, Mondays at 9-9:30. It has been reported that other sponsors have been interested in the program placed through Grant Adv., Chicago [see story on this page].

Expansion Plans

Testing and expansion are taking place in the schedules of E. J. Brach & Sons, Chicago (Brach almond nougat bar), and Schutter Candy Co., Chicago (Bit-O-Honey). The former account, concentrating in the Chicago area, is using five-minute early morning newscasts six times a week on WBBM through United Adv. Corp., Chicago. Schutter is conducting one-minute spot announcement tests through Rogers & Smith, Chicago, on WGN, Chicago, and WEED, Boston, with a Defense Bond given for local wrappers. If the test is successful, plans call for expansion into about 30 markets.

D. L. Clark Co., Pittsburgh (Clark bar), on Feb. 26 will shift Service With a Smile from its present time on 58 Blue stations at 8:30-9 p.m. to a half-hour earlier at 8-8:30 p.m., and has indicated that it will remain an A. A. F. Hill Co., Pittsburgh, is agency.

Williamson Candy Co., Chicago (Oh Henry!) will continue its present Famous Jury Trials, half-hour dramatons on 65 network stations, it was said. Aubrey, Moore & Wallace, Chicago, has the account.

Planters Expanding

Planters Nut & Chocolate Co., Wilkes-Barre, Pa., has been steadily increasing its schedule of news programs in the interest of its 5-cent peanut package. Goodkind, Joice & Morgan places a portion of this business. Planters also sponsors What’s On Your Mind on CBS Pacific news and through Raymond R. Morgan Co., Hollywood.

Other candy bar manufacturers reporting maintenance of present spot schedules are Paul F. Reich, Bloomington, Ill., placed by Arthur Meyerhoff Co., Chicago; Bunte Brothers, Chicago, placed by Presba, Fellers & Presba, Chicago, and Curtis Co., Chicago (Barco); and Charles W. Burt Co., Chicago, which in its second year on CBS with five-minute newscasts on 39 stations, as well as in a half-dozen markets with spot announcements. C. L. Miller Co., Chicago, handles the Curtis account.

Big Demand

Analysis of effects of priorities on sugar, published by the National Confectioners Assn., points out that it is possible to give adequate credits for sugar used in candy sold to military or naval reservations and vessels. The WPB sugar order issued last week for the month of March continues the February allotment to manufacturers, based on 80% used in the same month last year.

Continent trade reports show a 20% demand for candy bars above last year, and as a result a number of manufacturers have rationed their jobbers and are withholding secondary brands from the market, concentrating on big sellers and keeping up production of last year. In some cases, experiments with extruders in place of sucrose are proving satisfactory and the corn sugar may come into the wider use.

Another factor in the confectionery advertising picture is the fact that the manufacturer pays the freight on candy bars. As a result, a number of manufacturers are expected to concentrate on nearby markets in an effort to save freight costs. Stations in these areas will come in for their share in this business.

Trammell Improving

NILES TRAMMELL, president of NBC, operated on several weeks ago for appendicitis, is recuperating in Roosevelt Hospital. His condition is reported good.

Candy Firm Off

Second sponsor to cancel last week was Mars Candy Co., Chicago, which will take off the NBC Dr. J. Q. program after the March 30 broadcast. Heard Mondays, 9:30-10 p.m., the program promotes

Maddux V-P of WOR

RUFUS C. MADDUX, director of sales of WOR, New York, since December 1940, has been elected vice-president in charge of sales for the station, according to an announcement by A. J. McCoSker, WOR president. Prior to entering radio, Mr. Maddux was managing director of the Jersey Council, assistant sales manager of the New England Division of the Vacuum Oil Co., sales manager of the New England Division of Pan-American Petroleum, and director of advertising for the New England Council, in that order.

Mr. Maddux

The company’s radio programs—Bob Becker’s Chats on Dogs on 32 NBC-Red stations, Sundays at 2:15 p.m. (CWT) and on WGN, Chicago—although related to go off the air on Feb. 22, have been renewed effective March 1 and will continue without interruption. In addition, spot radio will be used to introduce the new product, which will not make its appearance for a few weeks. Packaging and labeling details are being worked out.

Same Food Value

Morrell & Co. thus becomes one of the first to roll up its sleeves to the sugar shortage problem, which, because of the restrictions placed on tin cans threatened to eliminate Red Heart from the market.

The radio program will be used exclusively to reassure the owners of dogs that there is no shortage of dog food, and to give hints on the conservation of present stocks of canned Red Heart in the hands of dealers until the new product makes its appearance. The new product will retain the same nutritional values as the canned dog food, will be easy to handle, and will be prepared simply with addition of water; Henri, Hurst & McDonald, Chicago, handles the account.

Morrell to Switch To Dry Packaging

Calls Off Its Cancellation of Sunday Afternoon Program

JOHN MORRELL & Co., Ottumwa, la., has developed a dehydrated dog food containing the same ingredients as its canned dog food Red Heart, enabling the company to continue to market the product.

The company’s radio programs—Bob Becker’s Chats on Dogs on 32 NBC-Red stations, Sundays at 2:15 p.m. (CWT) and on WGN, Chicago—although related to go off the air on Feb. 22, have been renewed effective March 1 and will continue without interruption. In addition, spot radio will be used to introduce the new product, which will not make its appearance for a few weeks. Packaging and labeling details are being worked out.

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Mars candy bars, production of which will be curtailed because of the sugar shortage. Agent is Grant Adv., Chicago.

Because of the WPB order reducing the manufacture and use of tin containers, General Foods Corp., New York, will discontinue the CBS serial Kate Hopkins, Angel of Mercy with the April 3 broadcast. Although Maxwell House coffee, which the program promotes, is currently testing glass containers, the company has decided to take the program off until packaging problems have been more clearly worked out. Agent is Benton & Bowles, New York.

Although John Morrell & Co., Ottumwa, la., had notified NBC that it was taking Bob Becker’s Chats off the air, the company is renewing the show as of March 1 [see story above].

WISE Joints MBS

WISE, Asheville, N. C., on Feb. 23 joined MBS as the network’s 199th affiliate. Owned by WISE Inc., the station operates on 1250 kc., 250 watts.

March 2, 1942 • Page 11
Over-All Increase Is Seen but Danger Of Unpredictables Is Recognized

Mr. Pellegrin was asked by Broadcasting to prepare this article on the basis of his most recent surveys of the immediate and prospective outlook for radio advertising in relation to the war and in connection with the NAB's call for public opinion. He presents a reasonably heartening view of the world situation, though individual opinion may differ with his prediction that network advertising for the immediate future will remain about the same, that national syndicates will decline slightly and that local will increase. For the NAB membership, Mr. Pellegrin recently completed a study of 'Wartime Radio Advertising' which is a revision of his analysis of The Effect of Priorities of Radio Advertising' issued last September.

By FRANK E. PELLEGRIN
Director, Department of Broadcast Advertising
National Association of Broadcasters

AS COMMERCIAL radio finds itself in the first wartime period of its history, American broadcasters have no reliable past-performance charts to guide them.

Rapid and drastic changes in business and advertising have altered some, confused others. Advertising losses have been noted in some fields, with increases in other fields. And this uncertainty has been added to the broadcaster's already heavy burden.

The problems facing commercial wartime radio are numerous and serious. Charges against wartime advertising as an economic waste, the possibility of unwarranted regulation or excessive censorship—these are all important battlefields, and the certainty of further increases, the demand on radio's manpower to fill essential war posts, are potential problems that are only a few of the complicated problems brought about by the new order.

And Then Pearl Harbor

Whether the industry can survive these and other unprecedented trials will depend largely on its ability to maintain revenue, and thus show that it is capable of sustaining the traditional American system of free, competitive broadcasting.

To help the industry plot its course through the uncharted seas of wartime commercial broadcasting, the NAB has gathered the unemotional opinions of those many advertising leaders here and abroad, as well as the facts on what has happened to radio in Canada and Australia, where the war effort preceded ours by two years.

This NAB survey, nearly a year in the making, resulted in a study on The Effect of Priorities on Radio Advertising, released to the industry last September. Offered only as a tentative guide, the opinions given then by various contributors were indubitably almost to the letter in the following three months.

Then came Pearl Harbor. The pre-war "exploratory" radio chart was rapidly outdated in a rush of new priorities, restrictions, rationing, the "all-out" conversion of some industries, and all the other factors you know so well. Therefore new surveys were made; new opinions sought, new trends noted.

The result is a revised outlook for radio advertising, but one that is—and must be—heavily qualified.

The heartening conclusion, however, is, of this moment, is that radio is due for an over-all increase in business during the predictable future. What will happen after that—perhaps in six months, more or less—is anybody's guess.

At the outset, it is obvious that radio sales staffs face a greater challenge today than ever before, and must be constantly on the alert to adapt their pattern to changing conditions.

Benefits of Advertising Drives By British Government Shown

Writer in Commerce Department Periodical Says Similar Paid Campaign Would Be Helpful Here

SOMETHING of a stir was created in advertising circles last week when the weekly bulletin of the Dept. of Commerce, devoted its leading article to the subject "Advertising Puts Punch Into Britain's War Effort" and concluded with the following statement:

"We have quoted at length from this resume of English experience, the method that has impressed one of the many advertising leaders here and abroad, as well as the facts on what has happened to radio in Canada and Australia, where the war effort preceded ours by two years. This NAB survey, nearly a year in the making, resulted in a study on The Effect of Priorities on Radio Advertising, released to the industry last September. Offered only as a tentative guide, the opinions given then by various contributors were indubitably almost to the letter in the following three months. Then came Pearl Harbor. The pre-war "exploratory" radio chart was rapidly outdated in a rush of new priorities, restrictions, rationing, the "all-out" conversion of some industries, and all the other factors you know so well. Therefore new surveys were made; new opinions sought, new trends noted.

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At the outset, it is obvious that radio sales staffs face a greater challenge today than ever before, and must be constantly on the alert to adapt their pattern to changing conditions.

Sales efforts should be at least temporarily diverted from those fields which have been affected by material priorities and directed to other fields with greater potentialities. All station records of last year's volume and sources of revenue should be interpreted in this new light, and sales quotas altered accordingly.

Spendable Income

At the base of the problem is the extent of spendable national income. In 1941, national income was 85 billion dollars, or 14 billion. The national income for 1942 is estimated variously at from 62 to 110 billion, and taxes may be 27 billion. The increase in incomes, however, will largely be taken "off the top," and will not materially affect the consuming power of those best able to pay.

Increasing manpower, the great increase in national income will largely filter through "at the bottom," and will raise the purchasing power of millions on-campaign and in their families. These form the vast army of consumers for radio-advertised products.

The National Resources Committee declares that 60% of the U. S. dollar market is made up of families with annual incomes of less than $2,000. Because of pre-war defense spending, 500,000 American families in 1940 moved up from the $1,000-a-year class into a higher bracket, and the estimate for 1941 is that 2,250,000 additional families did likewise.

Current tax provisions do not materially affect incomes under $2,000, and although new tax laws under consideration will broaden the base, the purchasing power of America's mass market is steadily growing, giving radio advertising an unprecedented and valuable drive to withdraw billions of this new income from trade channels for the purchase of Defense and essential products, not only because of the paramount and patriotic necessity of financing the war, but also to avert inflation.

Canada's Experience

But to offset this partial diversion, rationing and priorities have made it impossible for millions of consumers to buy costly items such as automobiles, appliances and homes. Therefore, in view of even the most optimistic predictions of total Defense Bond sales and other divisions of income, broadcasters and others have little reason to fear regarding America's ability to purchase radio-advertised products.

The wartime experiences of Canada and Australia may be taken as a guide, although some interpretation is required because of different conditions prevailing. Thus far their early experiences have substantiated, but not entirely, been duplicated here.

Figures for the first half of 1941 in Canadian radio advertising, as compared with the first half of 1940, may be expected roughly to approximate our experiences in the first half of 1942 as compared with the first half of 1941, allowing for certain variables. These Canadian figures show that network advertising went its own; that national spot business showed a 15% increase, and that local advertising showed no increase.

Predicting the Future

The immediate prediction for the United States, however, on the basis of present evidence, is that network advertising will remain about the same; that national spot advertising may show a slight decrease, and that local advertising will show an increase.

The one point at issue there is the matter of national spot billing. But the fact that this showed an increase in Canada during the first half of 1941 does not necessarily mean, of course, that it will continue to increase in 1942.

Drastic rationing and the application of priorities did not go into effect in Canada, in many lines, until after they had taken place in the United States. In other words, although the war entered the war at an earlier date, the industrial conversion was more gradual than
"SORRY, CLEVEDON
...I thought your name was Smith!"

PROFITABLE ADVERTISING, we've been told, sells the greatest number at the lowest cost.

That's axiomatic.

WOR believes in it.

For, of all media, radio gives today's advertiser the greatest opportunity to reach the greatest number. But in that opportunity lies a danger for the agency or advertiser who now relies on size of audience alone.

This is a period of shifting incomes, interests, and listening habits. Limited audience measurements no longer apply.

WOR knows this.

And this knowledge is based on facts uncovered by the "WOR Continuing Study of Radio Listening in Greater-New York." This personal interview sampling goes on continuously, month after month. It finds out, from actual talks with all kinds of listeners in all kinds of homes, what programs get their greatest attention, what holds their interest longer, wins their confidence and makes them buy.

This is a pioneer venture for WOR, but it is not experimental. It brings to local radio — for the first time, we believe — a continuing means of evaluating the listener as a human being, not a mathematical digit. It offers the sponsor a method of pre-determining his audience, of speaking to the Clevedons or the Smiths. Or both. Thus a program on WOR begins working from its first moment on the air. This cuts a low station cost lower and boosts the profit on each product unit sold.

Such knowledge is a very good reason why it pays to discuss your time buying problems with WOR.

★ "Here's Morgan", that unique WOR show starring the unpredictable Henry Morgan, was shown to have 21 listeners in every ten homes checked — a hitherto rarely-checked audience-plus. Contrary to belief, Morgan is NOT a sophisticate's darling. He appeals to ALL income groups in ALL kinds of homes.
Radio Employees Draft Status Left to Local Boards, Stations

Selective Service Says On Replaceability and Deferral are Dependent on Value to Station

PLACING the matter of securing induction deferments for radio personnel squarely on the shoulders of station management and local boards, Selective Service officials in Washington last week stated that deferment of men in all station departments would be contingent on two essential considerations—availability of replacement and value of the particular employee to the station affected.

It was also emphasized that any memoranda being sent to local boards from Selective Service headquarters were based on categories made in various fields which considered the number of employees engaged in a particular occupation and the value of the employment to the community.

It was indicated that activity or association with the war effort and maintenance of the general social structure were prime considerations.

Memoranda Misconstrued

Directing attention to newspaper articles covering a press conference held Feb. 21 by Brig. Gen. Lewis B. Hershey, chief of Selective Service, referring to possible deferments of radio and newspaper employees, it was stated that a misconception had arisen regarding "general memoranda" being sent to local boards. In no case, it was said, are these memoranda to be considered formal. They can only be considered as advice to be "careful" in the handling of cases involving employees in certain essential occupations, it was added. Also, it was pointed out that a Selective Service deferral memorandum made to Selective Service headquarters as an essential arm in the war effort, which would thus include all employees, and Selective Service deferment considerations.

It was further emphasized that deferral by a local draft board of any station employee does not grant an exemption to the employee. It was pointed out that every draft registrant is reclassified on the average of every six months and in some draft boards this reclassification is as rapid as every ten days. Consequently, it was said, the problem of drafting of station employees must be faced by station management upon every local board reclassification.

Forthcoming Problem

Stations face an additional draft problem. Those from Monday to Thursday each have to be ordered numbers for men between ages of 20-21 and 35-44, who registered for the draft Feb. 16. No figures are available on the number of radio employees included in these age groups, but it is believed that a great many key employees will be affected by the drawing.

At NAB headquarters it was stated that reservations have been made to Selective Service headquarters asking for deferral of key station employees, especially technicians, to prepare a "retrenchment" program for replacement of drafted men. This program would involve building up employ reserves for replacement purposes.

It was pointed out that the Radio Technicians Training Program, launched by the NAB, cooperating through the Division of Engineering Science, Management Defense Training of the U. S. Office of Education, may provide the needed reservoir of technician replacement. It is hoped by the NAB that enough men can be trained through the program to take care of all the necessary replacements and stations seriously affected by the draft. With temporary deferments granted to essential employees, it was pointed out, more time would be required to train replacement and stations and stations would then not be seriously affected by the changeover.

Retrenchment Hoped

Hope was also expressed at the NAB that among the trainees in the technician program there would be found enough men, either over draft age or physically unsuited for combat service, who could be used to offset draft inroads on station personnel. To offset criticism regarding requests for draft deferment, it was suggested in some circles that the industry make no strong efforts to place in a "favored" class. Commenting on the duty falling on Selective Service quarters in determining "essential" and "nonessential" men in the war effort, retired Brig. Gen. Hugh S. Johnson, in his syndicated column of Feb. 24, stated, "It is only in the Government's interest that the man is taken—not his interest."

George Norton in Army

GEORGE W. NORTON, Jr., owner of WAVE, Louisville, last week was commissioned in the Army Air Corps and has been assigned to the Procurement and Assignment Division with the duty of guiding qualified men in the closest into suitable non-combative posts. His quarters will be established at the nearby Fort Knox. He has taken leave from his position as executive assistant at WAVE, and he will have as his territory Kentucky, Tennessee, Mississippi, Alabama, Georgia, and the Carolinas. He has taken leave from the law firm of Crawford, Middleton, Milner and Seelbach, of which he is a partner.

FCC Recognizes Operator Scarcity

Eases Requirements as Draft Officers Urged Leniency

RECOGNIZING the growing shortage of first-class radiotelephone operators, caused by military demands for experienced operators, the FCC on Feb. 21, upon recommendation of the DCM, relaxed its operator requirements to permit operation of stations of any class by tributaries in the Chicago area, has second-class operator licenses or radiotelephone second-class operator licenses.

Shortage of operators has also been given sympathetic attention by Selective Service officials in Washington, who have sent a general recommendation to local draft boards requesting utmost consideration of radio technical employees in all cases deemed essential to the maintenance or operation of stations [BROADCASTING, Feb. 23].

New Qualifications

The new FCC regulation provides that at least one first-class radiotelephone operator must be employed by each station to provide technical operation of the station and to provide any necessary major adjustments of transmitter equipment. It is intimated in the regulation that holders of other licenses may make minor adjustments in transmitter equipment.

It is further provided that in the event of unavailability of a first-class radiotelephone operator for a major transmitter adjustment, the station affected may operate the station until an operator is available.

Previous FCC regulations held that only first-class radiotelephone (Continued on page 60)

Radio in Milk Drive

MILK FOUNDATION, Chicago, an association of dairymen and dairy women, has announced tentative plans for a $200,000 advertising campaign for increased milk consumption. All media, including radio will be used, according to Carl Daysenroth, executive secretary. An agency has not yet been appointed.

FCC Resumes Issuance Of New Ham Licenses

FOLLOWING the request of the War and Navy Departments, the FCC has resumed issuance of new amateur radio operator licenses, it was announced last Thursday. The Office of Civilian Defense and the DCB, it is understood, also have submitted requests for reissuance of amateurs' licenses. The FCC was advised by the War and Navy Departments that classification of men for the services is facilitated greatly if qualified radio operator applicants are in a position to verify their claims by exhibiting a license.

Following cessation of amateur service on March 14, 1942 because of the draft, the FCC pursued a policy of not issuing new amateur operator licenses or amateurs' station licenses. Examinations for the former were continued, however [BROADCASTING, Dec. 15]. As a result there are now approximately 1,500 applicants who have passed the examination for operators' licenses and are now qualified to come under the new ruling.

National Biscuit Plans

NATIONAL BISCUIT Co, New York, which has used spot campaigns through the program for "Bread For Victory," is planning a similar series in mid-March using one-minute advertisements on 195 stations weekly in 20 markets. No further details have been released by McCann-Erickson, New York, agency in charge.

Lady Esther Test

LADY ESTHER Co., Chicago, on March 9 will start a test campaign for its cosmetic products, using evening chain-breaks on about 18 stations, and one-minute daytime announcements on WTIC and WDRC, Hartford. It is understood that if the test proves successful, the campaign may be enlarged. Agency is Pedlar & Ryan, New York.

CORNELL'S CO-ED ENGINEER, 22-year-old Beatrice Mead, daughter of a Long Island toolmaker, operates the controls of Cornell's commercial broadcasting station, WHCU, Ithaca, N. Y. The slim, vivacious brunette is an electrical engineering student who ranks in the top third of her class. She is also a member of the CUSE Radiotelephone School, which is chief instructor of the WHCU, cites Miss Mead as an example for thousands of other women who are eligible for training courses as radio technicians to take the place of men called up for service.
NOW represented nationally by

EDWARD PETRY & CO., INC.

New York    Chicago    Los Angeles
Detroit     St. Louis  San Francisco
Shortwaves Put Plan of Operation Up to Government

Paley Advances an Alternative

At Meeting in New York

BELIEF that the near future will bring about a settlement of the present disagreement between the Government agencies and the country’s shortwave broadcasters over the policy of instituting limited broadcast operations to be followed for the duration of the war was expressed late last week by William S. Paley, president of CBS.

Querying by Broadcasting concerning details of the so-called “Paley Plan” which he is reported to have proposed as an alternative to the policy of the Donavan and Rockefeller Committees [Broadcasting, Feb. 23], Mr. Paley said he was not in a position to make it public and since the plan “does not represent the thinking of the industry” it should not be publicized.

Stating the shortwave broadcasters are taking “no selfish position” in the matter and that “commercial interests as such are completely secondary,” Mr. Paley said broadcasters have repeatedly expressed their willingness to do all in their power to aid in the nation’s war efforts. “All our differences,” he said, “are over the degree of government assistance that should be exercised.” His plan, he explained, was “just one attempt to achieve a meeting of minds” and was in no sense final.

Operators Discuss Plan

The Paley Plan was presented, it was learned, at a meeting of shortwave broadcasters held in New York last Tuesday, attended by representatives of CBS, NBC, Westinghouse Electric, the major American operators of international stations. Copies of the plan have been submitted to the Office of the Coordinator of Information (Donovan Committee) and the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee).

In essence, the Paley proposal is said to call for grouping of the country’s shortwave broadcasters into two organizations, thus maintaining the competitive situation which has played an essential part in the development of the domestic American system of broadcasting, as well as the listening public is unparalleled anywhere else in the world.

This dual arrangement, it is understood, would extend through Latin America as well as in this country. It is also understood that under this plan operation of the shortwave stations would be handled by those ideal, experienced broadcasters, working in close cooperation with Governmental officials and agencies.

Under the Donovan and Rockefeller plans, on the other hand, are said to call for almost complete Governmental control. The former,

(Continued on page 54)

Tax on Advertising Revenues

And Franchise Levy Forecast

Proposals for New Legislation Are Believed to Include Double Imposts on Broadcasting

HEARINGS on the nation’s biggest tax bill to raise 7 billion dollars in new levies, which are to start March 3 before the House Ways & Means Committee, may bring the reports, will be a special impost on broadcast revenues or franchise tax on radio facilities.

A franchise levy and the controversy over a 15% limitation on time sales thrown out by Congress last year are hinted at by experts in Washington to be definitely within the proposals to be offered by the Treasury when the hearings open this week. The new Treasury proposals will be divulged with the appearance of Secretary of the Treasury, Henry Morgenthier Jr. as the first committee witness.

General Advertising Tax

Reports on the tax proposals from usually reliable sources indicate that newspapers and magazines also face a tax on advertising revenues. This, according to the reports, would amount to $7,000,000 upon broadcasting time sales. However, because of deductions from corporation income and excess profits tax rebate, the actual levy might really produce between $4,000,000 and $5,000,000.

Also expected as a certainty are increases in the income tax on all corporations. It is felt the surtax rate may be raised so that with the normal income levy of 24%, the combined tax will amount to a rate of 42%. An excess profits tax is expected to be increased, although some form of average earnings plan is expected to be retained. In the past the Treasury has vigorously opposed a tax on the average earnings basis but Senator George (D-Ga.), chairman of the Senate Finance Committee, has expressed the opinion that some tax be made by the Treasury to reimburse the fight with Congress on this form of revenue raising.

It is understood the Administration is opposed to enactment of a general sales tax and it is not expected the Treasury will sanction such a move. However, there is growing sentiment in Congress for this form of tax since it represents an easy method of raising part of the new revenues.

It was indicated this sentiment on the part of Congress was brought out in meetings held last week by Treasury and Congressional tax experts who discussed the basic outline for the program. A further tax also is understood in Congress, it is understood, is a withholding tax on salaries. This is especially favored by Senator George who stated that a withholding tax would prevent any sharp boost in existing rates on corporate and individual income taxes.

A report that a 15% horizontal tax would be levied on all advertising media and would bring an estimated $100,000,000, was discussed in the reports, would be provided due to the greater corporation income and excess profits taxes in the new program, and it is believed the estimate will be brought down at least within the $100,000,000 figure because of these deductions.

Thrown Out Last Year

Last year, following action by Congress which knocked out a proposed radio franchise tax, an alternative proposal was made to tax gross billings of stations with a view to raising $10,000,000 to $15,000,000 in revenues. This was recognized as discriminatory and Congress dropped the proposal.

In view of the revival of interest in the proposals, it is expected that revenue for the Government from any radio tax would be far in excess of last year’s estimates because of the greatly increased gross

WPB to Restrict Cans For Beer, Coffee, Hams

TIN CAN manufacturers were given permission by the War Producions Board to deliver until May 31 cans for packing beer, coffee and hams which were banned or tax on Feb. 11. At the same time, however, the WPB froze stocks of these commodities awaiting the ruling.

Manufacturers were also permitted to assemble cans whose parts were cut or lithographed by Feb. 11 but when the cans are packed they must be held in stock until the Director of Industry Operations, WPB, decides on their disposition. If the WPB stated, explaining that the Council’s staff will comprise only a few individuals, since much of its organization work will be carried out by individuals and committees of advertising prominence who are already in existence and already committed to the Council’s purpose of guiding and coordinating advertising’s contribution to the war program.

FOR CHILDREN, Adventures of Ourthert, National Park Pup, is prepared by the National Park Service, U. S. Dept. of Interior, and is being presented cooperatively among 30 national parks. From this is a 15-minute dramatization on the wildlife of national parks written by Dorothy J. Lewis and is available upon request.
Yes, yes. A fascinating story!

The makers of HALLMARK greeting cards essayed the impossible. Or so went the industry tradition.

They put their mark on page 4, and went on the air to tell people about it, that it stood for a smart card, and why not ask for their cards by name.

And lo, it worked!

People asked for HALLMARK cards. In such numbers that Hall Brothers wrote, after two years of proof:

"Sales throughout all New England have materially increased as a result of our radio advertising. We are sincerely gratified with the job Stations WBZ-WBZA have done for us.

"As you know, your stations are the only ones used in New England."

Which we offer as another proof that WBZ is effective throughout New England. And as a reminder—for your own spot campaign in New England—that WBZ-WBZA covers 1,625,000 radio homes... eight out of every 10... at single station cost.
14th NAB District
Selects Ed Yocum
Replaces O’Fallon on Board;
War Assistance Pledged
CONCENTRATING on radio’s part in the war effort, radio managers of Colorado, Utah, Wyoming, Montana and Idaho, making up the 14th NAB District, met at Denver last Wednesday and elected Ed Yocum, general manager of KGHL, Billings, Mont., as district director for a two-year term succeeding Gene O’Fallon, KGEL, Denver.

Mr. Yocum
was expressing the need for coordinated effort for victory in the war, the broadcasters adopted resolutions pledging all aid to the various Government agencies, emphasizing the Office of Censorship, the Office of Facts & Figures, DGB and the recently formed Broadcasters Victory Council.

At the open session of the meeting addresses were made by Bill Bailey, radio branch, Bureau of Public Relations, War Dept.; Lieut. L. L. Lovett, USNR, assistant public relations officer for the 12th Naval District; Capt. Roberts, USNR, assistant adjutant, War Dept.; Capt. T. A. Jr. as assistant to NAB President Neville Miller, who discussed means being used by broadcasters to lend greater aid to the war program.

Congratulations were extended at the meeting to Neville Miller, NAB president, for his suggested policies to be followed by the industry to achieve unity and to aid in the war effort. Votes were pledged on behalf of the industry to President Roosevelt following the Japanese attack on Pearl Harbor. A resolution was adopted to give severest scrutiny to all news releases and other news sources for traces of enemy propaganda.

Those Attending
Officers and personnel of SESAC were thanked in another resolution for the aid given broadcasters by the organization. A resolution was also adopted pledging unanimous support to BMI and urging all stations to contract for the new BMI licenses. Attendance included:

Frank Bishop, Holly Moyer, Eugene O’Fallon, Capt. Louis Brown, Denver; James B. MacPherson, R. H. Owens, Lloyd E. Yoder, KOA; T. C. Ekhorn, Joe Finch, William D. Pyle, KVOD; Fred D. Fleming, Don McCracken, KGHL; Harvey E. Wehrman, KXL; Wesley O. Tomin, KPOM; William S. Maloney, KCRA; Larry S. McCracken, KFRC; Ralph W. Hardy, KDOW; Director Frank Arndt, KFRC; J. M. Howell, Roy Howell, KFXJ; Frank E. Hunt, KFXJ; Fred Schachtsiek, Denver; RGHF; Frances Price, KFKA; Ed Yocum, KGIL; C. D. Schlesinger, KOA; Harold Hures, War Dept.; Tom Faden, Radio Branch, War Dept.; Milton Bliss; Sidney D. Holman, New York; Carl Haverlin, BMI; Harold Heroux, INS; Clifford Houston, State manager of civilian morale committee, Radio censorship; R. M. Ullman, Denver; Raymond Keane, Raymond Keane Adv. Agency; Robert R. Hoden, Rocky Mountain Radio Council; Lieut. L. L. Lovett, USNR; Robert R. Richards, Office of Censorship; E. F. Schuette, NBC Radio Recording Division; Ralph Wentworth, Lang-Worth.

Cessation of Jap Broadcast Listings Urged at 16th NAB District Meeting
CONCLUDING that news services’ releases concerning the broadcasting by American prisoners of war in Japan serve to emphasize the Japanese broadcasts, the 16th NAB District meeting in Los Angeles, Feb. 23, urged that such releases should be discontinued.

The resolution also stated that information on enemy broadcasts tends to create the impression that they bring an increasing number of people under the influence of Japanese and other Axis propaganda.

By meeting 26 stations in Southern California, Arizona and New Mexico, 60 members attended the meeting. Speakers included C. E. Arney Jr., assistant to NAB President Neville Miller, who made a comprehensive report of the organization’s wartime activity. Bill Richards, former production manager, was elected assistant to J. Harold Ryan, assistant U. S. censor in charge of radio, discussed censorship problems and activities to combat foreign propaganda.

Urges BMI Support
Pleading for dollar backing of BMI, John G. Paine, general manager of ASCA, for the first time connected the bmi faces oblivion unless greater financial support is given his organization’s competitor. Carl Haverlin, BMI vice-president, addressed off the record to the broadcasters and explained contracts of his company. It was resolved at the meeting that stations in the 16th NAB district, now licensed by BMI, should agree to sign the new BMI licenses promptly. Other stations were urged to do likewise.

Other speakers included Robert Coleson, administrative executive, Radio Branch, Bureau of Public Relations of the War Department; Maj. John S. Winch, U. S. Marine Corps; Ensign Tom Frandsen, Public Relations Branch, USN, former announcer of KFI-KECA, Los Angeles.

Following the general meeting, NAB members held their biennial session, electing Calvin J. Smith, KFAC, Los Angeles, manager-director of the 16th district for a two-year term. Harrison Holliday, general manager of KFAC, incumbent manager-director, declined nomination for re-election.

Those Attending
Ben S. McGlashan, Harry Duke Hannon, KPAC; Jerry M. Smith, KHJ; J. W. Rial, KFMB; J. A. B. Bell, KGY, KOY, F. McDowell, KFXJ; Robert Rudolphi, KGAB; Harry Daniels, KHJ; Hartley MacDonald; Manning Orloff, KOWF; Fox Case, Harry With, KNX; Erle Roberts, Blue Network; Gene Heisch, Harrison Holliday, Ernest Pate, KFWC; Don Scott, KFOM; Herb McCullough, Milligan, KFCA; Calvin J. Smith, KFAC; John E. Newburn, KFAC; Don Kennedy, Van Newkirk, KJH; Ernest L. Spencer, KGME; Don Mann, KMAL; J. C. Lee, KFSC; L. A. Schambinetti, KPMC; N. Vincent Parsons, Leon Hall, KFPC; Lee Wynne, KGKR, John Austin Drake, KDKR; F. R. Schuette, Jennings Pierce.

FLORIDA RADIO TAX ADJUDGED ILLEGAL
A STATE, county or municipality is powerless to levy a license tax on a radio station doing a general business under a license from the FCC, according to a ruling handed down Feb. 23 by Federal Judge William J. Barker in a test case brought by the Tampa Times Co., owner of WDAE. Filing suit in 1937, the station owners sought to restrain the county tax collector from collecting a state and county license tax imposed by the State Legislature on the contention that the FCC东亚exclusive jurisdiction and regulation of the U. S. Government.

Citing the Communications Act of 1934, the court adopted the field of radio broadcasting and communications”, Judge Barker maintained that “the State of Florida does not have the right to levy a license tax upon the business of radio broadcasting.” He declared any and all such laws as Chapter 18011, Acts of Florida, 1937, null and void and granted the plaintiff station a perpetual injunction against the defendant and his successors.

This same question is involved in a suit in circuit court to restrain the City of Tampa from levying a license tax from WDAE.

IT&T Changes Plans
INTERNATIONAL Telephone & Telegraph Co., New York, which has been sponsoring Good Neighbor News five-weekly on WABC, New York, and six-weekly on WJSW, Washington, on March 3 is discontinuing the institutional program on WABC with the start of the CBS series for General Electric Co., featuring Frazier Hunt, in the period 6:15-6:30 p.m., Monday, Wednesday, Thursday and Friday, Agency is Marschall & Pratt, New York.
Program Merchandising

Twelve KLZ Services Not on the Rate Card

1. Monthly Mailing of Program Schedules.
2. Movie Trailers.
3. Mailings to Key Retailers.
4. Illuminated Lobby Displays.
5. Merchandise Display Windows.
6. Program Previews on the Air.
7. Bulletins to Dealers.
8. Route Lists; Food and Drug Outlets.
10. Distribution Surveys.
11. Posters, Displays for Key Dealers.
12. Program Listings.

CBS
560 Kilocycles
5,000 Watts

DENVER

Affiliated in Management With The Oklahoma Publishing Co. and WKY, Oklahoma City. Represented by The Rate Agency, Inc.
Drug Trade Cooperates

Proprietary Concern Develops Remote Regions

By OLIVER R. CAPELLE
Sales Promotion Manager
Miles Laboratories Inc.

LET'S UNDERSTAND one point clearly! The last thing that Miles Laboratories will do is to boast of its success as a radio advertiser.

Today, of all proprietary medicine manufacturers, the Miles company is said to be the nation's largest investor in radio.

We owe a very large measure of our sales success to radio advertising.

When people inquire the secret of whatever success we have gained through the use of radio, we are not in the habit of having no secrets whatever. Yet we do subscribe to three general rules.

We believe it is necessary:
1-To use enough facilities to acquaint the entire population with our merchandise.
2-To present programs that a majority of the people are glad to hear.
3-To "hew to the line" in all the claims we make for our Alka-Seltzer and One-A-Day Vitamin Tablets.

It is, we realize, a far cry from the small start we made with the National Barn Dance hour in 1933 on 1,400 WLS, the first station in Chicago—to our 1942 lineup.

A Fancy Lineup

Our present total of broadcasts per week is the largest in Miles history. We have the National Barn Dance, a full hour show on the Red Network, coast-to-coast, every Saturday night. We have the News of the World, a 15-minute digest by NBC reporters here and abroad, five nights a week, also on the Red Network. We have the Quiz Kids half-hour program every Wednesday, day evening on the Blue. We have Lum & Abner show on the Blue, four evenings a week, we use the same show transcribed on the Keystone network, with a few high-powered Columbia stations thrown in for good measure.

There are other broadcasts, too, but this gives a general idea of Miles coverage.

Such a schedule costs money, but it is the only way we know to reach every possible customer effectively. In our opinion, it is just as necessary to cultivate trade in a remote part of Texas as it is to encourage it in New York or Chicago. Because we do this, the drug trade everywhere is willing to give us substantial cooperation.

Our products are family products, helpful to people of all ages. For this reason our programs must be attractive and above all, we accordingly hold to the principle that nothing we say on the air shall be unacceptable in any quarter. It is pleasant to operate that way and we think it brings the best returns.

Temperamental top-flight stars may be a part of this show, but we are our artists well, but we don't have to coddle them. Lum and Abner are regulars. The Quiz Kids are changed each week. News of the World has no permanent stars. If a guest star on the Barn Dance is uncooperative, we work with him pleasantly, but we don't bring him moves, as is the harmonious way to operate.

Old-Fashioned? Sure!

We realize that some people think of the National Barn Dance and Lum & Abner as being old-fashioned. It is to reach these people who do not care for rustic humor and music that we have such shows as Quiz Kids and the News of the World.

But if any evidence is needed of the general popularity of the Alka-Seltzer National Barn Dance, we never need have trouble in obtaining acceptance to old and young alike. We accordingly hold to the principle that nothing we say on the air shall be unacceptable in any quarter. It is pleasant to operate that way and we think it brings the best returns.

Radio advertising, after all, requires little more than good, common sense. By getting adequate coverage, by appealing to the family circle, and by sticking to the truth, Miles Laboratories so far has been able to roll along reasonably well.

With Miles

Field and Clark Acquire 45% Interest in WHIP

For a Total of $75,000

REPORTS covering changes of stock ownership in WHIP, Hamtramck, Ind., in which Marshall Field 3d has acquired 30% of the common stock and John W. Clarke 15%, were announced by W. T. Clark last week by George Porter, counsel for the station. The deal became effective Jan. 31, but since control was not involved only a report on change of ownership was submitted. Financial details was acquired by the FCC.

Mr. Field, publisher of the new Chicago Sun and owner of New York's advertiserless daily for 10 years, is a close, personal friend of Mr. Clarke, Chicago investment broker. Together, they acquired most of the large Ice Cream & Confectionery Association of New York's advertisingless daily, the New York Daily News, by buying it from Mr. Field for $50,000 (he's 30%) and Mr. Clarke ($25,000 for his 15%).

Miss Kean once owned 25% of the outstanding stock, with Dr. George F. Courrier owning 51%.

Under the new setup, Dr. Courrier is president and remains as president of Hammond-Calumet Broadcasting Corp., the licensor in Chicago. Mr. Field becomes its vice president, and Miss Kean remains as secretary and station manager. Mr. Field becomes a director.

It is reported that the company also advised the Commission of its plan to issue $75,000 in debentures to provide working capital for its operations. The company is planning an approximate $100,000 construction permit is held for 5,000 watts fulltime on 1520 kc., using a five-tower directional array at a site just outside Chicago. The CP calls for the completion of the station on May 19, but an extension is being requested.

At present the station operates day-time only with 5,000 watts on that channel.

Chemical Expansion

CHEMICALS Inc., Oakland (Vano, household products), which entered radio two years ago with a test campaign on one station in Sacramento, has expanded its campaign to stations on the East Coast and California. It is using the Marjorie Mills home economics program on 19. It is also using F.B. Brown's "Oil," WTIC WEAN WTAG WICC WCWH WLHL WSAR WBLC WNNR WKBK WNLC WLNH WRDO WCOU WHAI WEIM WSYR WOR; participations in the Agency's "Swing," "William Tell," and "Mr. Dick" programs on KFI, Los Angeles; two spot announcements daily on KBJS, San Francisco. Agency is Bob Heber, Continental & Gardner, San Francisco.

Wine News, Spots

ITALIAN SWISS COLONY, Asti, Cal. (wine), in February started for 52 weeks a twice-weekly sponsored by KFRC, San Francisco; KHJ, Los Angeles; KGB, San Diego; KOY, Phoenix. The January promotion campaign on five stations in various parts of the country. Agency is Leon Livingston, San Francisco.

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Morning Index  
Mon. Through Fri.  
8 A.M. to 12 Noon

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The charts above show conclusively that WWJ is the most-listened-to station in Detroit, at any period of the day. However, that is only part of the story. What the charts do not show is the fact that industrial plants in the Detroit area are today employing more defense workers, at higher pay, than are to be found in any other industrial area in America! That’s what makes WWJ’s extraordinary coverage in this market such an outstanding buy for radio advertisers. Gear your spring sales activity to high spendable income. Concentrate on Detroit, and on WWJ.
OFF Working Out Priorities
On Federal Use of Radio Time

Government Bureaus Recite Their Needs During
Conferences With Advertising Committees

STILL LAYING the groundwork for eventual establishment of a “system of priorities” for better organized and more effective utilization of radio time offered by the Office of Facts & Figures, designated as the clearing house for all Governmental broadcasts, is continuing its direct contacts with radio media and corresponding agencies and bringing them together with public and radio relations men of the various Government departments and bureau for exchanges of ideas.

Last Tuesday another session was held in the offices of William B. Lewis, OFF radio chief, and Donald D. Porter, to assist him with the committee of network-agency representatives and on Friday the committee of station operators again went into a huddle in Washington. (Washington) The committees were listed in the Feb. 23 BROADCASTING. Whereas the preceding week the topic under discussion was war production and conversion, with WPB officials sitting in, last Tuesday and Friday the radio liaisons conferred with Army, Navy, Marine Corps and Treasury officials handling radio matters.

MacLeish Talks

last Saturday, Archibald MacLeish, OFF director, was to go to the broadcasting industry over closed circuits of the combined networks with a heart-to-heart talk on what the Government expects from radio during the war emergency. His talk, scheduled for 1:45 p.m., was not to be broadcast but all station managers were monitored to bring their staffs into the studios to hear it, and also to invite the executives of non-network stations in to listen. Besides the fact that Mr. MacLeish’s words were intended to be heard by everyone of importance in the broadcasting field, the OFF declined to release copies of his speech and asked that it be not reported.

OFF’s plans for integrating radio usage, particularly to overcome the problem of overburdening the stations and listeners with public-ity being sent out by individual Government agencies, are still in the planning stage—but assurances were forthcoming that the “system of priorities” embracing the Government’s information needs will soon be worked out. First it is sought to make the best use of those who stage radio’s programs, and this is the reason for the series of Tuesday and Friday meetings which will continue for several more weeks.

Last Tuesday the network-agency committee met with Edward M. Nelson’s AIR PLANS WPB Director to be Heard

TUESDAY NIGHTS

SCHEDULE of Donald M. Nelson’s four broadcasts to the nation during the war was arranged last Wednesday by the networks in cooperation with radio officials of the War Production Board after clearing through the Office of Facts & Figures.

Some changes were made in the schedule as originally planned [BROADCASTING, Feb. 23], chief of which was the shift to two Tuesdays—the first, presumably the first welcomed by the fact that President Roosevelt is again to be heard Monday, March 5, 9:45-10 p.m. (EWT), on the Blue Network; Tuesday, March 10, 10:15-10:45 p.m. Mutual; Thursday, March 12, 10:30-10:45 p.m. on CBS; Monday, March 23, 9:45-10 p.m. on Mutual.

Mutual and the Blue have given blanket authorization to non-affiliates to bring these programs off the air and repeat them, provided the local affiliate approves.

Kirby, chief of the radio branch of the Public Relations Department of the Army; Capt. Leland P. Lovette, assistant director of public relations of the Navy; Jack Hartley, chief of the Navy’s public relations radio section; Maj. George T. Van der Hoef, Marine Corps public relations; Vincent F. Calahan, chief of the press and radio section of the Treasury Department’s defense savings staffs.

Government’s Needs

The same group met again Friday with the stations committee comprising Neville Miller, NAB president, and the five representatives of various groups in the broadcasting industry who also make up the Broadcasters Victory Council [BROADCASTING, Feb. 23]. The same Government officials attended and went over the same ground.

While the meetings were closed, it was learned that each of the Government men described to the committees what his particular branch was doing and suggested future needs. Capt. Lovette, recently returned from Pear Harbor to act as Admiral Hepburn’s right-hand man on public relations, outlined military policies and described what can and cannot be released in the way of information, and why.

Mr. Calahan, whose section has achieved extraordinary success in the use of radio time, is reported to have told the committees that his problem now is “quality rather than quantity” since many outlets have been all-too-generous in the donation of time to the Treasury’s bond-selling campaigns. As reported from the sessions, he stated that the Treasury programs and announcements are sometimes supplemented by programs of the stations’ own making which, added to the material from Washington, often has led to an excess of radio usage.

As admission from the Government’s most extensive “spooner” of donated radio time is said to have struck the keynote of the sessions. Such coordination of radio activities, Federal Security Agency; Wallace Kaddery, radio director, Dept. of Agriculture, and a representative of the Office of Civilian Defense.

Next week’s sessions on the same days will be with Shannon Allen, radio director, Dept. of Interior; Pat Weaver, New York radio director, of the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee); Clinton Mosher, of the information section of the Maritime Commission.

Navy to Examine Reporters’ Stories

Newsmen Must Submit Pieces To Commanding Officers

BOOSTING his staff to 11 separate departments, Rear AdmiralArthur J. Hepburn, chief of Naval public relations, last Tuesday completed revisions of his public relationsTaboo policy regarding taboos on direct information.

The new policy does not prohibit a station from broadcasting a material and a newspaper story as long as the station is local. It was indicated, however, that the Navy is attempting to place further restrictions on stories, because of the belief that enemy naval vessels lying close to coast lines can instantly profit by broadcasts.

Gates to Be Open

Under the new policy, the gates of every naval shore station and the general headquarters of every sizable naval air command will be thrown open to accredited American correspondents, although radio news casters are not mentioned specifically, it is expected they will be included.

Admiral Hepburn’s plans include submission of all stories to the commanding officer of the naval units covered. This plan, it is believed, will remove the necessity for blanket rulings on published matter and will bolster Navy countermeasures against the “Pearl Harbor psychosis”, so termed because most dispatches after the Dec. 7 attack were of a pessimistic nature.

It is believed that the new plan of allowing the Navy to see material before announcement or publication will aid greatly in relieving Navy resistance to radio and the press.

Included in the 11 new departments is one devoted to radio, headed by John H. Robinson, chief of the radio branch, Navy Public Relations department, who will supervise all radio material. It is understood Mr. Robinson’s office will act as a clearing house for radio material, including sponsored shows and other programs with a naval background.

Chain Doubles Budget

NATIONAL SHOE STORES, New York, chain of over 70 retail stores, has announced that its radio advertising budget will be approximately doubled for the coming season with the addition March 23 of six-weekly participation on the Mary Mar- garet McBride program on WOR, New York, and three-quarter-hours weekly on Alan Courtney’s program on WOR, New York, and three-quarter-hours weekly on WNEW, New York, and daily participations on Uncle Don’s show WOR, New York, Agas Simey is Ed Mirag Co., New York.
Programs and Power
TO COVER THE "VALLEY"!

* You get double value when you advertise over WLAC in Nashville, Tennessee. Not only do you get power to cover the rich Tennessee Valley, but you get listener loyalty to the programs that fill WLAC's schedule.

National spots, local and CBS shows of distinction keep them listening in the "Valley".

Power where Power counts MOST!
and programs that please most, too!

GOING SOON TO
50,000 WATTS

WLAC
NASHVILLE, TENN.
CBS * UP NEWS

THE STATION OF THE GREAT TENNESSEE VALLEY

J. T. WARD, OWNER * F. C. SOWELL, MANAGER * PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES
Full Text of Court Decision in Network-Monopoly Case

Before: L. HAND, C. J.; GODDARD and BRIGHT, D.JJ.

A motion brought by the defendants under Rule 12 (b) (1) to dismiss for lack of jurisdiction the complaint in two actions brought under § 402 (a) of 1913, 48 Stat. 115, U. S. Code, to enjoin and set aside certain regulations of the Federal Communication Commission.

JOHN T. CAHILL, for NRC; Charles E. Hughes Jr., for CBS; Telford Taylor and Thomas F. Harris, for the United States and the Commission; Louis G. Caldwell, for MBS, intervenor.

L. HAND, C.J.; These actions were brought to declare invalid and set aside certain regulations originally promulgated by the FCC on May 2, 1941, and amended on Oct. 11, 1941; in their final form they appear at the end of this opinion. After the actions were filed the Commission, on Oct. 3, 1941, placed the regulations in question in regulation in the form of a “minute,” also appearing at the end of the opinion.

Preparatory to the issuance of the regulations the Commission had held hearings that occupied nearly 1,000 hours of testimony were taken; among others whom it had invited to attend, were the two plaintiff networks, which, naturally, introduced extensive evidence. When the regulations appeared, the “networks” brought the case as a declaratory judgment under § 205 (a) of Title 47, U. S. Code, to set them aside as beyond the powers of the Commission and as arbitrary and unreasonable and without basis in the evidence. Upon the complaints so filed and summons affidavits they then moved for a preliminary injunction against their enforcement pendente lite.

Counter Motions
In the motion brought by NRC, two “affiliated stations” have joined as parties plaintiff and the United States and the Commission were originally joined as defendants to the action brought by CBS it alone is plaintiff and the United States is the only defendant. The action brought by MBS has been intervened. A third “network,” MBS, intervened as a defendant in both actions.

The United States and the Commission have countered the plaintiffs’ motions by motions, made before answer, to dismiss the complaints for lack of jurisdiction over the subject-matter under Rule 12 (b) (1), and for summary judgment under Rule 12 (b) (1). MBS has answered and joined in the motions of the other defendants. All these motions having come on before Judge Goddard, he assembled a court composed of three judges, to whom the hearing was transferred in accordance with the rules of Oct. 22, 1913 (38 St. L. 210).

Since we are deciding that the District Court for the Southern District of New York has no jurisdiction over the subject-matter of the actions either as a court of three judges or of one judge, we must consider the merits; nevertheless we must say something about the background of the decision in order to make our discussion intelligible.

The business of broadcasting depends for its support principally, if not altogether, upon advertising. The broadcasting is done by “stations,” each "station" selecting programs which it thinks will be popular, either spoken, sung or instrumentally performed in its own studio, or relayed to it by a "network" as will appear.

Interjected among these programs occur those fervid importunities of advertisers, upon the results of which the "stations" must depend for its revenue. A single "station" dependent upon its own program alone would be very expensive to operate, and its listeners would be the sadder if the "station" has become customary, it were to add to its advertising programs what are called "networks" which are not paid for, but which are thought to give a general popularity to the "station.

These circumstances have long since resulted in the creation of "networks" of the kind with which the actions at bar are concerned. That is to say, in a widespread system of contracts of a single company with separate "stations" scattered all over the Union and known as "affiliates," the plaintiffs, NRC and CBS, are two such "networks"; they own and operate broadcasting "stations" of their own, but, although they depend in part upon these as outlets, their principal reliance is upon the "affiliates." "Feeding Affiliates" They originate a great variety of programs—usually in a studio of one of their owned "stations"—which they transmit by telephone to the "affiliates" for broadcasting. The audience of such a "network" in this way becomes the aggregate of the audiences of its "affiliates," and it enables them to charge so much higher prices for advertising than the "affiliates," could charge alone, that both they and the "network" can divide the returns to their common advantage. There are four such national "networks," two owned by NRC (one of which we are told has disposed of since these actions were begun), another by CBS and the fourth by MBS, which has intervened because it feels itself aggrieved by the practices against which the regulations are directed.

Every broadcasting "station" must have a license and the FCC alone has power to grant, refuse, revoke, renew or modify licenses. The Commission also has authority to make special regulations applicable to radio stations engaged in chain broadcasting. " 303 (1). By virtue of these powers it is assumed to promulgate the regulations now challenged, all of which, it will be observed, are more than declarations of the conditions under which the Commission will in the future issue licenses to "stations."

The defendants’ motions to dismiss the complaints are based upon the theory that these regulations are not "orders" within the meaning of § 402 (a) (2) of the Act, and that the Commission has no jurisdiction over them; indeed, that they are not "orders" of any sort. Whether or not these actions are within the course which it will pursue in the future, whenever any "affiliated station" applies for a new license or for the renewal of an existing one.

"To this the "networks" reply that the regulations had an immediate effect; that they not only announced what would be the future practice of the Commission, but presently adjudicated the invalidity of the contracts between themselves and their "affiliates"; and that they have in fact been and still are "networks" and as a number of "affiliates" have declared that they will be obliged to break their contracts when their licenses are not without "orders," the regulations are necessary to the maintenance of their "networks," which is their own existence. In other words they appeal to the Court to give to its own jurisdiction over the future practice of the Commission the same effect as if it had been the subject of its jurisdiction when the regulations were challenged.

"Legislative Ruling"
We do not think that we need concern ourselves generally as to what "orders" are reviewable under the Act of Oct. 22, 1913 (28 St. L. 219), which as § 402 (a) of Title 47, U. S. Code, incorporated by reference as the measure of our jurisdiction. As far as we have found, the Supreme Court has never declared that that statute authorizes review of any decision of an administrative tribunal which neither directs anyone to do anything, nor finally adjudicates a fact to exist upon which some right or duty immediately depends.

We agree that it is no answer that the decision challenged is “legislative in character. (The Chicago Junction Case, 261 U. S. 256, 263). and, as we have just implied, it is enough if it authoritatively determines the existence of a fact that at some sets in execution some sanction though the decision itself be not in form a command. United States v. Baltimore & Ohio Railroad v. United States, 300 U. S. 276; Rochester Telephone Corp. v. United States, 300 U. S. 404; Pigeon River v. United States, 300 U. S. 276; National Labor Relations Board v. United States, 305 U. S. 401, 408; Cold Storage & Ice Co. v. United States, 271 U. S. 153; Charles O. Perry v. United States, 285 U. S. 353; and United States v. Idaho, 298 U. S. 105. The question is whether the regulations here are compellingly and not merely incidentally to valid powers of the Communications Commission, or are merely advancing the assertion of a new jurisdiction over the actions brought by the "networks" and the Commission's complaint, or merely the threat of such action, or the threat of an order of the Commission which would be reviewable under the Act of Oct. 22, 1913 (38 St. L. 219), if the case came to us under the latter provisions of the Act; we are not concerned with the former, although, as we have said § 402 (a) incorporates it by reference, as to which there is no complaint, and which, as we have mentioned in the parenthesis: To wit, all orders "granting or refusing an application for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license,"

Relief from such orders is provided in the Act of Oct. 22, 1913 (38 St. L. 219) and (f); (2) ; it is by appeal to the Court of Appeals of the District of Columbia. It is not the case that the controversy is now to be resolved at the hearing of an application by the Commission. In compliance with the regulations of the Act of Oct. 22, 1913 (38 St. L. 219) the Commission has not issued any order in the matter, only a notice of its intention to do so. But if the regulations had been in force at the time the case was before the Commission, it would have been by appeal to this Court that the order would have been reviewed.

Relief from such regulations, it is argued, would involve the review of the Commission's complaint and the order it would make. But decisions which are no more than announcements of future administrative action cannot be the subject of relief until they are final, and, therefore, as was treated as within this statute. That does not necessarily imply that a person presentively und can look to this court for the threatened action would be unlawful; the situation then may present all the element for the review of a final order in ordinary course. Shields v. Utah Idaho Central Railroad Co. 305 U. S. 105.

It may be that the plaintiffs at bar could bring such actions in equity; at least it does not appear that recourse to them is positively forbidden by the statute. For example the case in Venner v. Michigan Central, 271 U. S. 127. But even so these actions cannot be brought at bar, which can be brought only under the statute, since otherwise the United States could not, and the Commission sued in this district, assuming that it was in any event possible to join it at all. Such actions are brought under the statute, as we have already mentioned, against a public officer who threatens to do an unlawful act.

Sources of Relief
We should therefore have a great deal of doubt whether the regulations could in any way be made reviewable in this Court.

NOSTALGIC MEMORIES of Milwaukee’s yesterday are recounted each week on Wednesday in The Milwaukee Through The Year show of W55M, FM station of the Milwaukee Journal. Frank Rauch, W55M staff musician is unveiled for "austch of lilac" by Barber Don Stanley, program narrator, while William J. Bennings, musical director for WTMJ and W55M, and Jack Teter (with goggles), singer, star at the Police Gazette.
The PAUL H. RAYMER CO. becomes the "voice" of KEX "the voice of the Oregon country"

Meet our new national representatives! These are the Paul Raymer men who will be calling on you now to tell you about KEX in Portland, Oregon—"the voice of the Oregon country."

We surveyed the field and we picked the Raymer organization to represent us. We know that agency people in general and time buyers in particular will heartily approve this choice.

The Raymer men have a great story to tell you about KEX and the opportunity it offers for advertisers in times such as these. They'll be calling on you soon.
Judge Bright's Dissenting Opinion in Monopoly Case

It is also shown by them, without contradiction, that between the time the regulations were promulgated and the time of this proceeding--not less than 24 broadcasting stations having affiliation contracts with XBC have canceled their contracts as a result of the order in question, and not less than 24 others having such contracts, have served notice that they do not propose to adhere to the terms of such contracts unless they are conformed to the Commission’s order.

Similarly, it is shown by the affidavits submitted by CBS that some of the stations affiliated with it are refusing to renew their affiliation contracts, one reason being to cancel or repudiate them, and some have already cancelled on the ground that the rules in question prohibit them. There is thus a present injury.

Awaiting a Denial

It is suggested that the plaintiffs must wait until the Commission has ruled upon the application of a broadcasting station for a renewal of its license. Can it be said that the Commission will change its rules, in view of the fact that the regulations were properly made with reference thereto and above quoted?

Must these networks await the idle ceremony of the hearing and the refusal to grant an injunction before any relief can be sought when it is perfectly obvious that no relief will be given? And what relief could they get if they did wait? The networks are not to be licensed, only the individuals stations who make applications.

But it is said the networks could intervene and be heard. All that might be said or urged in their behalf has doubtless been communicated to the Commission in the three years between March 18, 1938, and May 2, 1941, when the investigation was going on. Must they march up the hill and down again, with the probability of being met with the statement that the Commission has given the matter due consideration and has done what it

YOUNGEST commercial announcer in broadcasting is claim made by KTSX, San Antonio, for Tommy Masterson, 11-year-old newscaster. Tommy, who tours the country as a Junior Key Note performer for sponsor, Grandma Cookie Co., his material consisting largely of stories of children’s activities in the community, sent in by appetites. Tommy’s dad, W. Wash Masterson, account executive for KTSX.
THE CBC is a vital factor in the lives of all Canadians. The national network, extending from coast to coast, carries the finest programs of three countries into 93.67% of Canada’s radio homes.

From the BBC and the networks of the United States, the Canadian Broadcasting Corporation selects the finest features to add to its own productions. The result ... a balanced, diversified schedule of the best programs on the air.

CBC’s remarkable coverage of Canadian radio homes is unique in the radio industry. Current business conditions are good ... and the purchasing power of Canadians is high. The CBC national network offers to prospective advertisers almost complete coverage of this important market.
tends to abide by, as it has definitely said in its report?

It is said, however, that by a minute adopted by the Commission brought the Commission has manifested its intention to permit the network to institute the action and to proceed on the subject of the granting or denial of the license.

That minute refers obviously only to a station, and no law as it attempts to change the nature of the order sought to be reviewed or to obviate a review would be abortive. Southern Pacific Co. v. ICC, 219 U. S. 433-452. Southern Pacific Terminal Co. v. ICC, 210 U. S. 488-515.

That court has reviewed the rule-making power of this very Commission without being troubled by the question of the definiteness of Art. 9, § 8, U. S. C. 14 F Supp. 121, affirmed 299 U. S. 282. That there can be a review of an order exercising a discretion, and the function of rule-making and rule-making is admitted in U. S. v. Los Angeles R. R., 273 U. S. 266,300. In ICC v. Gresham Transit Co., 224 U. S. 104, where bills were filed to enjoin orders prescribing methods of account, because the said orders were not attempted to be set aside in a court. And insofar as it was not questioned in a court always jealous of its jurisdiction. In Kansas City Southern R. R. v. 219 U. S. 423, jurisdiction was again assumed of a petition to declare in- valid and to enjoin regulations relative to accounting.

Other Cases Cited
In Skinner & Eddy Corp. v., U. S., 240 U. S. 557-562, which involved a refusal of a suspension of a tariff, jurisdiction was assailed, at least until after a final order, and it was there stated that where contention was made that the Commission had not the power to make rules, courts have jurisdiction of suits to enjoin even if the plaintiff had not attempted to secure relief before the Commission.

In the Assigned Car Cases, 274 U. S. 364, suits were brought to enjoin and annul an order of the Commission. The rule governing the distribution of cars among coal mines after an investigation by the Interstate Commerce Commission of its own motion, and no question of right of review was raised. And in APL v. Labor Board, 305 U. S. 49, 465, it was admitted that administratively determinations which are not commands may for all practical purposes, do have the force and effect of a command. This as effectively as the judgment of a court and may be re-examined by courts under particular scrutiny in the review of orders. In Pierce v. Society of Sisters, 265 U. S. 510, suit was brought by a private school to restrain the enforcement of an Oregon statute which required primary education in public schools, and jurisdiction was sustained. Chicago & Eastern Illinois R. R. Co. v. Chicago, 228 Ill. 373, 81 M. 937, holding a suit in equity where the United States Court was not in a position to approve or disapprove of the plan of reorganization, and not a mere possibility in the remote future.

(5) JOHN BRIGHT, USDJ.
Feb. 20, 1942.

Insecticide Series
JOHN OPITZ Inc., Long Island City, N. Y., is expanding its advertising for J-O insecticides this year, and will include, in addition to weekly spot announcements on the Nancy Craig program on WJZ, New York, and the Dr. Shirley Wyame program on WHN, New York, a promotion by WNYC, the agency in W. L. Tracy Inc, New York.

CANADA AND THE UNITED STATES were represented at what is believed to be the first radio sales clinic ever held in Canada by a station representative firm. Above are pictured those attending the affair as guests of Stovin & Wright, Canadian station representatives, at the Windsor Hotel, Montreal.


Seated (1 to r): F. A. Lynds, manager, CKCW, Moncton, N. B.; Ralph Snelgrove, manager, CFOS, Owen Sound, Ont.; Jack Whitby, owner, CFPL, Prescott, Ont.; Lloyd Moffatt, manager, CBK1, Prince Albert, Sask.; Ted Campeau, manager, CKLW, Windsor, Ont.; Maj. W. C. Morrett, manager, CHNS, Halifax, N. S.; P. H. Lalonde, manager, CKAC, Montreal; Jack Sharp, chief engineer, CFRB, Toronto; Gordon Archibald, manager, CHOW, Pembroke, Ont.; Adam Young Jr., manager, Joseph Hershky McIlvira, New York; John Wright, manager, New York; Lovell Mickles Jr., Stovin & Wright, Montreal; C. W. Wright, Stovin & Wright, Toronto; Charles Wright, chief censor, Ottawa; Peter Miller, manager, CKX, Brandon, Man.; J. W. B. Browne, manager, CKOV, Kelowna, B. C.

HENNESSEY JOINS SEGAL AND SMITH
FORMATION of the law firm of Segal, Smith & Hennessey, specializing in radio practice, was announced in Washington, D. C. Mr. Hennessey, formerly of the NBC legal staff and until recently handling GC matters in Washington, will take offices in Washington's Wood Ward Blvd. Mr. Paul M. Segal has been practicing in association with Mr. Hennessey since 1938. Other associates in the Segal firm, Harry P. Warner, David E. Tolman and Stanley I. Posner, will continue to be associated with the new firm.

Messrs. Segal and Smith have long been in the Washington radio practice, having started with the old Federal Radio Commission. Mr. Hennessey, a 1923 graduate of Boston U. and a 1928 graduate of the Boston U. Law School, joined the NBC legal staff in New York in 1929. He was sent to Washington in 1935 as NBC's counsel there, but entered into private practice in 1937, continuing to handle some NBC matters. Early in January RCA appointed Wright, Gordon, Zachary, Parlin & Cahill as its counsel, designating that firm also to handle NBC matters.

RUBINOFF RENEGES
So Ciser Suggests Fiddler
Get the Icewater

According to a letter sent to Adolph Ophner, MBS program service manager, by S. A. Ciser, manager, Florida, New York. Mr. Ciser states that he has been approached by a new firm. In this case, the violinst on the Feb. 19 MBS feature, Mutual Goes Calling, stated that he had refused to fill his engagement after viewing broadcast arrangements. The WGR was using a temporary studio and offered him $500, the usual fee for such engagements. The station contends that arrangements were satisfactory, basing its claim on the fact that the temporary studio was the source for almost ten shows weekly for MBS, and the main source of WGRC productions. However, the violinst refused to appear, making it necessary that WGRC call WHK, Cleveland, control point for the MBS feature, and inform them of the cancellation 15 minutes before the program was to start.

Mr. Ciser suggested in his letter to Rubino that Rubino should be "quietly passed in the future from any MBS pickups." He also stated that the Kiwanis Club, sponsoring the violinst's appearance, has stated it will never book him again.

BAROMETER SERIES
WEATHER MAN, Chicago, has started varied schedules of quarter-hour and five-minute programs, one and two-minute announcements on WWVA WMNN KTSW KFKL WAAP WATT KFIZ KMA WACAZ KFYR KXXX WSAM WHBL KWOC WBW KMHO WDBI. The MBS program will be added. The product is a weather-house type barometer, selling by direct mail for $4.19. Agency is Robert Kahn & Associates, Chicago.

Ontario to Honor Blue Net Visitors
Festivities to Herald Start Of Province's Campaign
ONTARIO Government will be host to 50 Blue Network station managers and officials March 5 at the King Edward Hotel, Toronto, preliminary to the starting of the Ontario Show on the Blue Network March 20. The station managers will arrive in Toronto by train from Detroit and Buffalo, and at a luncheon will be informed of publicity and promotion plans in connection with the show.

The campaign this year, the second that the Ontario Government has engaged an American network, will be instituted in view of the fact that the United States is now also in the war. Tourism in Ontario will be secondary, not the primary aim as when the show was first announced in Broadcasting Dec. 21, 1941.

In the evening there will be a formal dinner at which Ontario Premier Mitch Hepburn and his cabinet will be hosts, and at which stars of the Ontario Show, Col. Stoopnagle and Madeleine Carroll, will be present. Entertainment will be by Canadian stars on the program, and it is hoped to have views of the new Bob Hope-Madeleine Carroll film and the new Grandland Rice-Stoopnagle sports film.

Among Blue network officials to be present will be Mark Woods, Ed Kobak, Keith Kiggins, John H. Norton, Earl Mullin, Bert J. Hau- ner, George M. Benson and Ed Borr- roff. The Blue Network will give a party to the Ontario Government and the stations carrying its show following the dinner.

Page 28 • March 2, 1942 • BROADCASTING • Broadcast Advertising
THE HOOPER-HOLMES STUDY

Newly completed study which determines trade-paper radio news and radio advertising preferences of 900 key agency executives and radio advertisers. Nine publications listed and rotated on mailed questionnaires. The questions: (1) What trade publication do you consider No. 1 for your authentic radio news? (2) What trade publication do you consider the No. 1 advertising medium for radio stations and networks? (3) What yearbook, annual, etc. do you use for accurate radio information?

THE RESULTS

In each case, BROADCASTING the overwhelming first. BROADCASTING awarded as many first places as all other publications combined (complete details on request.)

OFT-PROVEN—every study of agency and advertiser radio news and radio advertising trade paper preferences tells the same story.

First with Radio News... First for Radio Advertising
PAY FOR PLAY with defense stamp purchases is the keynote purpose of the Red, White & Blue Revue, a touring radio show produced by WOW, Omaha. Under the station’s plan a new city is visited each week and each person attending is admitted free but he must buy at least 50 cents worth of defense stamps in a new stamp album. In three cities already played, nearly $20,000 worth of bonds have also been sold to audiences.

Started Feb. 1 at Fremont, the show subsequently appeared in Beatrice and Columbus; in March, it will stop at Hastings, Norfolk and Grand Island, Nebraska. The cost of moving a cast of 40 including Freddy Ebner and orchestra is borne by the station and local sponsorships are arranged with the American Legion or a comparable civic organization.

The show was originated by Lyle DeMoss, promotion manager, and Bill Wiseman, promotion manager.

News at Theatres

PRO-MOTING station service, KDYL, Salt Lake City, maintains loudspeaker units, fed by direct wire from the station’s master control, over the box offices of three of the city’s largest downtown theatres to broadcast four-minute newscasts. Other Hires speakers have also been mounted—through the cooperation of the Salt Lake Tribune and Telegram—on the front of the Tribune building which also houses the station’s studios; over these speakers are heard KDYL’s newscasts, commentators, and special hourly bulletins.

Paper Swaps

TIE-IN promotion stunt for local stations and county newspapers has been worked out by WGAC, Augusta, Ga., which is offering county editors a weekly newspaper, WSJS, Winston-Salem, promotes station and network news with stories and pictures in a pay advertising feature called WSJS News in the Sunday Salem-Journal.

BUYERTRIES RADIO

Factory Solicits Listeners to

—Find Scrap Metal—

INSTEAD of seeking out persons who will buy, radio is used for the first time in Philadelphia to seek persons who will sell. Jersey Shore Steel Co., Jersey Shore, Pa., manufacturer of Army cots and transport bedding, has turned to the radio listener in the hopes of obtaining leads as to where it might buy steel, necessary for its defense orders.

Started recently, the sponsor is using three transcribed announcements daily on WFIL, and a supplementary station may be added, placing through Philip Klein Adv. Agency, Philadelphia. The sponsor seeks to buy abandoned railroad siding tracks, unused trolley tracks or any other type of structure not in use but containing an appreciable amount of steel. The radio listener is merely asked to telegraph the look-out for any such sources of steel and merely to acquaint the sponsor as to the location of the unused steel.

Boy Scouts are being circulated to join radio listeners in this search, with defense bonds and stamps offered the troops. No premium is offered the radio listener in the proposition being presented as an opportunity to aid in the nation’s defense.
Civic Body Offers Wartime Ad Plan
Format for Continuance of Campaigns Is Offered

CITIZENS FOR VICTORY, wartime organization formed from the nuclei of the pro-war groups—Committee to Defend America and Council for Democracy—and with Raymond Gram Swing, MBS news analyst, as chairman, has submitted to radio advertisers a plan to continue their advertising on the air even though priority rulings may have temporarily removed their products from the market.

Format Change Suggested

Pointing out the necessity for maintaining advertising now, if the organization wishes to resume sales to the public after the war, the Citizens for Victory suggestion is that the program format be kept as close as possible to the one used regularly, but that instead of his usual commercials, the advertiser could explain:

"Why his product was not on the market; that because of conditions he and the public realized the necessity of the absence; that both should, in a sense, be proud of that absence; with pride, how his organization was being used to aid in war material production; the logical cooperation with Citizens for Victory."

Program Aid Offered

Offering to produce without charge a portion of the program devoted to the aim of Citizens for Victory—"Win the War—Win the Peace—Preserve Democracy"—the organization suggests that this part of the broadcast might be used to explain the necessity for the inconveniences every citizen will have to put up with during war times, to build the pride of the enlisted or drafted man in his branch of the service, or to give, in addition to entertainment, "a feeling of pride, loyalty, reverence and love for his country to every service man."

NBC Mexican Program

AT THE SUGGESTION of Vice-President Henry A. Wallace as a means of increasing Inter-American understanding, NBC is presenting a series of Saturday half-hour programs titled Down Mexico Way, with 73 affiliated stations already carrying the series. In addition to active cooperation by Latin-American officials in Washington, interest in the series is promoted further through the National Federation of Music Clubs and the National Federation of Business and Professional Women, with local listening groups formed.

FLIP-OF-A-COIN determines who is chauffeur for the day among these CBS Hollywood executives in their cooperative transportation system designed to save tires and gasoline. Matching to see whose car will be drafted are (1 to 1), Hal Hudson, network's Pacific Coast program service manager; Harry Witt, Southern California sales manager; George Moskovics, West Coast sales promotion director; William Forbes, Hollywood network sales service manager.

Independents Can Air Federal War Programs

POLICY whereby the four-network government series, This Is War!, may be broadcast by non-network stations live or be re-broadcast via transcription has been announced by officials in charge of the program following some difficulties after the first broadcast Feb. 14 on rebroadcast clearances.

Under the arrangement, all network affiliate stations may transcribe and rebroadcast the program at 11 p.m. in addition to broadcasting the series at its usual 7 p.m. period. Those stations also may grant permission to non-network stations for transcriptions and rebroadcast it after 11 p.m.; to take the program by line from the network station if the independent station supplies the lines, or pick the series up by radio receiver and rebroadcast it.

PAUL SCHUMERT, war analyst and commentator of WOR, New York, is the author of Sea Power in Conflict, published Feb. 27 by Edward McCann.

A gain first in St. Louis

MORE "FIRSTS" in NATION-WIDE POLLS

KSD

THE 7 FIRSTS

FAVORITE PROGRAMS

ON KSD

Bob Hope
Jack Benny
Information Please
Fred Allen
Bing Crosby
Fiber McGee
Aldrich Family

EXCLUSIVE NBC RED NETWORK OUTLET IN ST. LOUIS

Carried 6 OF THE FIRST 7

FAVORITE PROGRAMS IN THE WORLD-TELEGRAM POLL

In the nation-wide poll of radio editors of the United States and Canada. In this poll KSD also carried four of the first five favorite comedians.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

FREE & Peters, Inc. National Advertising Representatives

New York Chicago Detroit Atlanta San Francisco Los Angeles

March 2, 1942 • Page 31
1. WBZ Boston
2. WNBC Hartford
3. WNBF Binghamton
4. WKBW Buffalo
5. KDKA Pittsburgh
6. WBAL Baltimore
7. WCAO Baltimore
8. WPEN Philadelphia
9. WPTF Raleigh
10. WAGA Atlanta
In radio areas starred on any sales map the trend is to Westinghouse Broadcast Transmitters.

In such 50,000-watt stations as WBAL, WPTF, WKBW, KDKA, and WBZ you find the Westinghouse 50-HG. In WGEN, WCAO, WNBC, WAGA, and WNBF it's the Westinghouse 5-HV for 5000-watt operation. Why?

Managers and operators of these stations know that the most advanced broadcast equipment is on a par with up-to-the-minute programs in importance. In the eyes of sales management using radio advertising, improved radio coverage is an important step toward sales success. That is what these stations offer in Baltimore, Buffalo, Boston, Raleigh, and Pittsburgh—in Philadelphia, Hartford, Atlanta, and Binghamton.

The trend to Westinghouse Transmitters is a trend to low operating costs, improved operating convenience, high fidelity transmission, and extra protection against program interruptions. It is a good trend to follow.

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 better than they had ever been met before—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."
Impact of the War

WHATEVER FATE the war-clouded future may hold for the advertising business in general, the short-term outlook for radio is reasonably good. Buying power remains high, especially in the rural regions which radio serves so well. Certain urban areas are even booming under the stimulus of defense orders. The networks, ordinarily the bellwethers of the industry, have thus far found immediate replacements for the few accounts that have fallen as war casualties.

Then, too, wholesaler and retailer inventories and the immediate prospective supplies of the goods which radio has moved in greatest volume in recent years—drug and toilet goods, grocery food products, tobacco products, soaps and kitchen supplies—are still quite large. On the whole, the business of broadcasting has not yet felt the effects of the priority curtailments and rationing that have so severely hit "hard" goods such as automobiles, tires, building materials, radios, refrigerators and the various metallics.

Perhaps it is purely a fortuitous circumstance, but these latter items in recent years have not bulked particularly large in radio's total sponsorship categories. The loss of automotive advertising was felt by radio with nothing like the impact it has had on printed media. It has been the ad revenue from radio set manufacturers and the electrical appliance producers who have used radio in any great volume. Indeed, where once many deplored the fact that radio had its eggs in so few baskets (the foregoing four categories of "soft" goods representing some 88% of the sponsorship on the networks in 1941), at the moment it looks as though that very circumstance turns out to be a lucky break for broadcast advertising.

That is, if the projected rationing of sugar does not cut into foodstuffs and beverage distribution. It may yet—no one can foretell—but right now the assurances of "plenty of food and necessities" would seem to bode fairly well for the fields from which radio derives its main revenues.

Taking things in their stride, radio commercial men should see great possibilities in the new packaging which the shortages of tin and glass will require; in the newly stimulated frozen and dehydrated food merchandising that is already evident; in the promise of a plenitude of men's and women's clothing; in the still very animated department store activity. Most radio stations can take a shrinkage of network and national spot, if that should come, and delve into a backlog of undeveloped local accounts, particularly among retailers of consumer necessity goods.

For the most part the stations reporting to us say that business continues good. It would take a prophet or the son of a prophet to predict the long haul, but up to now we can't go along with all at the defeatist attitude of a broadcaster who sounded the only lugubrious note we've heard so far, when he wrote, "It seems that our salvation and hope lies in the fact that we must produce business from sources not heretofore acceptable to radio."

No Haven for Dodgers

IT WAS GRATIFYING recognition of the vital role of radio in the war effort, quite aside from the certain necessities of its case, that Brig. Gen. Lewis B. Hershey, Chief of Selective Service, should have singled out "key" radio as well as newspaper men as worthy of occupational deferments under the draft. But there is real danger, inherent to an industry as closely attuned to the public as radio, in pursuing this opening too zealously unless absolute necessity demands.

Radio is feeling the pinch of a depleting supply of broadcast technicians due to the rush of that class of employees to the colors. It may have other legitimate claims, but it certainly does not expect special treatment to be accorded the industry's manpower as a whole.

Yet already the hue and cry has arisen in some quarters (chiefly editorial) that radio, along with the movies, is seeking admission to a "preferred" class in the matter of deferments. This theme, inflated by repetition, might easily become a popular belief. And such belief might soon result in a widespread conviction that the broadcasting industry, despite the fact that we know that its men are going into the armed services in great numbers, is a restful haven for "draft dodgers".

It should be made clear that Selective Service headquarters in Washington has consistently admonished that General Hershey's observations are in no way to be regarded as rules for blanket deferments for ours or any other industry. They are simply suggestions to local draft boards, which still have the final say.

Consequently it would be advisable for management and employees to tread lightly in the matter of seeking induction deferments. Despite the favorable reaction of Selective Service officials to the suggestion that essential and irreplaceable radio employees be deferred to carry on the work of this important war arm, the industry cannot afford the onus involved in too many and too strenuously pursued requests for deferments. Radio must not be both the prophet and the seeker of special privileges.

By making only reasonable requests, radio will avoid jeopardizing the respect it now commands. Decisions of local boards so far have usually been fair and judicious. Mistakes that may have been made in isolated cases are more than offset by the consistently fine consideration displayed by local boards and by Selective Service headquarters.

IN HIS PREFACE to Thirteen by Corwin [Henry Holt & Co., New York, $2.75], Carl Van Driest calls attention to James Gluckman as "an accomplished, acknowledged master" of radio drama, who "is to American radio what Marlowe was to the Elizabethan stage". Whether or not other radio critics agree with these opinions, has been shown in Mr. Corwin's book that collecting such radio plays as My Client Curley, Seems Radio Is Here to Stay and the other 12 broadcasts into book form was well worth while, if only for the guidance of other writers who are less experienced in this newest form of dramatic composition.

MARY MARGARET McBride, of the radio, is the latest of the growing list of microphone auditors to bring out a book, America for Me having just been published [Macmillan Co., New York, $1]. In seven chapters, each answering a familiar query, Miss McBride essays to express her affection for her country largely by telling inspirational stories based on American tradition, particularly stories of interesting people in American life.

WHEN Robert St. John, now in London for NBC, returned to America from the Balkan war front last summer, he locked himself in a hotel bedroom with his typewriter and for a solid week typed out the story of the German drive through Yugoslavia, Greece and Crete, just published [Doubleday, Doran & Co., New York, $3] under the title From the Land of Silent People.

NORMAN CORWIN'S We Hold These Truths, written to commemorate the Bill of Rights and broadcast over the combined networks last Dec. 15, is being published in book form by Howell, Soaskin, New York.
DON S. ELIAS, vice-president of the Asheville (N.C.) Citizen-Times and executive director of WWNC, believes that "too many cooks spoil the broth." This does not mean he has just "broth" cooking! Mr. Elias has a fantastic menu of activities laid out for himself, and is perhaps one of the busiest men in the Carolinas.

He is a member of the board of directors of the NAB and a member of the board's executive committee. Just the other day he was re-elected president of the Asheville Chamber of Commerce, which should be enough to do for any healthy individual.

Don Elias inherited his liking for politics from his father, Kope Elias, a close personal friend of President Grover Cleveland. On his mother's side he is a descendant of David L. Swain, a Governor of North Carolina.

While never seeking or holding an elective office, Mr. Elias has used his talent for organization to make his impress upon his party's history, mapping and managing Democratic campaigns and in general applying to politics the same enthusiasm, energy and directness which enabled him to be a success in business affairs.

Only recently, as Western Division chairman for the Washington Day Campaign Committee of North Carolina, his efforts in organization over-subscribed the fund-raising campaign for his district for the Democratic National Committee by more than 40%.

The theory that a straight line is the shortest distance between two points has always appealed to Mr. Elias and he has followed it with conspicuous success in all his affairs. A zestful joy in life, a good sense of humor and an unusual capacity to "take it" when the going is tough, have pulled him through depressions, recessions and other troubles with little if any evidence of wear and tear.

Don Elias took the management of WWNC in 1934. The work was entirely new to him, but the job of running a business wasn't. Soon after he took charge, he began to build up its business, to increase the scope of its service and to weld the personnel into a strong and intensely loyal unit. The station celebrated its 16th anniversary on Washington's Birthday, and has one of the newest and finest homes in the entire South in the new Citizen-Times building.

Born in Franklin, Macon County, N.C., in 1889, Mr. Elias was educated in the old Franklin High School. There was no public school there in those days. He was graduated from Trinity College (now Duke) in 1902, and shortly after got a job on the Asheville Gazette-News as a cub reporter. The Gazette-News was the predecessor of the Asheville Times, of which he later was to become publisher.

Fascinated with publishing, he realized he would have to enter into some other business before he could realize his dream of owning a paper. Hence from 1912 to 1923 he was president of the Southern Coal Co., in Asheville, and later in 1923 he joined the Southern Steel & Cement Co. In 1926, he purchased the Asheville Times. Realizing that a newspaper can be only as good as the men who actually produce it, he set about to employ the most capable and experienced executives and other employees that he could find.

The effective campaigning of Mr. Elias, personally and through his newspaper, behind the movement to get North Carolina to pass a $2,000,000 bond issue for establishment of the Great Smoky Mountains National Park was a substantial factor in its success. In September, 1930 Mr. Elias and Charles A. Webb, publisher of the Asheville Citizen, negotiated a consolidation of the two daily newspapers in Asheville. Under the setup Mr. Webb became president and Mr. Elias vice-president. In addition to his responsibilities as co-publisher of the two papers, he became executive director of WWNC which is owned and operated by the Citizen-Times Co.

As a Duke football fan, he has few equals and no superiors, but his loyalty to Duke extends far beyond his interest in football. He has been active in alumni affairs since his graduation. He served as vice-president of the general alumni association in 1927 and was president of the following year. He has been a member of the university's board of trustees since 1930.

Mr. Elias was chairman of the Democratic Executive Committee for the tenth (now the eleventh) Congressional district in 1916 when Zebulon Weaver was first elected to congress, where he still is serving. Mr. Elias also served for several years as chairman of the Buncombe County board of elections. In 1924 he was delegate to the Democratic national convention.

Mr. Elias is a World War veteran and for many years has been a member of the Kiwanis Rockwell Post, American Legion. He was a commissioned second lieutenant in the field artillery at the Officers' Training School at Camp Taylor, Ky., in 1918.

Mr. Elias was for several years a member of the county board of welfare as the State's representative, and of the State unemployment advisory council. He is also a past director of the Southern Newspaper Publishers Assn., as well as chairman of the board of trustees of Western Carolina Teachers' College.

On June 17, 1924, Mr. Elias married Mrs. Elizabeth S. Bradford. He is a Methodist, a 32nd degree Mason, and a member of the Omicron Delta Kappa, honorary fraternity.
MORE and MORE PEOPLE LISTEN to WCOP

NOW—WCOP gives Boston for the first time 18 hours of continuous music and news.

NOW—WCOP offers you an opportunity to buy hard-to-get premium night time spots at "easy-to-take" prices.

NOW—Before you select radio time in Boston test your campaign on WCOP.

**BEHIND the MIKE**

JIM MILES, formerly director of the Farm & Home Hour at WING, Dayton, has joined WOWO-WGL, Fort Wayne, as assistant farm director.

WENDELL NILES, Hollywood announcer on the NBC Al Pearl & His Gang, has been signed by Warner Bros. for a role in a film short featuring Bill Tilden, tennis star.

DAVID DRUMMOND, Seattle script writer, has joined the Blue Network Hollywood writing staff.

REID FORSEE, Canadian Broadcasting Corp. announcer at Toronto, is the father of a baby girl, born Feb. 18.

ROBERT EMERICK, announcer, has joined KTY, San Francisco.

WILLIAM BRUNDAGE, announcer, formerly of Louisville, has joined KWJ, San Jose, Cal.

ROB PROVENCE, news editor of WBN, Youngstown, returned to the W of West Virginia recently to complete his course before joining the Army Air Corps. W of West Virginia and continuous staff of WILD, Niagara Falls, has joined the WBN announcing staff.

BILL THIEMAN, WCAE, Pittsburgh, announced, has joined Pennsylvania Reserve Defense Corps. Dave McKowen, former WCAE announcer, is studying meteorology at Chanute Field, Ill., in the Army Air Corps.

J. E. (Dusty) DOYLE, formerly radio editor of the San Francisco Chronicle, New York Journal-American, and radio columnist for the syndicated Hearst Newspapers, has joined the publicity staff of CBS. Previously he was a newspaperman in the Philippines and Shanghai. Mr. Doyle has been publicity manager for the Billy Rose Aquacade in San Francisco, a writer for Radio Feature Service, and executive secretary of Radio Editors of America.

SOT. WALTER M. HARRISON Jr., former member of the news and announcing staff of KLZ, Denver, was awarded a group of 90 selected from Lowry Field to be sent to an officers' training school in Florida.

JOSE CRESPO, Latin American sec. announcer, has joined the Spanish language staff of the CBS shortwave division.

ALLEN B. MARTIN, former reporter for Boston newspapers, has joined the NBC international division to handle the news desk.

KEN SMITH, Spanish announcer in the NBC international division, on Feb. 21 became the father of a baby boy.

ERNEST STONE, former announcer of WOV and WEVD, New York, has joined the night announcing staff of WNEW, New York.

BOB MARKS, CBS pageboy at the network's television studio in the Grand Central Terminal Bldg., New York, has been assigned to taping for television programs on WCBW, CBS station.

EARL KELLY, staff announcer of WWNY, Watertown, N.Y., has joined the Army and is replaced by Emerson Hislop of Schenectady. Dave Lane, former WWNY staff artist, is now a costly Kelly.

DAVID MANNING, formerly of KYOK, St. Louis, and more recently a Hollywood film studio reader, has joined KFVD, Los Angeles, as announcer.

LEONARD FINCH, of CBS Hollywood publicity department, has signed a civilian contract with the Navy Security office, and has reported to San Diego, Cal., for duty.

JOHN KELLY has joined the news staff of WICO, Bridgeport, replacing Larry Gruze, Army-bound.

BOB KELLEY, sports editor of WGR, Cleveland, will cover the training activities of the Cleveland Indians in Clearwater, Fla.

PAUL CLARKE, announcer of KOSA, Denver, and recently of WXR, Island, Ill., on April 1 is to marry Lucie Thompson, musical director of CHY.

William E. Meredith, formerly radio director of WPTL and Preba, has joined the continuity staff of WLW, Cincinnati, Frederick Russell, New York, and Hollywood writer, replaces Richard Powell, recent selection for various WLW dramatic shows.

Gilbert Winters King, of CBS Hollywood sales promotion department, has been transferred to the transcription division, replacing Don Sanford, now in the Army.

Arthur McPhillips, of the production department of WJR, Detroit, is teaching a daily class in radio engineering at Wayne University.

Billie Randall and Bill Mitchell, of CBS Hollywood sales promotion and public relations, respectively, have recovered from appendicitis operations.

Bill Foresman, formerly of WGAN, Cleveland, has joined KMPC, Beverly Hills, Cal., as announcer-producer, succeeding Lou Huston, transferred to continuity and program traffic.

Edward Tonnesen, formerly of the guide staff of NBC Chicago, left last week for service in the Army Air Corps. Ogden Willand succeeds him.

Jack Hill, production man of WWJ, Detroit, resigned last week to join NBC in Chicago in a similar capacity.

Edith Ralston, of WJMA, Covington, Ky., has been named publicity director of CBA.

Bill Highower, former sports announcer for WFAA, Dallas, and WIOD, Miami, has joined WSPD, Toledo.

Gil Hodge's, special events chief at WTAG, Worcester, Mass., has resigned to join the Army.

Edward Kosowicz, announcer at WHM, Jersey City, has entered the Army.

George P. Bartholomew Jr., NBC producer and writer, has been appointed an assistant director of the Central Division.

Earl Thompson, has resigned as chief announcer and special events director. WFAA-KGK, Fort Worth, is to join the Army at Randolph Field.

Patsy Peck, freelance, has joined WFAA-KGK, Fort Worth, as publicity director replacing Bertrand Heill, on duty with the Navy.

Dick Jennings, formerly of WNOU, Austin, Tex., and Lester Scott, formerly of KTEM, Temple, Tex., have joined the announcing staff of KFDM, Beaumont.

Larry Geraghty, former head of the WOL, Washington music department, is now a fulltime announcer. Helen Schuyler, former receptionist, is assistant in the music department.

The Richest People in the World Live in The Valley of Paradise . . . . Over 1/3 million people who have a per capita wealth of $1928 which is only a part of their wealth. An "Eden Garden" is their home—a climate unsurpassed—a rich, lush valley surrounded by mountain splendor. In this clima, if one works to show PFO, the only real station in the Valley of Paradise, can get you profitable results on your Spring Campaign—Here's a thought—Why not test your Spring Campaign on PFO before the Eastern Season starts. That's really a good idea

ACTION IS DELAYED ON FUNDS FOR FCC

BECAUSE no executive sessions were held last week by the Senate Appropriations Committee on the Independent Offices Appropriation Bill, the FCC appropriation of $4,991,219 for fiscal year 1943, saw no action. The appropriation included in the Independent Offices Appropriation Bill, provides for the salary of Dr. Goodwin Watson, chief analyst of the Foreign Broadcast Monitoring Service, payment of which was specifically prohibited in the House passage of the Bill Jan. 22.

Dr. Watson has been under fire for alleged Commissar-front activities and, following numerous investigations, the House inserted a proviso prohibiting payment of his salary from April 1, 1942.

Hearings on bill have not been scheduled by the Senate Appropriations Committee but it is expected that these will be held shortly. Action by the committee on heavier financial legislation such as the $3 billion Fifth Supplemental Appropriation Bill has been held up consideration of the Independent Offices bill, it was said.

RECEIVER PRICES

DRAW OP A WRATH

AIMED at allegedly "inflationary" and "unfair" substantial increases in wholesale and retail prices of receiving sets and radio phonographs, said to be now in effect, a sharply worded telegram by Price Administration Leon Henderson, Office of Price Administration, on Feb. 19, ordered immediate cancellation of current bills.

The telegram, directed to all wholesale and retail outlets, followed identical indications by the War Production Board that most civilian radio production soon would be discontinued. Mr. Henderson stated that maximum manufacturers' prices were set by the OPA on Feb. 9 and indicated that current prices were far above the ceiling set by his office.

"I am requesting," the Administrator said, "the immediate withdrawal of any retail or wholesale increases on your radio receivers and phonographs which have been made since Feb. 10 and the immediate re-establishment of retail and wholesale prices and discounts in effect on Feb. 10, 1942."

WKRC Names Cornell

SYD CORNELL has been named program director of WKRC, Cincinnati, to succeed Brad Simpson, effective March 1, according to Hulbert Taft Jr., general manager. Simpson, who has held the post since October, 1940, tendered his resignation to open an advertising agency in Cincinnati. Cornell joined the staff in September 1940 and has been active in programming and production.

MacArthur Drops Name

DOUGLAS MACARTHUR, WIBG, Philadelphia, program director has dropped his name in recognition to avoid confusion with the hero of Bataan.

GEARED to the national war effort, television station W6XAO, Hollywood, owned and operated by Don Lee Broadcasting System, on Feb. 28 launched a schedule of 90 minute defense programs over channel on alternate Saturday evenings.

WFLB Syracuse, N.Y.

FREE & PETERS, National Representatives
Radio and Press Still Active in Hawaii; Offer Major Advertising Opportunity

THAT Hawaii, though under martial law, still offers a major business opportunity for national advertisers, especially radio, is reported by the Katz Agency Inc., in a special bulletin summarizing letters it has received from the Honolulu Advertiser and its station, KGU, both of which are Katz-represented.

Civilian life and business carry on, and the daily newspaper and radio have become vital necessities not only for dissemination of military orders but for maintaining morale among the more than 500,000 civilians, the bulletin states. The newspapers have reduced the number of pages and are limiting their press runs, though they are hopeful that they will be able to get newspaper on the priority list and increase the size of the papers and restore eliminated features.

"People depend on radio only for bulletins and orders from the Army intelligence; emergency announcements of all kinds; news reports; but, perhaps most important of all, for welcome entertainment."

Keeping Tuned

"Radio owners have been advised by military authorities to keep tuned to their stations for air-raid warnings."

"With regulations keeping civilians in their homes in the evening (except on special pass) and forceing the early evening closing of movies, night clubs and other entertainment facilities, radio is the only means of relieving the long boredom of the nightly blackout. For entertainment, it's the radio."

"Military orders prevented regular broadcasting during the week of Dec. 7. Since Dec. 14, both stations have maintained their full schedules — including all commercial programs."

Though shipping schedules are military secrets, great quantities of merchandise are reported being shipped regularly to Hawaii, but with preference given military materials. Labor is short, but there is no shortage of food. There is plenty of cargo space for exporting sugar, pineapples and other products to the mainland, so that the basic economy of the islands is reasonably sound.

On the advertising side, Katz's report states that in Honolulu, Sears Roebuck has "embarked on an aggressive policy, starting out with a page ad in the Advertiser"; Liberty House is maintaining former schedules; Honolulu Gas Co. is maintaining all present merchandise and institutional schedules; Mutual Telephone Co. has tripled last year's advertising schedule; Hawaiian Sugar Planter Assn. has doubled its 1941 advertising.

RCA Ties Australasia

FIRST DIRECT radio communication ever set up between the United States and Australia has been opened by RCA Communications, linking San Francisco and Wellington, New Zealand, and eliminating delays caused heretofore by the necessity of relaying messages to New Zealand via Australia. The new 6,000-mile circuit becomes the 51st RCA circuit for direct communication with other countries, and will be operated at Wellington by the New Zealand Government Telegraph Administration.

Seizing Shortwave Sets

NOT ONLY enemy aliens but any household of which an enemy alien is a member have been forbidden the use of shortwave receivers in Hawaii, under orders issued last week by the military governor. The sets must be turned over to the police by Feb. 26 under penalty of $5,000 fine or five years imprisonment. The order was issued largely to prevent aliens from tuning to the Tokyo propaganda broadcasts, notably the English "news" commentaries of "Lord Hee Hee," as Hawaii has nicknamed the Jap propagandist.

When WCHS, Charleston, W. Va., placed "Dearest Mother" on the station five times weekly for Lewis, Hubbard & Co., wholesale grocers, through their retail branches, and their clerks to WCHS Auditorium for a "Nite Before" pep party. Grocers and clerks were greeted by John Sinclair, erstwhile WCHS program promotion manager (currently employed by Uncle Sam). Other displays in the auditorium showed merchandise to be featured on the program. Ben Thomas, dynamic Lewis, Hubbard advertising manager, explained the entire campaign. Incidentally, services of WCHS program promotion dept. are available free to all advertisers.
Slump Talk Irks Media in Detroit
January Retail Sales Found 35% Above '41 Figure

DETROIT media are up in arms over what they call misleading reports regarding the economic situation in that great defense center, deriving largely from headlines to the effect that 400,000 workers would be laid off in automotive plants due to cessation of passenger car production. As one broadcaster put it: "Many national advertisers and their agencies have been prone to believe that Detroit was to be a 'dead dod' as far as business conditions were concerned."

The fallacy of this is evidenced by the fact that retail buying for the Detroit district during the month of January was running approximately 30 to 35% ahead of the same month last year and represented the biggest January in the history of most of the retail stores.

Rep. Offices Closed

"On top of the unemployment scare, the trade journals carried stories relative to the closing of their Detroit offices by John Blair & Company and Free & Peters. It is understandable why both of these representative firms would be forced to close their Detroit offices, since these offices were established primarily to service the automotive agencies located here. Since there is to be a negligible amount of automotive advertising, Detroit of course can be conveniently covered from Chicago and these companies naturally felt that the volume of business for the coming year did not warrant their continuance here."

This Detroit broadcaster, emphasizing the fact that the motor car market is more than holding its own, quoted Ernest T. Kanzler's statement at a press conference in Detroit on Feb. 19 to the effect that there would be no unemployment until July, but that he anticipated from 800,000 to 1,000,000 men employed at the year's end, in the plants of the automotive industry converted to war production.

Mr. Kanzler is chief of the Automotive Division of the War Production Board. He urged all industries to work seven days a week, 24 hours a day—and this is to be particularly so in Detroit.

That city's peak employment in 1941 was 550,000, so that actually it will soon have a larger population than ever, with increased rather than diminished buying power.

RCA Names Singer

SLUMER W. SINGER, former general manager of Audible Vision Inc., producer of commercial films, has been named manager of a newly-established sales education division of RCA Mfg. Co., Camden. The new department will provide material for sales training for RCA field sales organizations, RCA wholesale distributors and retail dealers and their sales personnel by means of district meetings, forums and printed manuals.

WJDC Now WPDQ

CALL letters of the new WJDC, Jacksonville, Fla., have been changed to WPDQ. E. D. Black, vice-president, has reported that further construction of the new station depends on receipt of certain necessary materials. WPDQ was granted last Dec. 30 to Jacksonville Broadcasting Corp. for 5,000 watts at 1270 kc.

Two Texas Tales

1—PERFECT coverage is claimed by KRGG, Weslaco, Tex., on the basis of a recent plug for a lost dog. Next morning the dog came to the studios and sat outside, waiting to be claimed.

2—When four employees of KRGG joined the Texas Home Defense Guard, one of them, Corp. Fennell C. Price, was assigned to the full time job of guarding the station.

Western Auto Spots

WESTERN AUTO SUPPLY CO., Los Angeles, is using three to six spot announcements per week each on approximately 66 stations in the 11 Western states. Agency is Dan B. Miner Co., that city.

Gasoline Refining Jumps 65% in the Texas Panhandle!

From $26,651,286 During 1940 to $44,200,000 in 1941

And this is only one startling increase for the Amarillo Market's mammoth oil and gas industry. For instance, crude oil production increased from $24,276,684 to $30,500,000; natural gas from $10,584,000 to $11,000,000; carbon black from $12,000,000 to $13,000,000; and INDUSTRIAL PAYROLLS LEAPED FROM $25,300,000 in 1940 to $29,000,000! Last year 707 new producing wells were completed, yet this rich field is only three-fifths developed.


GET THE ATTRACTIVE COMBINATION RATE ON

The Taylor-Home-Snowden Group

The KGNC, KEO, KTSA, KRGV

AMARILLO, LUBBOCK, SAN ANTONIO, WESLACO

Central Sales Office 805-6 L Tower Petroleum Bldg., Dallas, Texas

Ken L. Sibson, General Sales Manager, Telephone Riverside 5663- TWX D's 297

KXEL Selected as Call For Outlet in Waterloo

KXEL will be the call letters for the new 50,000-watt station on 1540 kc. in Waterloo, La., which the FCC authorized for construction on Jan. 31, according to Joe DuMond, manager of KBUR, Burlington, who owns 50% of the stock of Josh Higgins Broadcasting Co., holder of the construction permit [BROADCASTING, Jan. 26].

Mr. DuMond reported that plans are going forward for construction of the station as projected. Associated with him are John E. Fetzer, owner of WKZ0, Kalamazoo; Paul Godley, consulting engineer; John Blair, station representative, and Dan T. Riley and Richard H. Plock, the latter president and vice-president respectively of KBUR, as well as 15 Waterloo businessmen who are also stockholders in the company.
WINTONS ACQUIRE CONTROL of WLOL

CONTROL of WLOL, Minneapolis, passed Feb. 24 from the estate of the late John P. Devaney, former Democratic National Committee man from Minnesota, who died Sept. 21, 1941, to David J. Winton and Charles J. Winton Jr. as the result of a decision of the FCC authorizing the transfer of controlling stock. The price was $21,500.

The Wintons, who acquired 48% interest in WLOL early in 1941, are prominent Minnesota lumbermen. Charles Winton has been taking an active interest in the management of the station. David Winton recently was appointed by President Roosevelt as Minister to New Zealand but declined to take the post which was later given to former Secretary of War Patrick J. Hurley.

WLOL has been operating since the summer of 1940, using 1,000 watts on 1380 kc. Prime mover in securing the grant of the station from the FCC was Judge Devaney, who was a former Chief Justice of Minnesota State Supreme Court. He originally held two-thirds of the stock, with local theatre interests holding the remainder. Stock of the latter, together with some of that held by Mr. Devaney, was later acquired by purchase by the Winton brothers, giving them 48%.

KOL, Seattle, has applied to the FCC for authority to shift frequency from 1300 kc. to 840 kc. and increase power to 10,000 watts fulltime. It now operates with 1,000 watts night and 5,000 day.

Pabco Paint Series

USING radio for the first time in ten years, Pabco Companies Inc., San Francisco (Pabco paint), on March 14 is scheduled to start The House Next Door, quarter-hour weekly transcribed program on eight Pacific Coast stations. Ann Holden, home economist and decorators from S. & G. Gumps store, each week will visit a different home. They will describe the interiors and exteriors, how they are decorated and give constructive ideas for improvements by decoration. Stations are KPO KFI KFSD KDYL KMJ KFBK KG W KOMO. In addition Paraffine is cooperatively sponsoring a series of transcribed spots on a long list of stations in various sections of the country. Agency is Brisacher, Davis & Staff, San Francisco.

Acme Expands List

ACME BREWERIES, San Francisco, has augmented its list of stations carrying the five-minute transcribed program Toast to America's Allies. Each broadcast salutes one of the 26 nations pledged in unity to defeat Hitlerism. The format provides for the selection of one of the Allied nations around which a panegyric is built. Agency handling the account is Brisacher, Davis & Staff, San Francisco. The new stations include KPO KGO KW KS L KIEM KMJ KYOS KCVF KFBK KVEC KFMD KFAR KGBU KDYL. Approximately 25 stations are being used at present.

DEAN SIMMONS

LOGGING broadcasting schedules of several stations while recuperating from an auto accident took Dean L. Simmons, timebuyer and radio director of the Mayers Co., Los Angeles into radio. After doing that type of work for the California Intelligence Bureau and W. R. Penney Market Research Corp. from 1934 to 1936, Dean became so sold on the idea that he established his own Radio-Ad Research Service, operating it for three years. He offered a complete log of the activities on all stations in the Southern California area, thereby enabling sponsors to obtain an accurate check on their campaigns.

When Dean approached the Mayers Co. in 1939 to interest them in subscribing, agency executives promptly bought it for all their accounts. In that same year, Dean joined Mayers as timebuyer and research director. He was instrumental in instituting the Mayers Co. ABC Service (Rating-Buying-Checking). When Ted Cate, then radio director, left Mayers in 1940, Dean took over his duties.


Dean was born in Provo, Utah, Nov. 4, 1911, where he attended grammar and high school. Completing a business course, which included advertising, at Hennegar Business College, Salt Lake City, he struck out on his own in 1929, coming to Los Angeles. He found a job in the advertising department of Schulte United (department stores), remaining for two years. An auto accident near San Diego, Calif., forced him to give up working for the next two years. But during that time the enterprising youth kept his typewriter busy pounding out pulp stories, as well as taking up a mail course in advertising.

BILLY EYENSON, member of the Scattergood Havens cast, has the comedy lead in American Sidesshow, musical revue, which opened at the Chicago Civic Theatre last week.

SUCCESS

Falstaff, one of the great Saint Louis beers, will be sold for its third straight year through the medium of KWK sporting events. A successful selling year is a logical expectation.

ST. LOUIS

KWK - MUTUAL

BROADCASTING • Broadcast Advertising

Page 40 • March 2, 1942
Yankee Network Offers Colleges New FM Series

COOPERATING with the Yankee Network, more than 30 New England colleges will present an extensive FM broadcasting program during the coming months. First program of the series, featuring the combined 100-voice choral groups of Boston and Emmanuel colleges, will be presented March 15 over the Yankee Network's FM stations, W43B, Boston, and W3B, Mt. Washington. Other universities and colleges will participate.

Yankee Network hopes to add new blood to program by presenting youthful New England musical groups; at the same time it offers them a new medium. Among colleges said to have made plans for the series are: Holy Cross, Massachusetts State, Williams, Smith, Amherst, Wellesley, Boston U. Bates, Bowdoin, Colby, U of New Hampshire, Middlebury, Goddard, Yale and Wesleyan.

WHISTLE CONTINUES

WSM Consulted Before Change
In Train Schedule

WHEN a crack train's schedule depends on clearance of radio time, that's news. J. S. McGinnis, promotion manager of the N.C. & St. L. R.R. recently called WSM, Nashville and asked if the Pan American show, sponsored by the railroad, could be moved up five minutes.

Informed it could there was a sigh of relief from the other end of the wire for, as McGinnis said, it was desired that the schedule of the crack Pan American train of the N.C. & St. L. be changed but radio time would have to be cleared first.

This was required to retain the 10-year feature of the Pan American show in having the actual sound of the train heard as it passes WSM's 575-foot tower.

UP Baseball Coverage

RADIO WIRE CLIENTS of United Press this season will receive direct coverage of major league baseball training camps according to arrangements by UP for its radio sports editor, Ralph Palmer, to tour the centers for daily features, spot news and color on the teams and players. Advance promotion on the feature has been supplied stations in brochure form designed for use by sales staffs as a presentation to prospective sponsors of the five-minute scripts. A similar brochure, describing a special UP series of football shows, enabled more than 200 stations to sell the scripts to sponsors last fall.

Albers Hookup

REPLACING Treasure Hunt, a new show, Treasury Tunes, started Feb. 19, keyed from WKRC, Cincinnati. Sponsered by Albers Super Markets with 43 stores in Ohio, the program is carried by WING, Dayton; WIZE, Springfield, and WCOL, Columbus, on Thursday nights. Show offers Defense Bonds at maturity value of $50 to 104 participants weekly. Bill Welch is mc. and Nelson King is announcer.
WISH, Indianapolis

A. A. S. A. P. Advertising (Tobacco), 6 a.m., thru Goodkind, Joos & Morgan, Chicago.


N. D. E. N. E. N. W. N. E. New York (Locket Strikes), 6 a.m., thru Lord & Sibley, N. Y.

Wenatchee, Wash. (Tobacco), 6 a.m., thru Kreeger, N. Y., thru Farms, thru Boston, thru Rio Grande and thru the New York Stock Exchange.

FNZ, Boston

Dunlop Bros. and others, 6 a.m., thru Williams, Berkheim & Son, N. Y., thru Emmet Brough & Co., San Francisco.

Radio Adjuncts Not Expected To Receive Army Help

In The Face of the recent DCB “Freeze Order” in the granting of new stations or increased facilities, and in view of the war conversion order to receiver manufacturers, the situation for smaller businesses related to the industry is rapidly becoming critical. It was felt in industry circles last week.

A heartening note was sounded Feb. 19 by a directive issued by Maj. Gen. Charles M. Wesson, Chief of Ordnance, to the 70 districts of the Ordnance Department of the War Department, which stated that extended services would be made available to smaller manufacturers in the various ordnance districts to assist them in getting work for their plants.

Engineer Shortsage

It was felt that the directive might include smaller plants which are engaged, for the most part, in the manufacture of either a receiver or transmitter manufacturing. This hope has been dispelled, however, in view of the shortage of critical war materiels which consumers have been given to manufacturers by the War Department and also because the radio industry is constantly being called on by the War Department to furnish engineers.

In view of the War Department’s engineering shortage, it is felt in industry circles that assistance will be given only to actual manufacturers that some assembly plants must eventually pass out of the picture.

Oficials of the Radio Manufacturers’ Association last week stated that assistance by the War Department has so far been confined to manufacturers now engaged in war work. “The War Department does not have an expanded industry over as a s a m b l y plants,” RMA officials stated. They added, “the War Department has so far offered assistance to independent manufacturers who are actually engaged in war work.”

It was added, however, that in the event of an expanded War Department engineering staff, some assistance might be given to smaller industry assembly plants.

Concerts Insured

RADIO and concert engagements by Gladys Swarthout have been insured for E. P. W. as far as the next six months by Lloyd’s of London, the star’s chief commitment being the Sunday afternoon concerts of her “Hour of the Air.” Theamentos has been insured on CBS by Prudential Insurance Co. of America. One of the most popular concert programs, it has been under law insurance of its own kind.

No War Aid Seen For Small Plants

FNZ, Boston

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Radio Advertisers

PACIFIC AIRCRAFT Training School, Hawthorne, Cal., new to Southern California radio, in a one-month test campaign to promote organization's defense industry instructional courses. On Feb. 25 started using five-minute transmitted commercial announcements once and twice-daily on KMPC, Beverly Hills, Cal., and KPVD, Los Angeles, respectively. If successful, schedule will be expanded to include other West Coast stations. Placement is through Allied Adv. Agencies, Los Angeles.

MANDEL BROTHERS, Chicago department store, on March 1 started sponsorship of 24 five-minute newscasts daily, every hour on the hour, on WIND, Gary, Ind. Account was placed through Schwebner & Scott, Chicago.

PORT WAYNE National Bank, Fort Wayne, will sponsor the 1942 Aliens Spelling Bee series on WGL every Wednesday and Saturday between March 11 and May 13. Winners of school bees within the country compete for the county title.

COLONIAL COFFEE Co., Nashville, sponsoring Colonial Quarters on WLC. Nashville, has extended the show to WABJ, Bowling Green, Ky. Organized quarters compete for $150 monthly prize. Program is heard Mondays and Fridays, 6:45 p.m.

WESTERN AUTO WORKS Co., Los Angeles (California), is sponsoring a five and six week-hour-quarterly newscast on KMPC, Beverly Hills, Cal., and KPVD, Los Angeles, respectively. Contract is for 16 weeks having started Feb. 9. Allied Adv. Agencies, Los Angeles, has the account.

CANADIAN SHREDDED WHEAT Co., Niagara Falls, Ont. (Canada), has started third-weekly hour-transcribed dramatized spot announcements on a large number of Canadian stations. Cockfield Brown & Co. Ltd., Toronto, placed the account.

DAGGETT & RAMBELL Ltd., Toronto (louer), has started its 300,000 watt voice booming over a cleared channel, provides that power! Twenty years of leadership and superior programming assure one of the largest and most loyal audiences in the great Southwest.

Together—power plus prestige—they present the advertiser with a sure-fire combination that "rings the bell" of advertising returns—every time.

Tip Top Resumes Spots

TIP TOP TAILORS, Toronto (Canada), on March 3 starts three weekly transcribed spot announcements over more than 25 Canadian stations. Account was placed by McConnell Eastman & Co., Toronto.

SUMNER RHUBARB GROVERS, Sumner, Wash., a seasonal user of radio, is conducting a radio campaign on several California stations, using announcements on KJKS, San Francisco; KZL, Fresno; and KPBK, Sacramento, and home economics participations on KFRC. Agency is Brewer-Weeks Co., San Francisco.

NEWELL GUTRAT D Co., San Francisco (1-2-3 Cleanser), has started a month test campaign, using spot announcements several times weekly on KJML and KARM, Fresno. Home economics participations are also being used on KJML. If the test is successful other stations may be added, according to Botsford, Constantine & Gardner, San Francisco.

BLATZ BREWING Co., Milwaukee, has started weekly announcements on W5GC, Chicago. Agency in Heurt, Hurst & McDonell, Chicago.

FIRST LADY DISCS GIVEN TO LIBRARY

A COMPLETE set of transcriptions of Mrs. Franklin D. Roosevelt's Sunday night broadcasts on NBC-Blue, sponsored by the Pan American Coffee Bureau, was presented to the Library of Congress Feb. 25 at ceremonies attended by the First Lady and other notables. The original manuscripts were also included in the presentation, which was made to Dr. Luther H. Evans, chief assistant librarian and director of the reference department.

The transcriptions are to be filed away as part of a library of recordings of important broadcasts having future historical reference value which the Library of Congress hopes to build up with the cooperation of the broadcasters. Since the Library has no funds for this purpose, it is relying upon contributions from networks, stations and sponsors, and particularly desires to have any transcriptions of a documentary character.

POWER TO RING THE BELL EVERY TIME!

It takes power—a real punch—to ring the bell. Timid taps won't turn the trick.

WJO, with its 50,000 watt voice booming over a cleared channel, provides that power! Twenty years of leadership and superior programming assure one of the largest and most loyal audiences in the great Southwest.

Together—power plus prestige—they present the advertiser with a sure-fire combination that "rings the bell" of advertising returns—every time.

THRIFFTY DRUG Co., Los Angeles (Southern California retail chain), on March 2 starts 22 minute transcribing a five-week-hour-quarterly program Hollywood Spotlight on KECA, that city. Conducted by Eradine Johnson, series features interviews with film personalities, as well as a weekly movie mystery contest. Firm currently sponsoring a six-week-hour-quarterly commentary, Inside the News, on KPI, Los Angeles. Agency is Hillman-Shane-Breyer, that city.

KEN DAVIS, chief news announcer of WCKY, Cincinnati, now is sponsored on programs—companion, 1 p.m. by Hudepohl Beer; 6 p.m. by Art Dry Cleaning Co.; other sponsored news programs on WCKY are: Gordon Gray at 7 a.m. for Re-Go Gas & Oil Co., Cincinnati; and Jack Foster at 10:45 a.m. for Hudepohl Brewing Co. DORLEY'S PRODUCTS, San Francisco (health foods), recently started a quarter-hour weekly program on four McClatchy stations in California—KPMK, KGW, KBG, KGW. Agency is Rhodes & Davis Adv., San Francisco.

WATTS WAYNE National Bank, Fort Wayne, will sponsor the 1942 Aliens Spelling Bee series on WGL every Wednesday and Saturday between March 11 and May 13. Winners of school bees within the country compete for the county title.
DCB Not to Seek Funds of Congress
Operation Made Possible by Other Federal Agencies

DEPENDING upon other Governmental agencies and committees of private communications concerns for its functional activities, the Defense Communications Board, wartime communications planning agency, has not asked and will not ask Congress for any appropriation despite its manifold activities, according to DCB Chairman James Lawrence Fly, who is also chairman of the FCC.

Before Pearl Harbor the DCB was engaged chiefly in preparing plans for the use of radio, wire and cable communications in the event of war or other emergency. Since that date its function has expanded to include facilitation of action under such plans, with its current problems embracing the extension of additional communications service to both domestic and foreign points where war has brought new or enhanced need for instantaneous communication facilities; cooperation with WPB in determining priorities and allocations for radio equipment; safeguarding of communication routes and plants from accidental or deliberate damage, and prevention of interruptions.

The DCB functions with the assistance of 17 committees representing all branches of the communications industry, including broadcasting [see 1942 Broadcasting Yearbook]. Its continuance without either Congressional appropriation or funds from the President has been made possible through the cooperation of other Government agencies, industry and labor, said Mr. Fly, with the bulk of its administrative work carried by the regular staff of the FCC plus a few clerical positions authorized in the regular FCC appropriation.

"We need communications facilities for the instantaneous transmission of orders and intelligence from one point of our far-flung battle front to another; for the transmission of news to the home front; for the presentation of American news and opinion to our sister American republics and to the rest of the world," said Mr. Fly. "At home we need peak efficiency in our telegraph and telephone systems if we are to function as a fortress, base and arsenal of democracy."

Besides Chairman Fly, DCB consists of Maj. Gen. Dawson Olmstead, chief of the Army Signal Corps; Capt. Joseph R. Redman, director of Naval communications; Breckenridge Long, Assistant Secretary of State in charge of the Division of International Communications, and Herbert E. Gaston, Assistant Secretary of the Treasury.
Government Asks Engineer Roster

Engineers, technicians and indirectly others of the radio industry are being solicited in a special questionnaire of the National Roster of Scientific & Specialized Personnel, seeking to ascertain in a number and characteristics of Americans skilled in this particular branch.

The questionnaire, along with similar queries to those in other industries seeking like reservoirs of specialists, is being sent out by the Civil Service Commission and the National Resources Planning Board, operating under the Executive Office of the President.

Specific questionnaires on engineering for record purposes are being distributed to engineers and technicians asking field of specialization, with present and past functions as well as other allied experience. Ham operators as well as professionals are being queried, according to James C. O'Brien, executive officer of the project.

While no other category in radio is at present receiving the form, it is indicated that some groups will be touched when questionnaires are sent to other industries allied with radio, directly or indirectly.

Explaining that the move was in connection with national defense, Leonard Carmichael, director of public relations, last night told the representatives of the American Council on Education, American Council of Learned Societies, National Research Council, Social Science Research Council and other national organizations are members of the project’s advisory committee. Filling of the questionnaire is not to be construed as an application for a position. Its purpose is merely to allow the Government to size up the number and strength of American specialists and to best conserve and use this skill in the war effort.

CIVILIAN engineers are sought by the Army Signal Corps to fill radio and telephone positions in Civil Service jobs paying $2,900, $3,200 and $3,800 annually.

TWO VALUABLE NEW FEATURES HAVE BEEN ADDED TO THIS PRESTO RECORDER!

Here is a more versatile recording turntable, a recorder with variable cutting pitch, that can be quickly adjusted for discs of varying thickness, a machine that will operate "faster" in both constant and variable recording speeds.

INDEPENDENT OVERHEAD CUTTING MECHANISM: The cutting mechanism of the 8-C is rigidly supported at one end by a heavy mounting post 2 1/4" in diameter. The other end is free of the table so that the alignment is independent of the disc thickness. A thumbscrew above the cutting head carriage adjusts the angle of the cutting needle while cutting for any direct playback or master disc from .030" to .040" in thickness. The cutting mechanism swings clear of the table for quick change of discs.
Honoring service mothers with a series called Navy Mother, KXOK, St. Louis, is presenting a mother reading a letter from her enlisted son followed by a short monologue about a living hero and music from the KXOK studio orchestra with vocal solos from the naval training center. The entire series is written and produced by Lieut. Jim Douglas, former production manager at KMOX, same city. Each mother gets a corsage.

World War I CHRONOLOGICAL review of World War I and local news highlights of 25 years ago make up We Did It Before presented by Scott Weakley on KROW, Oakland, Cal.

Password

HOUSEWIVES who can repeat the password given on the morning quarter-hour show of the Globe Brewing Co., Baltimore, for Arrow Beer on WBAL, Baltimore, win defense stamp awards if called during the two hour period immediately following the broadcast. Password is changed daily to be an Arrow Beer advertising slogan and an estimated 400 calls are made daily.

Mike Boners

USING the famous campaign words of Al Smith as program title, Let's Look at the Record of KOA, Denver, calls attention to announcers' bull during the past week. Listeners are awarded theater tickets for bona fide discrepancies while erring announcers are obliged to contribute to the Navy Relief Fund.

Street Replacement

FINGER PRINTING and asking questions of interviewees by a representative of the local police and Jack Hubbard, program director of KROS, Clinton, Ia., is the replacement for the station's man-on-the-street program. Interspersed throughout the broadcasts are crime talks.

Last Week's Broadcasts

RADIO listening stimulant is the Did You Hear? program of KGVO, Missoula, Mont. Presented each Sunday night, questions about programs during the past week are asked. Listeners submitting accurate answers by mail are awarded defense savings stamps.

Ten Pin Topics

BOWLING news, interviews and latest scores from the mapleways constitute Strikes And Spares sponsored thrice weekly on WIX, Cleveland, by Bartunek Clothing Co. Broadcast is by Sam Levine, editor of the Cleveland Kegler, official bowling newspaper.

Low-Down On Bosses

SECRETARIES of well-known personalities tell about their bosses during the weekly quarter-hour Ask My Secretary, recently started on KMTR, Hollywood, under auspices of Secretary magazine. Carol Fuller interviews a different secretary each week.

Food Rumors

TO AVOID hoarding and to run down rumors of shortages of groceries, KILO, Grand Forks, N. D., has started Victory Hints, weekday morning 10-minute women's program. Suggestions on best use of more plentiful foods are included.

Hello, Mom

TELEPHONE calls between boys in the service and their families back home are arranged during the Hello Soldier, Hello Sailor series of WTN, Minneapolis, Military and naval units cooperate in placing the calls.
Congress, Press, Radio Object To Biddle's Secrecy Measure

Drastic Curbs Are Seen in Proposed Legislation With Indications That It May Be Clipped

URGING penalties of $5,000 or two years in jail for unauthorized persons who reveal secret or confidential information of Government agencies, legislation suggested by Attorney General Biddle and introduced in the Senate last week by Chairman Frederick Van Nuys (D-Ind.) has aroused a storm of protest from Congress, the radio industry and newspapers.

Viewed widely as a measure under which the press and radio would be subject to drastic curbs, and which would restrict even Congressional investigations and debates, the measure, it is felt, will undergo material changes before being allowed to go further.

Controversial Section

The section of the bill drawing most protests states: “That whoever, without authority, shall wilfully and knowingly furnish, communicate, divulge, or publish to any person, in whole or in part, copies, or the contents, substance, purport, effect or meaning of any file, instrument letter, memorandum, book, pamphlet, paper, document, manuscript, map, picture, plan, record, or other writing in the custody of the United States, or of any agency, officer or employee thereof, declared to be secret or confidential by statute, or declared to be secret or confidential by any rule or regulation of any department or agency of the United States of which he has knowledge or which has been published in the Code of Federal Regulations, or in the Federal Register, shall be fined not more than $5,000 or imprisoned for not more than two years, or both.”

Last Tuesday a special subcommittee of the Senate Judiciary Committee, headed by Sen. Austin (R-Vt.), began hearings on the bill which were continued throughout the week.

Indicating that reported “leaks” from many Government sources of military value were behind the bill, Attorney General Biddle stated that one of the most common types of “leaks” was “the sale of information connected with war espionage.” He suggested that the bill’s criminal provisions might be applied only to members of the Government, but added that such a policy might be “unfair” by subjecting persons revealing information to penalties, while exempting persons publishing information.

Testifying in opposition to the proposed bill, Albert W. Hamilton, representing the Socialist Party, said it “does neither Mr. Biddle, democracy as an ideal, or the President’s ‘Solemn Pact of Truth’ much credit.” Hamilton said that powers held by the Office of Censorship were sufficient to prevent release of vital information. He indicated that the bill in its present form would make impossible any constructive criticism of the Government.

Sen. Austin, following comment by Mr. Biddle that the voluntary censorship program “was beginning to work out very admirably” but emphasizing that it could not work without the cooperation of newspapers, stated, “In seeking to suppress information we must take great care that we don’t destroy this tremendously important weapon in fighting this war to victory—which is information.”

Attorney General Biddle denied the bill would be a curb on freedom of press and radio because Government secrets have never been available for publication.

Inspected by Agencies

Before going to Congress the measure went the rounds of Governmental departments and agencies, it is said, from which alleged “leaks” have appeared. Federal agency heads, it is further said, helped draft the bill in its present form.

The Office of Censorship has denied seeing the bill or having anything to do with its origin and the Justice Department has declined any attempt to set up censorship under the bill. The Justice Department, it was learned, has agreed that the measure be modified to some extent, the modifications to include insertions of protective definitions with regard to publishable information on Government activities.

Longines Renewal

LONGINES - WITTNAUER WATCH Co., New York, on March 8 for 52 weeks will renew its six evening time signals daily on WOR, New York, with a special “synchronization” setup with the programs succeeding the signal. The 8 p.m. announcement preceding the Uncle Dan program will be directed at children; the 7 p.m. spot prior to Stan Lomax will specify Longines’ accomplishments in the field of sports timing, and copy will be cued to the 8, 10 and 11 p.m. newscasts. Agency in charge is Arthur Rosenberg Co., New York.

Diligent Workers are these three scrub-uppers giving their domestic all under tutelage of Vera Nyman, president of Soil-Off Mfg. Co., Glendale, Cal. (cleaner), sponsoring a twice-weekly newscast on 6 CBS Pacific Coast stations. Under head of client service, applying heavy doses of elbow grease as well as sponsor’s product to the kitchen floor, are (l to r) Jefferson K. Wood, account executive of Buchanan & Co., Los Angeles agency servicing the account; Bob Garrel, Hollywood commentator on the program; R. C. Lockman, account executive for the network.

In the Groove!

Latest C. E. Hooper

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... Lowest cost per listener, ... By far ... than any Cincinnati station. More listeners than any Cincinnati station from 8 A.M. to 10:30 P.M. except one ... More listeners than the COMBINED TOTAL of 3 other Cincinnati Stations for the 10-hour period 8 a.m. to 6 p.m., Source C. E. Hooper.
KNITTI'N AND PURLIN' steadily are these six lassies of the staff of WAVE, Louisville, who have taken it upon themselves to form their own little Red Cross unit. Since mid-January the girls have spent a portion of their lunch hours sewing and knitting, to the expressed gratification of WAVE Manager Nathan Lord. They are (1 to r) : Marie Ruffner, Kay Kohlhepp, Martha Bottom, Libbie Heaver, Mary Ellis and Mildred Blackwell. Manager Lord reports all staff members are buying Defense Bonds & Stamps each payday, under a voluntary purchase plan.

Radio Outlook Still Favorable

(Continued from page 18)

ours, as, for example, in the automotive, appliance and canning industries. Another applicable factor is the point that much of Canada's national spot billing came from United States advertisers, who were not seriously affected until this nation's all-out preparedness program became operative.

At this moment, however, almost identical lines in Canada and the United States are hard hit. These generally are in the field of durable consumer-goods—products requiring raw materials needed for war production.

On the other hand, present evidence points to greater opportunities for the general field of basic commodities and optional goods—foods, drugs, clothing, cosmetics, etc.

Effect on Other Media

It may be noted that radio has never been a major advertising medium for durable goods. Outdoor advertising, national magazines and newspapers will feel the effects of advertising curtailment in this field more seriously than will radio. Radio has always derived its principal revenue from low-cost basic and optional products, and thus is in a relatively better position than competitive media.

This is at variance with an opinion expressed Jan. 24 in Editor & Publisher, which takes an optimistic view on the maintenance (and even prediction of an increasing) in paper lineages, but predicts a drop in radio. However, Editor & Publisher points only to the automotive and soft drinks industries as its example.

Automotive advertising has never been a major source of radio revenue. For example, during May of 1941, a peak month for automotive advertising, 8% of all radio programs and 9% of total radio announcements were automotive (according to the NAB's Broadcast Advertising Record) and, despite priorities, radio of course will not lose all of this, retaining much of its billing from gasoline and oil accounts, garages and service stations, etc. Passenger car advertising has been only a fraction of the automotive total.

Soft drinks are hit by sugar rationing, with production cut about 35% under last year's all-time high. Up to Jan. 27, however, the heads of major companies indicated there would be no substantial reduction in advertising, except in the cases of a few newly-marketed products (such as Spur), some of which will be withdrawn. The net result expected is that these companies, instead of materially increasing their advertising appropriations over last year, as they had planned, will probably continue at about the 1941 level.

Looking Into the Future

Industrial advertising, never an important factor in radio volume, must be cut but not eliminated. The Aluminum Co. of America, for example, announces it will spend almost as much as it did in 1941 and prior years, even though the company now has nothing to sell. Its theme is "Imagining for the Future". Only a few industrial cancellations in radio have been noted, and Paul West, president of the Assn. of National Advertisers (who recently surveyed the ANA membership) does not foresee any major defections.

Many Increasing

This agrees with a survey by the National Industrial Advertisers Assn. which states "a great majority of industrial companies have been maintaining and in many cases increasing their advertising efforts despite the armament program and the seller's market. The greatest increase has taken place among medium-sized companies, indicating that American business men are already planning for the post-war period. Though their plants are loaded with orders, many are extending their advertising effort to retain customer goodwill and insure continued product acceptance."

A note of caution on this point, however, should be injected. The record in Canada shows that despite many optimistic statements by industrial advertisers, media revenue from this source was not maintained at its previous level during the first war year. But this was followed by increased advertising activity the second year, inspired in large measure by distributors and dealers who insisted on the maintenance of brand identification and consumer goodwill in preparation for the post-war day when they again would be in a competitive market. Without this distributor and dealer pressure, it is likely that the industrial advertising curve would have continued downward.

Alternate Products

Although national spot billing may show a slight decrease, for the reasons already given, there is also a bright side to the picture. Some manufacturers, hard hit by rationing or priorities, will introduce new products. The major soup companies, for example, have been rushing plans for the introduction of dehydrated soups, now that tinplate supplies have been cut. Such activity, noted in many fields, points up radio's unique value and one of advertising's prime services—the introduction of new, substitute or "alternate" products. Such sponsors are auto-

WBNX NEW YORK

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

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

BROADCASTING • Broadcast Advertising

Page 48 • March 2, 1942
naturally changed from the "competitive" or "receptive" to the "pioneering" stage of advertising, and in this stage advertising expenditures have traditionally been substantial. Whether this conversion will offset total probable losses, however, is a moot question.

Local Most Promising

At this writing, the local field seems most promising. Canada and Australia reported increases of approximately 35% in local revenue during the first half of 1941. Retail sales were similarly higher than for the previous year. Government figures for the period January-April 1941 show these increases in Canadian retail sales:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men's Clothing</td>
<td>22.8</td>
</tr>
<tr>
<td>Shoes</td>
<td>22.2</td>
</tr>
<tr>
<td>Candy</td>
<td>22.1</td>
</tr>
<tr>
<td>Radio-Electrical</td>
<td>22.1</td>
</tr>
<tr>
<td>Variety</td>
<td>22.1</td>
</tr>
<tr>
<td>Women's Clothing</td>
<td>22.1</td>
</tr>
<tr>
<td>Hardware</td>
<td>22.1</td>
</tr>
<tr>
<td>Furniture</td>
<td>22.1</td>
</tr>
<tr>
<td>Drugs</td>
<td>22.1</td>
</tr>
<tr>
<td>Grocery</td>
<td>10.8</td>
</tr>
</tbody>
</table>

Local advertising budgets, customarily based on sales volume, have been correspondingly increased.

Department store executives at the mid-January NRDGA convention in New York discussed advertising budgets with this consensus: "Price" store will probably spend more for advertising in 1942 (the Pitiz Department Store of Birmingham estimates a 25% to 35% increase), while more conservative stores may spend slightly less, although Woodward & Lothrop of Washington in this category have announced an increased budget. Specialty and other retailers have traditionally followed the department store lead.

Australian Boom

Local radio enjoyed a boom in Australia during 1941, due partly to the paper shortage (which has not yet become a controlling factor here). Theatrical advertising for the first time became an important source of radio revenue, for that reason. If the threatened paper shortage in the United States develops, "rationing" of space in publications (as in England) and increased costs in direct-mail will find more sponsors turning to radio.

Rural delivery of newspapers will also be curtailed by the rationing of delivery cars and tires. Some local advertisers, such as department stores, furniture stores, etc., who might otherwise seek a solution to their problem in an expansion of mail-order catalogs and direct-by-mail advertising, will be more susceptible to radio's potent sales story.

From experiences and opinions now available, the adjoining table has been prepared as a general guide for the predictable future. Sales departments, however, are advised to watch national developments closely and to revise these lists as changes occur.

<table>
<thead>
<tr>
<th>Category</th>
<th>Favorable Outlook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>- cattle feeds, seeds, nurseries, livestock.</td>
</tr>
<tr>
<td>Apparel</td>
<td>- underwear.</td>
</tr>
<tr>
<td>Bakeries</td>
<td>- bakery.</td>
</tr>
<tr>
<td>Books &amp; Shoes</td>
<td>- books and stationery.</td>
</tr>
<tr>
<td>Clothing Stores</td>
<td>- apparel.</td>
</tr>
<tr>
<td>Cigars-Dyem-Laundry</td>
<td>- cigarettes.</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>- cosmetics.</td>
</tr>
<tr>
<td>Dairies</td>
<td>- dairy products.</td>
</tr>
<tr>
<td>Department &amp; Dry Goods Stores</td>
<td>- dry goods.</td>
</tr>
<tr>
<td>Drugs &amp; Drug Stores</td>
<td>- pharmaceuticals.</td>
</tr>
<tr>
<td>Educational</td>
<td>- educational services.</td>
</tr>
<tr>
<td>Farm-Orechards Produce</td>
<td>- farm produce.</td>
</tr>
<tr>
<td>Financial</td>
<td>- financial services.</td>
</tr>
<tr>
<td>Florists-Nurseries</td>
<td>- florists.</td>
</tr>
<tr>
<td>Food Products</td>
<td>- food products.</td>
</tr>
<tr>
<td>Garages, Repair Services (uncertain)</td>
<td>- garages.</td>
</tr>
<tr>
<td>General Stores</td>
<td>- general merchandise.</td>
</tr>
<tr>
<td>Grocery</td>
<td>- groceries.</td>
</tr>
<tr>
<td>Hotels, Restaurants, Resorts</td>
<td>- hotels.</td>
</tr>
<tr>
<td>Insurance</td>
<td>- insurance.</td>
</tr>
<tr>
<td>Jewelers</td>
<td>- jewelry.</td>
</tr>
<tr>
<td>Medicinals &amp; Proprieties</td>
<td>- medicinals.</td>
</tr>
<tr>
<td>Merchandise Chains</td>
<td>- merchandise chains.</td>
</tr>
<tr>
<td>Professional Services</td>
<td>- professional services.</td>
</tr>
<tr>
<td>Public Utilities (uncertain)</td>
<td>- public utilities.</td>
</tr>
<tr>
<td>Publications</td>
<td>- publications.</td>
</tr>
<tr>
<td>Sporting Goods (uncertain)</td>
<td>- sporting goods.</td>
</tr>
<tr>
<td>Soaps, Toilet Goods, Beauty Shops</td>
<td>- soaps.</td>
</tr>
<tr>
<td>Tobacco Products</td>
<td>- tobacco products.</td>
</tr>
<tr>
<td>Transportation: Rail, Bus (uncertain)</td>
<td>- transportation.</td>
</tr>
<tr>
<td>Tourist Attractions</td>
<td>- tourist attractions.</td>
</tr>
<tr>
<td>New Products</td>
<td>- new products.</td>
</tr>
<tr>
<td>New Uses for Old Products</td>
<td>- new uses for old products.</td>
</tr>
</tbody>
</table>

ITEM 1: Cosmetic manufacturers face curtailment of packaging materials and certain raw materials, but substitutes are being developed so rapidly that serious shortages are not expected.

ITEM 2: Jewelers also face a shortage of some materials, but present supplies are deemed adequate for some time and certain manufacturers do not expect to be affected. Bulova Watch Co., present largest U. S. national spot advertising reve- nuer, has announced a $250,000 increase for 1942. Benrus and Inger- sion are among others announcing increases. Furthermore, the jewelry industry long ago adjusted itself to major wartime changes, developing other sources of supply to replace imported materials that became unavailable with the war's outbreak.

ITEM 3: Soft drinks are affected by sugar rationing, but malt beverages have a decidedly favorable outlook. Brewers anticipate a banner year.

ITEM 4: Sugar rationing, again. Comments of qualified observers support the tables, and are detailed in the complete NAB study, available to member stations. But these observers properly emphasize that any such tabulation is meant to cover the radio industry as a whole, and the national picture in general. Local and regional adaptations are essential in the light of special factors prevailing in any given area.

Possible Blackouts

Thus, if Pacific and Eastern coastal stations have to be silenced frequently by the Interceptor Command, radio revenue there will be affected. If 100,000 workers are temporarily unemployed pending conversion of industry to wartime production, as in Detroit, the market picture changes. Or if 200,000 workers are added to payrolls in defense centers, as in Washington, again a national tabulation would be out of balance.

In other words, despite all the road-maps that may be devised on the basis of experience elsewhere or on a study of national factors, each American commercial station is charged with the continuing responsibility to remain alert and analytical.

The immediate radio outlook is far from discouraging. On the contrary, it is hopeful, and challenging. On the pioneering ingenuity and adaptability of American radio management will the future of this vital, free industry depend.

Bibletone Trios Radio


Price and Fly on Panel

BYRON PRICE, Director of Censorship, and FCO Chairman James Lawrence Fly, will be members of a panel on "Free Speech and Censorship for the American Forum of the Air," to be broadcast from Washington Sunday evening, March 8, over Mutual. Other participants in the debate, under the direction of Theodore Granik, will be Roy Larson, president of Time Inc.; Raymond Gram Swing, Mutual commentator; Dwight Marlin, editor of the Tray (N. Y.) Record.
British Drive
(Continued from page 12)

Navy campaign, has also bought
some advertising space."

While the article in the Com-
merce Dept. organ was admittedly
based on recent reports on British
war advertising, which have noted
that the British Government now
accounts for approximately 17% of
all advertising expenditures in
England, it was learned upon in-
quiry by Broadcasting at the De-
partment of Commerce, that its con-
cclusions were purely the "personal
opinion" of its author. The article
was not signed, but it was divulged
that its author was John H. Morse,
chief of the Division of Commercial
& Economic Information of the
Bureau of Foreign & Domestic
Commerce. Mr. Morse formerly was
an executive of Buchen Co., Chi-
icago agency.

Mr. Morse observed that if a
similar proportion of last year's
advertising budget in the United
States, placed entirely by private
enterprise, was made available by
the United States Government, it
"would mean a fund of approxi-
matel $340,000,000,000 for advertis-
ing essential war needs."

His article states that his in-
formation was derived from direct
reports to the Dept. of Commerce,
from the British war advertising
exhibit of the J. Walter Thomp-
son Co., and from the book Modern
Publicity in War, published by
Studio Publications, of London and
New York. All of the British Gov-
ernment advertising referred to
was in non-radio media since Eng-
land does not have commercial
broadcasting.

England's Tactics

This is how Mr. Morse sum-
marizes the British government
campaign:

"Empire war aims were handled as
a separate, distinct campaign,
through every possible medium.
The National Savings Campaign
was carried on by a National Sav-
ings Committee, using every angle
of publicity and advertising. Lead-
ership, not dictatorship, was used
to float loans of tremendous size.
This National Savings Committee
was a special department of the
Ministry of Information.

"The Food Campaign was con-
ducted by the Ministry of Food;
Road Safety Campaign during
blackouts was directed by the Min-
istry of Transport; a campaign
on use of the mails, by the Gen-
eral Post Office; a Fuel Campaign,
by the Mines Department of the
Board of Trade; a Salavage Campa-
ign, by the Ministry of Supply.
At the same time, the Ministry
of Agriculture and Fisheries ran
a steady stream of appeals on plow-
ing by day and night—on garden-

Audiences Picked

"The Ministry of Health & Home
Security directed its advertisements
at the problems, and their solutions,
of home owners; the Ministry of
Supply asked for binoculars, iron
and steel scrap. The RAF adver-
tised for recruits through the Air
Ministry Information Bureau;
while the Ministry of Health asked
country folk to look after evacu-
ated children.

"The Ministry of Food paid for
space to ask housewives to read and
use the wartime cookery features
appearing in newspapers and maga-
zines, to listen to broadcasts
about buying, preparing, and cook-
ing food, to attend local demon-
strations of cookery and meal plan-
ning."

HILLMAN OFFERED
LOCALLY BY BLUE

SECOND series of commentaries to be offered to Blue Network affil-
iates for local sponsorship has been set up by the Blue to start March
16, Monday through Friday, 7:30-7:45 p.m. Featured will be William
Hillman, currently on leave as European editor of Collier's Maga-
azine, to serve on the Board of Eco-

nomic Warfare in Washington, and
Ernest K. Lindley, columnist and
chief of the Washington bureau of

Newspapers.

Along the lines of the former
NBC Hillman-Clapper series, the
new program will have Hillman
covering news abroad and Lindley
news at home.

First Washington commentary
series to be offered by the Blue on
a participatory basis, Bauschke
Talking has been available for local
sponsors since Feb. 16 and now lists a total of 12 sponsors. Featur-
ing H. R. Bauschke, noted Wash-
ington correspondent, the series is
heard five times weekly at 1 p.m.

WRRF Ready to Start;
Frank Is Named Manager

EXPECTING to go on the air this
week, the new WRRF, Washington,
N. C., has announced the naming of
B. W. Frank, minority stock-
holder and formerly assistant man-
ger of WEED, Rocky Mount,
N. C., as manager of the regional.
Bob Wallace, previously of WOLS,
Florence, S. C., will be chief engi-
neer. A Wincher tower has been
erected and a Gates transmitter
is being installed. AP news service
and NBC Thesaurus music library
will be used.

Construction permit for WRRF
was granted Dec. 3, 1941, to Tar
Heel Broadcasting System, Inc., for
1,000 watts on 880 kc. Principals
are W. H. Roberson Sr., president
of the local Dr. Pepper bottling
company, president, 41% stockhold-
er; Mr. Frank, vice-president,
24.5%; W. R. Roberson Jr., secre-
tary-treasurer, 24.5%.

NOVA SCOTIA Has
Canada's Largest
Steel Industry

P E R H A P S the outstanding field for ex-
pansion in Nova Scotia is for export
industries based on mineral products.
Most of the essentials for their produc-
tible development are available in or near
the Province. Here, for instance, is located Can-
ada's greatest steel industry, with an an-
nual output of 600,000 tons of steel.

Nova Scotia also has Canada's largest coal
production, raising over 7,000,000 tons in
1940. In addition there are 22 distinct gra-
phyferous areas covering 627 square miles and
exporting 1,365,460 tons in 1940, mainly in
crease. Nova Scotia's deposits of stra-
ict minerals such as manganese, tungsten,
timony and molybdenum are also note-
worthy.

Electric power is abundant. Labour is versa-
atile and mainly British stock. Investigate!

NOVA SCOTIA
Radio Broadcasting Station

HALIFAX, NOVA SCOTIA
CANADA

U.S.A. Rep.: Joe Weed & Co.—New York City

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THE VOICE OF MISSISSIPPI

LAMAR LIFE INSURANCE COMPANY

Owned and Operated by

JACKSON, MISSISSIPPI

BROADCASTING • Broadcast Advertising
Network rate increases for WFIA-WBAP, Dallas-Ft. Worth, time-sharing 60,000-watt stations, have been announced for April 1 by Roy C. Wittmer, NBC vice-president in charge of advertising. The new rates, which will be in effect March 1, will raise the rate for any station sharing any part of a 24-hour period to $440 for each 900-watt hour, with regular advertisers using those stations receiving regular rate protection provided there is no loss in service, but not beyond March 31, 1943. All new business accepted prior to April 1, 1942, will come under the old rate.

20,000 Accepted for Technician Course, First Unit in Plan to Train 200,000

Acceptance of 20,000 applicants to form the first unit of the Radio Technicians Training Program marks a major step in the campaign launched by the NAB, cooperating through the Division of Education and Service Management Defense Training of the U. S. Office of Education to train 200,000 radio operators for the war effort. Statistics revealed at a meeting of military, educational and NAB officials in Washington Feb. 17 show that courses for 12,700 have already been approved with courses for 6,000 eligible applicants being processed. The remainder of the 20,000 eligible are included in proposals from universities and colleges not yet tabulated.

The meeting last Tuesday, held in the offices of Lieut. Col. N. A. Burrell II, Director of Defense Training, Federal Security Agency, included Dean Addrey A. Potter, Purdue U.; chairman of National Advisory Committee, Engineering, Science & Management Defense Training, U. S. Office of Education; Dean A. E. Seaton, ESMDT; Neville Miller, NAB president; Lynne Smeby, engineering director, NAB; and Arthur Stringer, NAB Washington headquarters staff.

Shortage Foreseen

As early as last July the shortage in radio manpower was foreseen, indicated by NAB action at that time in approving the promotion of technicians to engineers. Need for radio men is currently emphasized in the folio of spot announcements released by the Army for the week of Feb. 16. Four of six announcements called for radio men. Two of the Navy’s Feb. 16 announcements called for amateur radio licensees and radio repair workers.

There is great need in the armed forces, it is said, for trained radio men in such units as amphibian tanks, land tanks, motorcycle divisions and in the artillery. In the latter, it is reported, men acquainted with tube construction and radio circuits are needed for gunfire guidance. Need for technicians in aviation is, of course, greatly emphasized. Approximately 80% of the trainees will be needed for maintenance, it is believed.

The importance of communications in the war has been indicated in the Feb. 18 actions of the War Production Board ordering receiver manufacturers to convert their plants to war work within the next four months and more recent indications that the transmitter and tube manufacturers will soon be withheld from manufacturing for the armed forces.

A. J. Fletcher, of WRAI, Raleigh, N. C., member-in-charge of radio training of the NAB National Defense Committee, has called on all stations to get solidly behind the training drive.

Funds Exhausted

The response of applicants for the training courses offered by ESMDT has far exceeded the available funds for training, it was explained in a recent letter by Mr. Fletcher, and he has asked that broadcasters discontinue for the present, previously requested broadcast of announcements of the campaign [Broadcasting, Jan. 26]. The letter was mailed to broadcasters at the request of Dean Seaton who stated that "unfortunately funds are insufficient to take care of all who have applied" but that every effort was being made to extend training.

Urges Engineers Help

With more than $2,000,000,000 in radio equipment expected to be used in the war by the United States and with some of the equipment never before in production, trainees under the program, it was indicated, should have some knowledge of the fundamentals of radio work. Station technicians will probably comprise the greatest pool of radio technicians except in those cases where the nation, as termed, the meeting, said, is drafting an increasing number of men from the engineering faculties of universities, colleges and schools. It was also pointed out that there has been a great drain on the field of amateur operators, making a greater scarcity of skilled personnel in the field.

The program, however, it was said, by continuing the teaching job in their own communities under the supervision of educators, the broadcast engineering staffs can continue to give good service. It was urged at the Feb. 17 meeting that engineers give every available bit of time to the program.

Arabic on CBS

TWELFTH language to be added to the CBS foreign service is Arabic, with Dr. Clement Dorra, Egyptian physician and publicist, handling the shortwave staff to handle a five-times weekly quarter-hour series for the Far East on the CBS international station, WCX.

FCC Stipulations

E. R. SQUIBB, New York, and Geyer, Cornell & Newell, New York, have stipulated with the FCC to cease certain claims for Squibb dental cream and tooth powder. FTC has reached a stipulation with Battle Creek Drugs, Battle Creek, Mich., and Consolidated Incentive, Chicago, for claims made for Bonkora, weight-reducing agent.

Advises Suzy our Steno: "While the customer is making a selection, WSAl display cards tie-in your product with your program, serving as timely reminders that make extra sales. The cards are available imprinted with your product name, program title, time, etc., as another of WSAI's merchandising features which carry the WSAI-dentification of your product from broadcast to actual sale."

WSAI SALES AIDS

1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers

KOMA 5000 Watts
OKLAHOMA CITY'S CBS station

Broadcasting - Broadcast Advertising
FREE & PETERS, Inc., National Representatives

March 2, 1942 • Page 51
Pierce Is Named Liaison
For NBC Pacific Group

WITH GROWING importance in
relationship between NBC and af-
filiated stations, Jennings Pierce
has been appointed western division
station relation manager, a new
post. Appointment was announced
by Sidney Strotz, western division
vice-president, who stated that,
"In these days of international cri-
sis, there is a greater need for
closer understanding between
networks and stations, not only to aid
in national defense, but to maintain and even to
improve business conditions."

Continuing also as director of
corporate service programs, with
Hollywood as headquarters, Pierce
in his new capacity will act as
liaison between NBC and western
division Red Network stations.

Mr. Pierce

Vital Role of Radio Industry in War
Is Reviewed in RCA's Report for 1941

ENORMITY of radio's job of
equipping the United States and
allies for swift communication
and the vital role of broadcasting are
graphically told in the annual re-
port of RCA covering 1941. Radio
is described as "a strong protective
arm in modern warfare; a lifeline
of the Army, Navy and Air Corps.
The report was made public Feb.
27 by James G. Harbord, RCA
chairman, and David Sarnoff,
president.

"Use of radio in the war is wide-
spread," says the report, "for it is
the nerve system, the air and the
voice that enable the units of mod-
ern war to move intelligently and
quickly in the right direction to
the target—to outwit the enemy.
Sky armadas are guided by radio
and may fly blind on invisible
beams. Fleets are maneuvered by
radio. The modern army travels on
wheels, gasoline and oil, but it is
directed by radio.

Mobile Equipment

“There is little time in lightning
warfare to string wires or erect
poles. That has multiplied radio's
responsibility. The mobile radio
station has become of great impor-
tance. Stations may be put aboard
trucks and moved back should the
enemy approach, and wave-lengths
cannot be severed by the heaviest
bombardment. Radio recognizes no
frontiers or battle areas. It leaps
them all to deliver its messages
and news.

"American radio is the voice of
freedom. Shortwave beams from
these shores carry facts to invaded
lands and bring new hope to people
oppressed. At the same time short-
wave broadcasts cultivate good-
will among friendly nations. For
enemy propaganda aimed to destroy
America's friendships is being
counteracted.

"Behind this world-wide activity
and tremendous manufacturing ef-
fort are science and research, in-
tent upon increasing the efficiency
of radio and finding new instru-
ments to speed the way toward
victory. Inclusion of the war.

At the same time broadcasting is
keeping the American people in-
formed; it is helping in the mass
effort to win. Radio's international
circuits link the United Nations,
and along these wavelengths rush
the invisible dispatch runners of
modern warfare.

"With thousands of planes and
tanks being built, with thousands
of new army units going into the
field and with hundreds of new
ships going to sea, the radio in-
dustry has a gigantic task of
requipping them for communica-
tion."

RCA gross income increased
31% from 1940 to 1941—$121,-
439,507 to $188,896,722—according
to the annual report. Net profit in-
creased 12%—$9,113,155 to $10,-
192,716. During the 10 years from
1932 to 1941, RCA's gross increased
from $67,961,145 to $188,896,722.

Though concentrating on the
war task, the report says, the com-
pany is mindful of its responsibil-
ities in the post-war period when the
wartime developments of
science will be turned to service of
peace.

The report told of the part
played by broadcasting in helping to
rally the nation from an un-
limited emergency to a wartime
basis. "Through its war coverage
in keeping the American people in-
formed," says the report, "radio's
news service is rated as important
as its entertainment. NBC—a serv-
ice of RCA—has strengthened its
powerful shortwave transmitters
at Bound Brook, N. J., to such an
extent that reports from listeners
in invaded countries reveal that
American radio as 'the voice of
freedom' is widely heard despite
totalitarian restrictions."

As a bulwark of national defense
and offense, it is stated, the new
RCA Laboratories at Princeton
will be occupied in 1942. The lab-
oratories are described as the fore-
most center of radio and electronic
research in the world.

WWJ Baseball Sponsors

TY TISON, veteran sportscaster
of WWJ, Detroit, who has broad-
cast the Detroit Tigers' games over
that station since 1927, again will
handle the assignment this season
under joint sponsorship of Socony-
Vacuum Oil Co. and General Mills.
The opening home game is sched-
uled for April 14, and the contract
also calls for reconstruction reports
of all out-of-town Tiger games.
Sponsorship contracts were signed
this week by Harry Bannister,
manager of WWJ, and Howard
Coffin, general manager of the Ohio
Division of Socony.
FCC Probes Idle In House, Senate
Rules Committee Postpones Hearings on Cox Bill

RELEGATED further into the background by reported administrative and agency pressure, pending legislation aimed at investigation and reorganization of the FCC last week was at a standstill.

With the House Interstate & Foreign Commerce Committee holding no meeting this week, the Sanders Bill, proposed by Rep. Sanders (D-La.) saw no action and indications are that the bill will receive no hearing in the immediate future because of more pressing matters to be considered by the committee.

The White Bill and White Resolution, proposed by Sen. White (R-Me.), have been lying dormant since last June and in view of House inactivity it is not felt that there will be any revival of these measures.

Cox Measure Deferred

The Cox Resolution, proposed by Rep. Cox (D-Cal.), which was slated for hearing before the House Rules Committee last week, has again been postponed. Illness of Rep. Sabath (D-Ill.), has been given as a possible reason for the postponement of the hearings. In Congressional circles it was also suggested that the absence of FCC Chairman James Lawrence Fly, who was vacationing in Florida, may have impeded committee action. Upon return of Rep. Sabath and Chairman Fly, it was suggested, committee hearings on the Cox Bill may be taken up within the near future.

Industry circles have also entered the FCC legislative picture. Taking the position that "this is no time to start rocking the boat," a group of executive-committee comprising Frank Russell, NBC Washington vice-president; Neville Miller, NAB president; Harry Butcher, CBS Washington vice-president and John Sheppard 3d, of Yankee Network, president and chairman of the Broadcasters Victory Council, last week conferred with Chairman Lea of the House Interstate & Foreign Commerce Committee, going on record as feeling that the broadcast industry would prefer no hearings on legislation or amendments to the Communications Act to be considered by Congress at the present time.

It was strongly contended that whatever legislation might be put through Congress under present conditions might turn out to be extremely harmful when peace returns. Recently the executive committee of the NAB and the board of directors of the NAJ voted their disapproval of any new broadcast legislation. The networks and the BVC have concurred in this stand.

ARP Video School

NEW YORK television facilities have been utilized for civilian defense and first aid training, with NBC's WNBT last week inaugurating a video school for air raid wardens while CBS on Feb. 27 presented a Red Cross film on WCBW. The WNBT series consists of individual air raid and garden lessons in dramatic form. Receivers have been set up in police stations by manufacturers and attendance to the television instruction by volunteer wardens merits a five-hour attendance credit. The Red Cross film on WCBW was based on the organization's first-aid textbook with instruction in that work.

Treasury Honors Stations

STATIONS throughout the country were recipients last week of special citations from the Treasury "for distinguished services rendered on behalf of the National Defense Savings Program." The citations, dated Feb. 20, are signed by Secretary of the Treasury Morgenthau. Similar citations are being issued to many national radio network sponsors of radio programs, who have cooperated in giving radio support during the last ten months to the Defense Bond and stamp campaign.

WALL Plans May Debut; Establishes Local Policy

FOLLOWING the policy set forth in applying to the FCC for its construction permit, which was influential in gaining an ultimate favorable decision, the new WALL, Middletown, N. Y., has announced selection of 21 local persons to arrange and supervise programs of local interest. According to Robert E. Lee, co-director of the program department, WALL will go on the air about May 15.

Martin Karig Jr., general manager and chief engineer, with his parents, his brother, Alwyn, and Mr. Lee hold all the stock in the station. Mr. Karig at one time was an engineer of WOR, New York.

James Abel has been named commercial manager and Stan Kramer from WOR and WCAP, Asbury Park, N. J., is to be special events announcer. Fred Germain with Mr. Lee will head the program department. Equipment includes Gates transmitter and speech input, Winchanger tower, Amperite and Shure microphones and RCA turntables.

Construction permit was issued last Dec. 26 to the Community Broadcasting Co. for 250 watts full-time on 1340 kc., after the grant had been proposed earlier in the month in preference to a rival application.

In CANADA — It's the 'All-Canada' Stations

CAST FOR SALES where they are!

Sales are running in Western Canada capacity demands on her vast resources of Timber, Fish, Minerals, Oil, Wheat, Fruit and Cattle are yielding money to buy your goods. The ears of Western listeners are tuned in by preference to the "All-Canada" stations that have been adopted to blanket the key market centres from Winnipeg to Victoria. Cast your sales message over this line of stations and feel the welcome pull of SALES.

Ask your agency or All-Canada representative for details and costs

THE ALL-CANADA "WESTERN GROUP"

U.S.A. - WEED and COMPANY

CANADA — All-Canada Radio Facilities Limited

March 2, 1942 • Page 53
Los Angeles, Seattle Shortwave Outlets
To Serve the Orient Proposed by Dunn

PROPOSING to erect two more transmitters for the purpose of serving the Far East, Westley I. Dunn, president of Associated Broadcasters, Inc., owner of KSFO, San Francisco, and the Denver AMICABLE, who own KROW, Oakland, applied to the FCC last week for new 50,000-watt outlets in Los Angeles and Seattle.

Mr. Dunn last December secured a construction permit for the erection of a 100,000-watt shortwave station near San Francisco, which is now operating and which will bear the call letters KWD [BROADCASTING, Dec. 22, 1941]. Unable to acquire a transmitter on quick order, one was secured for him for a reported $150,000 through the Office of the Coordinator of Information (Donovan Committee), which purchased the equipment of General Electric's WEGO, Schenectady, with Mr. Dunn agreeing to reimburse the CCC.

He is reportedly spending $250,000 on the San Francisco shortwave installation, which will be operated from the same studios as KSFO. Plans to have KWD in operation under which the broadcasters would leave their time to the Government for 16 hours a day, from midnight to 4 p.m., would place all programming during those hours under the direct supervision of the Donovan Committee, which would write and produce the broadcasts for all parts of the World other than the Western Hemisphere. Presumably the other hours would be similarly leased for operation by the CURLER Committee in broadcasting to Latin America, although it was reported that only the 16 hours was discussed in the Donovan plan.

Payment a Problem
The matter of payment was also vague, with no decision as to whether each station operator should receive an arbitrary amount based on its power or be reimbursed two-thirds of its actual operating expenses to cover the Government's use of 16 of its 24 hours of daily operation.

The Rockefeller Committee proposal is said to embody the formation of a single operating company, owned wholly or in part by the Government, by the shortwave broadcasters in combination, which would control all shortwave broadcasts from this country, as a monopoly functioning in somewhat the same way as the BBC does in England.

The Donovan Committee favors the broadcasting of out-and-out Government-sponsored programs, which it already is furnishing the station.

In refusing to give its united endorsement to any of the suggested plans, the broadcasters' meeting is said to have requested the Government to make a definite decision of policy on its own part. That is being done as yet, but that Associated is prepared to spend $352,000 on each of the two outlets.

It is proposed that the Los Angeles station shall be known as KFFL and the one in Seattle as KSEA. Neither would have a standard broadcasting affiliation since Mr. Dunn's only broadcasting holdings are in the San Francisco Bay area. However, he maintains his residence in Pasadena, just outside Los Angeles.

CBS DROPS ACTION OVER KSFO STUDIO
BY AMICABLE agreement, CBS on Feb. 20 dismissed its suit against KSFO, San Francisco, over occupancy of the Palace Hotel studios, enabling KSFO to continue in its present quarters until next April. s a result, KSFO's announced plans for a suit against CBS for "malicious prosecution" were automatically obviated.

The suit grew out of the recent change in affiliation in the San Francisco area, whereby KQW was made the network outlet in lieu of KSFO. KSFO officials stated that, due to the last-minute notice of change of affiliation and the resulting problem immediately confronting that station in securing housing for both KSFO and its program, the 250-watt outlet sets up a national shortwave station KWID, the executives of KSFO had reached a verbal understanding with CBS in December that KSFO's occupancy of the Palace Hotel studios would continue until April 1.

Meanwhile, KSFO has signed a long-term lease and has begun construction of new studios in the Mark Hopkins Hotel, atop San Francisco's famed Nob Hill.
Appeal of ASCAP To Dismiss Action By BMI Refused

Suit Moves Nearer to Trial; BMI Signs Nearly 200

SUIT of BMI and Edward B. Marks Music Corp. against ASCAP to test whether the publisher or the composer of a song owns the performance rights moved a step nearer to trial last week when Justice Louis A. Valente of the New York Supreme Court denied the application of ASCAP to dismiss the suit.

ASCAP's contention that only Federal courts have jurisdiction since a copyright question is involved was overruled by Justice Valente, who said the suit is concerned primarily with contract rights and that any copyright question is incidental.

Action originated following the withdrawal of Marks from ASCAP in December 1940. Since he has cleared the performance rights to his music through BMI. The composers of the tunes specified in the test suit are members of ASCAP, however, and as such have assigned their performance rights to the society. Until the court has decided where the rights are vested this music, as thousands similarly disposed, can be safely broadcast only by stations which have taken out licenses from both BMI and ASCAP.

Nearly 200 Licenses

The new eight-year BMI licenses, which have already been accepted by nearly 200 broadcasters, and the revised budget of the industry-owned licensing organization, are expected to be the main topics of discussion at the BMI board meeting March 5. Carl Haverlin, BMI vice-president in charge of station relations, who is currently traveling the circuit as news director meet- ings, will return to New York for the session, to report on the reaction to the new licenses expressed by broadcasters at the district meetings.

BMI reports that its current top plug is "The Memory of Their Dance," written by Ben Selvin, ASSOCIATED Music Publishers has signed a contract with Harry Fox, agent and trustee for the mechanical rights for a number of musical copyright owners including most ASCAP publishers, for the use of this music on ZIP transcriptions.

In announcing that this contract has been concluded after lengthy negotiations, C. M. Finney, AMP president, said his company has always been individual, a number of publishers for recording rights, including the publishing companies owned by Warner Brothers - Harry, Remick and Wittmark. The AMP board recently made a similar contract to use the music of those three companies on its Thesaurus releases.

Commercial Activity

Absence of this performance charge from the Warner Bros. contract does not mean that this is the most favorable deal. Mr. Finney stated, explaining that this contract covers only sustaining use of the music, with separate negotiations necessary if the recordings are to be used on sponsored broadcasts. In neither contract, he said, is there any performance charge for sustaining use. The war has had no adverse effects on commercial transcriptions as far as AMP is concerned, Mr. Finney reported. The recording studio and the pressing plant are both operating at full capacity.

The vice-president of Associated Music Publishers, and Bob Effros, arranger. BMI also has announced that it has secured the mechanical rights to the catalog of Variety Music Co., owned by Gene Krupa.

Abel Baer, chairman of the nominating committee for writer members of the ASCAP board of directors, has called a mass meeting of the Society's authors and composers for March 3 at the Astor Hotel, New York. Candidates selected by the nominating committee will appear to address their fellow members. This is the first time an ASCAP meeting of this kind has ever been held, Mr. Baer stated.

List of BMI signatories between Feb. 19-26 follows [see Broadcast-
ing, Feb. 23]:

Cecil Brown Is Given Annual Radio Award of Overseas Press Club

Cecil Brown, CBS foreign correspondent in the Far East, was named winner of the second annual radio award given by the Overseas Press Club for outstanding radio coverage "contributing to the understanding of foreign policy by the American people.

Presentation of the award, a portable typewriter with a silver plaque, was made Feb. 26 at the club's annual dinner at the Hotel Waldorf-Astoria, New York. Burnett Hershey, news commentator of WMCA, New York, and president of the club, presided at the dinner, one hour of which was broadcast on Mutual, 9:45-10:45 p.m.

CBS, which had originally planned to shortwave an hour of the most important speeches to Latin America, made recordings of all the talks for rebroadcast Feb. 27 to both Latin America and Europe via shortwave stations WCR, WCDA and WCBX.

Two awards for outstanding newspaper coverage were made to correspondents of the New York Times—Cyrus L. Sulzberger, in Europe, and Otto D. Tolischus, in the Far East. Among speakers were Maxim Litvinoff, Russian Ambassador to the United States, Price Administrator Leon Henderson, and Cecil Brown, speaking from Australia.

Covering Norfolk and Richmond in Virginia With 50,000 Watts Day and Night...
New Stay of Network Rules Is Sought

Supreme Court Appeal From 2-1 Decision Is Next Phase

(Continued from page 9)

declared that the FCC under the proposed stay would even be foreclosed from considering routine license renews.

At NBC's request, the court authorized filing of briefs. Judge Henry W. Goddard inquired of the FCC as to the reason for such "great haste." He had joined Judge Hand in the previous decision affirming the FCC jurisdictional contention. Judge John W. Bright, who dissented in the original proceeding, asked for more time.

NBC-CBS counsel argued that time was of the essence, since the court promulgated its order Feb. 26, from which date the ten-day grace period on the rules agreed to by the networks and the FCC began to run. If no further stay is granted, it was emphasized, the FCC could make its rules operative March 9.

No Ruling on Merits

The court's decision on lack of jurisdiction, which admittedly represented a signal victory for the case of the FCC and its counsel as argued before the New York court Jan. 12 and 13 [BROADCASTING, Jan. 19], was handed down Saturday before last which means, should the Commission adhere to its original stipulation that it would defer the effective date of the rules until 10 days after the court acted, that the rules unless stayed could go into effect next Monday, March 9, or ten days from the Feb. 26 date for service upon NBC and CBS. If invoked, the rules would radically change the complexion of network-affiliation contracts in view of their far-reaching requirement that all stations licensed as to exclusivity, time options, etc.

Immediately after Judges Hand and Goddard, with Judge Bright dissenting, disclosed their decision that they were without jurisdiction to provide the requested relief and hence they were not called upon to consider the merits of the rules, both NBC and CBS advised their affiliates that they would appeal to the U. S. Supreme Court.

In the Supreme Court they will ask one or more of the justices for an order enjoining enforcement of the rules until arguments can be heard; this disposition was lower court's finding. The right of appeal to the Supreme Court is jurisdictional questions is automatic.

If Supreme Court Acts

If a stay order is forthcoming from the Supreme Court, the rules could not become effective until the court disposes of the case. If the Supreme Court reverses the New York court on the question of jurisdiction, regarded as a good possibility, the bright's strong intent, could revert to the New court for an adjudication on the merits. After such adjudication either NBC-CBS or the FCC could appeal to the Supreme Court on the whole question of the validity of the rules.

The immediate effect of the court's decision on network affiliations was clouded by the litigation, which appears likely to continue for some months. Whether the Commission will take an attitude that it wants the rules invalid immediately, was also uncertain—and Washington counsel of stations last week were inclined to take a position of watchful waiting during the swiftly-moving legal maneuvering before advising their clients how the situation affects them individually with respect to network affiliation contracts.

Avenue of Relief

If a stay order is procured, the rules automatically would be suspended until final action by the Supreme Court which has authority not only to review the jurisdiction of the New York court but the validity of the rules themselves.

In the light of Judge Hand's remarks from the bench last Friday, it is dispensed with that there was a stay attached to the portion of the court's Feb. 21 decision wherein, after expressing doubt whether the rules were "legal," the court stated: "If any of the affiliates of the plaintiffs' networks should hereafter appeal for renewal of their licenses and if we assume it will, the Commission adheres to its regulations, the requested modification will be reviewable only by the Court of Appeals of the District of Columbia and from the record made at that hearing."

Such a test of the network monopoly rules would depend upon the bringing of license renewal proceedings by the FCC against some affiliate on the basis of its decision to stay by its network affiliation contract. Whether an M&O station, or an independently-owned station affiliated with one or the other networks, would be called upon for such a test, was problematical.

Besides NBC and CBS, parties to the case on their side are WHAM, Rochester, and WOR, Oklahoma, who, with the NBC-CBS station, support the FCC position.

Networks Monitor Affiliates

The day the decision was rendered, both networks monitored their affiliated stations to the effect that they would appeal to the U. S. Supreme Court. Herbert V. Akerberg, CBS stations relations vice-president, made the following statement to affiliates:

Concerning the 2-to-1 decision of the Federal Court in New York handed down today, you will be vitally interested to know that the decision dealt only with the jurisdiction of the court in this proceeding and that the court passed no judgment whatsoever on the merits of the case. A vigorous dissenting opinion was delivered by Judge Bright. We will take it up to the Supreme Court of the United States.

By an arrangement made with counsel for the Commission last November, the complete suspension of the rules continues for a minimum of 10 days. During this time we will apply for a further suspension pending the determination of our appeal.

"Disastrous Effects"

"Our evaluation of the disastrous effect of the FCC rules has not changed. Accordingly, we consider it of utmost importance to the industry and to the continuance of network service to carry on the fight for the preservation of the principles which we deem vital to the best interests of broadcasters and the public alike. We will send you copies of the court opinions promptly and continue to keep you advised of developments."

To the 130 stations affiliated with NBC, William S. Hedges, vice-president in charge of station relations, wired as follows:

"On Feb. 21, the Federal Court of New York by a divided vote dismissed our complaint in our action against the FCC on the proposed chain-broadcasting rules solely on the ground that the court did not have jurisdiction. The court did not pass on the question of the authority to promulgate these rules. When the suit was commenced, the Commission entered into a written agreement not to enforce or apply these rules for at least ten days after we were served with a copy of the court's order. We intend to appeal immediately to the Supreme Court of the United States and ask for a further stay of the rule by that court."

Past Decisions Analyzed

In its decision, the court's majority stated at the outset that it is "not jurisdiction either as a court of three judges or one, "it will be necessary to consider the merits."

It went on to outline the background of the rules, but asserted:

"So far as we have found, the Supreme Court has never declared that the statute authorizes review of any decision of an administrative tribunal which neither directs nor compels any one to do anything, nor finally adjudicates a fact to exist upon which some right or duty immediately depends . . . but decisions which are no more than announcements of future administrative action have never, so far as we can find, been treated as within this statute. That does not necessarily imply that a person who is injured by a rule of which he is unaware that any remedy when the threatened action would be unlawful; the situation then may present all the elements on which equity will intervene in ordinary course."

The court expressed doubt whether the regulations could be regarded as "orders" which it could review, and then pointed to the statute which provides relief from such orders by appeal to the Court of Appeals of the District of Columbia.

"Consequently," said the court, "if any of the affiliates of the plaintiffs' networks should hereafter apply for renewal of their licenses; and if, as we assume it will, the Commission adheres to its regulations, the resulting modification of license will be reviewable only by the court."

 

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Army Shortwaving ‘Command’ Series

Big Program to Be Directed To Military Forces Abroad

DESIGNED specifically for the men of America’s armed forces all over the world, the 11 United States international shortwave stations on March 8 will start a new half-hour program, Command Performance. To be heard every Sunday for the duration, the show will feature appearances by stage, screen and radio stars, as well as military leaders.

Under an operation plan developed by the Radio Branch of the War Department, Bureau of Public Relations, the program will be transmitted on the 11 stations intermittently over a 24-hour period each Sunday. Each program will be transmitted, with recordings sent to each of the stations in order to permit transmission at hours when the features can best be received. The programs also may be piped from the Office of the Coordinator of Information in Washington to participating stations on its Bronze Network.

No Domestic Stations

According to present plans, each show will be dedicated to men of the Army, Navy and Marine Corps from a particular State. Featured on the shows will be popular music by name bands, headline comedy acts, a five-minute sports spot handled by well-known sports commentators and their guests. Each program also will headline a top-flight radio artist. Scheduled for early appearances are Eddie Cantor and Fred Allen. Periodically the program is to include brief messages to the forces abroad from U. S. military chiefs.

There will be no domestic transmission. To provide reception at various points all over the world, the participating stations will re-broadcast the transcribed feature several times on different frequencies and beams, with reception possible throughout the world at one time or another each Sunday. The series is being produced under supervision of the War Dept.

American Chicle News

AMERICAN CHICLE Co., Long Island, N. Y. (chevy half the size) is currently sponsoring By the Way With Bill Henry on four CBS California stations (KNX, KQW, KROY, KARM), Tuesday, Thursday, 5:30-5:45 p.m., and Saturday, 9:45-10 p.m. (PWT), on March 18 shifts that program to NBC stations. Series, under new schedule, will be on KFX, KGW, KHQ, KMJ, Monday, Thursday, 5:45-6 p.m., with KPO KMO added March 25. News commentary also is to be released on KDYL, KOAT, KGLU, KVOA, KYUM, KGHL, KIDK KEKI, KTFW Tuesday, Friday, 5:45-6 p.m. Agency is Badger, Browning & Hersey, N. Y.

No Domestic Stations

Radio Branch headed by Ed Kirby as civilian chief, in cooperation with the War Dept. Special Services and GHQ. Agency writers and production men will assist in developing the programs. Music Corp. of America, AFRA and other organizations also have cooperated in developing the program on a no-cost proposition. Directly supervising arrangements for the program is Lieut. Rankin Roberts, of the Special Events section of the Radio Branch.

Dr. Howard DeWitt, of WLW, which is a part of the C-P Broadcast Network, indicated that training and technicians are being adopted naryment and technicians who operate equipment. Aptitude tests were suggested for prospective students of the various training programs. Howard Chinn, CBS audio facilities engineer, described work of the recording and reproducing standards committee. A preliminary release of the 16 standards adopted so far was made at the conference. They will be submitted to the next NAB board meeting for official adoption. Remaining items are being considered, Mr. Chinn said.

Among other speakers were Mr. Cowan, Bell Laboratories, who spoke on wire facilities; Mr. Skiff, conservation of broadcast equipment; J. H. DeWitt, chief engineer of WSM, Nashville, studio transmitter links and high-frequency antennas; Arthur Van Dyk, engineer in charge, and Stuart Seeley, RCA License Laboratory, the alert calling system.

SESAC Gospel Music

EIGHT Southern music publishers specializing in gospel music have become affiliated with SESAC, this company announced last week, stating that with the last Stamps-Baxter catalog on a SESAC list, almost all of this type of music is now available to SESAC licensees. New SESAC members are Harford Music Co.; J. M. Hanson Music Co.; National Music Co.; William H. Ramsey, Jr. (including General Music Co.); A. J. Showalter, Tennessee Music & Printing Co.; James D. Vaughan Music Publisher and R. E. Winsett.

Correction

IN AN ARTICLE in the Feb. 23 BROADCASTING, the power of KTHS, Hot Springs, Ark., was inadvertently given as 2,500 watts and 5,000 watts. Actually, KTHS operates with 10,000 watts day and 3,000 night. BROADCASTING regrets the error.
Gobs of Bobs

WITH addition of Bob Board, announcer, to the staff of KSFO, San Francisco, the station now has complete Bob coverage on the payroll. The other Bobs are Andersen, Dumm, Desmond, Edwards, Emerick.

GOS-THROBS

probably restore the former higher requirements.

Full text of the order (No. 91) follows:

Text of Order

At a meeting of the FCC held at its offices in Washington, D. C., on the 15th day of February, 1942:

The Commission having under consideration the request of the Defense Communications Board that the Commission consider relaxation of its rules and regulations governing the requirements for operators of broadcast stations; and

IT APPEARING that the demand of the military services for operators holding radiotelephone first class licenses has increased as a result of the war, and that such demand has decreased the number of operators qualified for operation of broadcast stations, resulting in a shortage of such operators;

IT IS ORDERED that until further order of the Commission a broadcast station of any class, except ship and coastal telephone operators, may be operated by holders of radiotelephone operator first or second class operator licenses, or radiotelephone second class operator licenses, notwithstanding the provisions of Section 13.61, paragraphs a, (1) and (d) (1) of the Commission's Rules and Regulations Governing Commercial Radio Operators:

PROVIDED, however, that these classes of operator licenses shall be valid for the operation of broadcast stations upon the condition that one or more first class radiotelephone operators shall be employed who shall be responsible at all times for the technical operation of the station; and

IT IS FURTHER ORDERED that the Rules and Regulations Governing Commercial Radio Operators shall remain in full force and effect as modified by this Order.

Network Accounts

All Line Eastern Wardane unless indicated

New Business

PROCTER & GAMBLE Co., Cincinnati; on Feb. 9 started Junior Mus on 70 CBS stations, and on March 14 started Junior Mus on 70 CBS stations.

BENJAMIN MOORE & Co., New York (paints), on Feb. 28 started Betty Moore on 42 NBC stations, Sat., Sun., P.M.


SIGNAL OIL Co., Los Angeles, on March 15 starts for 26 weeks Upson Claymore Theatre, 26 NBC Pacific Red stations (KFI KJFI KPIO KHX KRM KRO), with KHQ added on March 25, Wed., 7:30-8:15 p.m. (PWT), Agency: Barton A. Stebbins Adv., Los Angeles.


F. F. LAWSON Co., Toronto, (Snowflake Ammonia) on Feb. 20 starts for 10 weeks CFRB, Toronto, and CHML, Hamilton, Ont., Friday 8:45-9 p.m. Agency: Norris-Patterson, New York.


MCKESSON & ROBBINS, Bridgeport, Conn. (Calox tooth powder), on March 4 starts news program on 6 CBS Pacific stations, Mon. and Wed., 8:55-9:50 p.m., and Sun., 8:35-9:30 p.m. Agency: Benjamin & Co., N.Y.

GENERAL FOODS CORP., New York (Grappens), on April 6 starts to the New York Red Network, Mon. thru Fri., 2:30-2:45 p.m. Agency: Young 

AMERICAN CHICLE Co., Long Island City (chewing gum), on March 18 starts Chicle's By the Way on 10 NBC Pacific Coast and Mountain stations, Wed., Thurs., Fri., 3:45-5 p.m. (PWT), Agency: Badger & Browning, Hersey, N.Y.

Renewal Accounts

ANDREW JERGENS Co., Cincinnati (Woodbury soap), on Feb. 25 renewed for 25 weeks the Poinsettia on 78 NBC stations. Wed., 8:30 p.m. Agency: Lennen & Mitchell, N.Y.

Network Changes

LIGGETT & MYERS TOBACCO Co., New York (cigarettes), on March 6 starts Glenn Miller on 97 CBS stations, from Tues., Wed., Thurs., Fri., 8:30-9:30 p.m., then Mon., thru Fri., at the same time. Agency: General 

QUAKER OATS Co., Chicago (food products), on March 4 starts That Brevasse Boy from 31 NBC stations, from Thurs., Fri., 6:30-7 p.m. to 66 CBS stations, Wed., 7:30-8 p.m. Agency: Ruthroff & Ryan, Chicago.

PROCTOR & GAMBLE Co. of Canada, Toronto (Oxylod), on Feb. 23 replaced The Woman in White 12 weeks, which had expired the Fri., The Bartons on 25 Canadian Broadcasting Corp. stations, Mon. thru Fri., 10:15-11:15 a.m. Agency: Blustetal-Sample-Hummert, Chicago.
District of Columbia and from the record made at that hearing.

"We have seen, however, that the regulations are nothing more than a direct declaration—or if one chooses, a threat—by the Commission that it will impose these conditions upon any renewal of a license in the future. No change is in the status of ‘affiliates’ meanwhile; their existing contracts with the ‘networks’ remain enforceable; nor has the Commission given any evidence of intention to use them as the basis for a revocation of existing licenses under sub-section 312(a)."

Insisting that there are other avenues of relief, the court's majority declared that "It should not substitute another court for the Commission and the Court of Appeals, certainly not this court in an action against the United States and the Commission. We need not decide the point, however, because the 'minute' we have quoted offers equivalent relief without risk to any 'station' which may challenge the regulations."

As to the contention that the networks may not be able to raise the issue in a proceeding for the renewal of a license because affiliates "may fear to incur the Commission's displeasure", the court declared: "As to the NBC this is plainly untrue because two of its 'affiliates' have joined it as plaintiffs. As to CBS, its complaint, read most favorably, perhaps does allege that none of its 'affiliates' will challenge the regulations when their licenses expire; at any rate, to avoid any doubts, we shall so assume, little as that seems likely to be the case."

"We may do so, because the issue is irrelevant anyway, for the plain fact that these networks have an adequate remedy under sub-section 402 itself. They all joined and there seems to be no question about it—that their interest will be adversely affected by the enforcement of the regulations; if so, they can appeal to the Court of Appeals of the District of Columbia from any order imposing unlawful conditions upon an affiliate's license..."

"At any rate, until the Commission shows some disposition to deny William B. Way Named As 12th District Director

WILLIAM B. WAY, manager of KVOO, Tulsa, was unanimously elected 12th NAB district director at its meeting in Wichita last Friday. He succeeds Herb Holstein of KVOO, Wichita, who asked to be relieved after having served three terms and who nominated Mr. Way as his successor.

Mr. Way at the Wichita meeting, following the pattern of other district meetings, presented resolutions pledging BMI license renewals, support of NAB and cooperation in the war effort.

them a fair hearing in a proceeding for renewal of an 'affiliate's' license, we are not to assume that it will do so. And even if that should appear, the resulting right of action, if any, would not, as we have said, be in this court or against the United States."

"For the foregoing reasons the complaints will be dismissed for lack of jurisdiction...

Judge Bright's Dissent

Judge Bright's dissenting opinion asserted flatly, "There is no question in my mind that the order sought to be reviewed is one which, under the terms of Section 402(a), we have jurisdiction to enjoin. The order fixes as immediately the time when it shall become effective. In other respects it has all the earmarks of a final order."

"What it (the Commission) has done," Judge Goddard then asserted, "emphasizes more the finality of its order, which is an affirmatory direction that thereafter no standard broadcasting station shall contract in terms prohibited, and ultimately put an end to service by networks under contracts now existing."

"In fact, I think that the regulations are intended to affect existing contracts for the effective date of the order is deferred until Nov. 15, 1941, 'with respect to existing contracts, assignments or understandings.' This certainly is not a statement that the regulation shall not apply to existing contracts; it is merely a postponement as to when the axe will fall." Judge Goddard agreed with the networks' contention that affiliation contracts are "essential to the proper and successful conduct of their business."

"And if any, would not, as we have said, be in this court or against the United States."

"For the foregoing reasons the complaints will be dismissed for lack of jurisdiction...

Court Grants CBS Delay

FOR A SECOND time, CBS has been granted a postponement of date from Feb. 27 to March 27 to file answers to the anti-trust suits instituted by the Department of Justice. The delay was granted by agreement of the parties. Previously RCA-NBC had received the same extension (BROADCASTING Feb. 16) at the request of John T. Cahill, NBC counsel. The suits were filed Jan. 24 against the Federal District Court by the Anti-Trust Division. Previously a one-month postponement had been granted in each instance by stipulation.

ARThUR H. SCHoRoDeR, associat ed since 1937 with the Washington law firm of George O. Sutton, reported for duty Feb. 26 in the Air Corps. He is stationed in Washington at present.

THE LANGUAGES ARE DIFFERENT... BUT THE THOUGHTS ARE THE SAME

Whether the language be Polish, Hebrew, Italian, Spanish, Greek, or any of the nine languages which are regularly spoken over this station, they all install but one single thought in the receptive minds of these fervent listening audiences.

They have come to know how precious is freedom, how deeply important are the ideals of this mighty democracy. They are indeed proud to be Americans. Their helping shoulder is bent to the wheel.

A LISTENING AUDIENCE OF 5,000,000 PEOPLE

THEY WELCOME NEW IDEAS, SATISFACTORY SERVICES

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, Manager

AMERICA'S LEADING FOREIGN LANGUAGE STATION

BROADCASTING • Broadcast Advertising
March 2, 1942 • Page 57
Engineers Discuss Operation in Wartime

Emergency Needs Basis of Ohio Meeting

CONCENTRATING on wartime operation of radio plants and highlighted by an address by FCC Chief Engineer E. K. Jett on the defense aspects of radio communications, the Fifth Annual Broadcast Engineering Conference, convening at Ohio State U, Columbus, Feb. 23-27, passed a resolution asking the FCC to modify its rules regarding transmitter output tolerances to afford a means of saving transmitter tubes, which are becoming increasingly scarce due to war demands. About 150 engineers, many from broadcasting stations, attended the conference.

Enemy Is Listening

Principal speakers on the program, in addition to Lieut. Jett, were Gerald C. Gross, assistant chief engineer of the FCC, and Dr. Phillip Thomas, of Westinghouse. Lieut. Jett urged caution in broadcasting because the "enemy is always listening." He told how the Defense Communications Board operates and reviewed its work. The DBC, he said, recognizes the importance of broadcasting and has recognized the need of protecting broadcast property. Steps to insure reliable service have been studied, he said.

Commenting on the FCC-WPB freeze order [see page 9], Lieut. Jett said that while the freeze order makes provisions for improvements deemed necessary for areas now without primary service. Asked about television, he said it probably would have to get along with the equipment it now possesses. Most of Lieut. Jett's remarks were off-the-record. He spoke for nearly two hours, covering practically all phases of radio communications and the means to safeguard them during the war emergency.

Gross, discussing war-time broadcast experience in England, told of his trip to that country last fall as a special FCC observer, and showed pictures of damage caused by bombings. According to Mr. Gross, practically no broadcasting time has been lost in England due to bombing and sabotage.

Emergency Setups

Primary function of the broadcasting system is to maintain the public morale and to this end about 70% of the programs are of the regular peacetime character, he said. For protection from bomb splinters, Mr. Gross continued, most windows have been bricked up with a 4-inch-thick wall and in cases where protection is desired overhead, a five-inch concrete slab has been installed. These provide protection against bomb fragments and incendiaries, but not direct bomb hits. Blast fences of brick usually are installed in front of entrances to buildings. Women, he said, are doing an excellent job handling radio controls.

England has become keenly aware of the importance of key radio men, he said, and they have been retained in important positions. Television has been abandoned for the duration, he concluded.

Orrin W. Towner, chief engineer of WHAS, Louisville, drew parallels between the present emergency and the experiences of WHAS during the Ohio River flood in 1937. About all that is needed at a studio to maintain emergency service, he said, is a battery-operated amplifier. He suggested that permanent cords be made to connect portable amplifiers into the jack fields of the studio equipment. He suggested installation of engine-driven generators for use in case regular power supply is lost. He told how an amateur transmitter had been converted for police use after the regular Louisville police station had been flooded.

WIBW, Topkea, described the emergency power plants at both transmitter and studio of WIBW. The value of FM in police and military communication was discussed by Daniel E. Noble, research engineer of the Galvin Mfg. Co. He explained the design and installation of mobile FM equipment.

Means of maintaining reliable operation of transmitters were discussed at the panel session on that subject, at which Charles Singer, maintenance engineer of WOR, was chairman. Other members were Andrew D. Ring, consulting engineer; panel were Porter Houston, WCBB, Baltimore; Frank V. Becker, WTBO, Cumberland; Floyd N. Lantz, WLW, Cincinnati. Emphasis was placed on care of vacuum tubes and a tube reconditioner used at WOR was described, under which a gaseous tube is subjected to a high voltage between the plate and filament when the filament is cold. A panel on war time broadcast station operation was directed by Lynne C. Smeby, NAB engineering director. Other members were Andrew D. Ring, consulting engineer; J. D'Agostino, assistant operating engineer of NBC; Raymond Guy, NBC radio frequency facilities engineer; Frank C. Cowan, Bell System engineer; Hector Skifiter, chief engineer of KSTP, St. Paul.

High Efficiency

Need of conserving equipment and maintaining efficient operation were discussed by Mr. Smeby in the light of material needs of the armed forces, a factor to be kept in mind in all priority requests. A recent survey showed that our broadcast stations as a whole operate at an efficiency better than 99.85%. Mr. Smeby said, adding that an effective national defense job still could be done with slightly lowered efficiency.

Mr. Ring discussed the work of the DCE Broadcast Committee, covering such subjects as operator shortage, priorities, radio silencing systems and FCC rules modifications.

Property protection and fire fighting were discussed by Mr. D'Agostino, who urged that proper steps be taken against sabotage and fires. Mr. Guy told of difficulties in using low antennas at high powers, a condition under which a very high current flows at the base of the antenna requiring special attention and designing of the coupling system. He suggested loading the antenna with an inductance and then tapping the transmission line on to the inductance at the proper point.

At powers of 5 kw. and over, the

FROM THE ROOSTRUM, Prof. E. L. Everitt (left), director of the Fifth Annual Broadcast Engineering Conference, held last week in Columbus, introduced Lieut. E. K. Jett, chief engineer of the FCC, as the conference's principal speaker. Lieut. Jett spoke on "Communications in National Defense". Conference is sponsored by Ohio State U with the NAB and IRE.
Walter Evans Now Head of 3 Divisions
Westinghouse Moves Xray to Baltimore, Assigns Duties

WALTER C. EVANS, since 1936 head of all Westinghouse base broadcasting activities, on Feb. 26 was appointed general manager of three major Westinghouse divisions—radio, broadcasting and X-ray. Each division has its own manager and all three will hereafter work under Mr. Evans’ direction. Executive offices of the X-ray division recently were moved to Baltimore, where the radio division has a large manufacturing plant and where Mr. Evans headquarters.

Lee B. Wailes is manager of the broadcasting division, which continues headquarters in Philadelphia. The X-ray division is headed by Clair V. Aggers. Carroll J. Burnside, sales manager of the radio division, has been promoted to manager of the radio division. Post Mr. Evans has held in addition to his broadcasting activities. Mr. Burnside’s place as sales manager is taken by E. T. Morris Jr., since 1940 in charge of sales of large-scale radio equipment to broadcasting stations. E. F. Moran becomes sales manager of the X-ray division.

“Broadcasting and radio manufacturing divisions of our company always have been closely affiliated,” Mr. Evans explained. “Since research and engineering problems of the X-ray and radio division are parallel to a large extent, we expect to gain in economy and efficiency in bringing executive personnel of these two divisions into closer daily contact by establishing their offices in one plant.” Mr. Evans said that activities of both radio and X-ray divisions are largely devoted to war production, and the X-ray division is also taking a big part in the civilian health program.

Mr. Evans joined Westinghouse in 1921 as radio operator at KYW, which it formerly operated in Chicago. The following year he was put in charge of technical operations and in 1926 was made station manager. In 1929 he was made superintendent of radio operations in charge of all technical matters from the company’s broadcasting stations, and in 1933 also became manager of the radio division. Since 1936 he has headed the company’s broadcasting activities. His early career was as a radio operator. He followed an engineering course at the U of Illinois. During the first World War, he was an instructor at the Naval Radio School at Har-
Situations Wanted

Louisiana Station—Has opening for good announcer who knows football and baseball games in topnotch manner satisfactory to sponsor. Permanent year round position. Give full details. Experience, minimum last two years, salary expected and what you want to offer. Address Box 221, BROADCASTING.

Commercial man who can sell and write—Opportunity for advancement. Local station. Please state qualifications and salary desired. Box 187, BROADCASTING.

First class operator—Write direct WOLS, Florence, S. C.

ANNUINER—With minimum three years’ experience for aggressive 5 kw. net station. Must be efficient. Give resume, experience, charge, and salary expected. Box 188, BROADCASTING.

SPORTS ANNOUNCER—To take charge of all sports announcing on a permanent basis. Must be mature in judgment and have minimum 5 years’ experience in football, baseball, etc. Must be able to handle every phase of football, basketball, horse racing, etc. Excellent salary. Box 189, BROADCASTING.

CHIEF ANNOUNCER—High calibre, handle special events and play-play sports. Control work, production work. Position in major station. Salary $600. Box 190, BROADCASTING.

LICENSED ENGINEER—Light announcing, copy transcription, public address, permanent position April first. Good salary. Excellent working conditions. West. Box 195, BROADCASTING.

SALES MANAGER—Experience, with car—salary and commission—excellent opportunity—seeking full time position. Box 196, BROADCASTING.

Continuity writer—News and sportscaster—administrative ability and experience. Age 29, draft exempt. Northwes¬ter or Midwest Station. Box 198, BROADCASTING.

CHIEF ENGINEER—Of kilowatt station desires permanent position with larger station. Draft deferred. Box 200, BROADCASTING.

Can you use and pay for one of the nation’s top sports announcers with 17 years of both local and network experiences? Play by play of baseball, football, boxing, hockey, polo, horseracing, track, basketball, tennis, golf, etc. Excellent voice and draft deferred. Address Box 208, BROADCASTING.

ANNOUNCER—Musical director. Now em¬ployed, will consider offer. Responsible, program, control board experience. College graduate. Transcription experience. Box 212, BROADCASTING.

Commercial manager—Or senior salesman, 28, married, drafting contract—af¬fordable terms. Good state or local advertising sales experience. Fully qualified. Box 213, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers

5 KW. REGIONAL WANTS—Reliable sub—chuck engineer to handle charging and maintenance of operation and permanent position April first. Give references and experience. Box 186, BROADCASTING.

WANTED—Aggressive and alert advertising manager for 1000 watt regional. Drawing accounts, creating, and sal¬ing. Must be unafraid to step in and WORK. Must have time, energy, and money. A swell chance to take over and make some money. Box 213, BROADCASTING.

Studio engineer—Wanted to supervise all control work, recording, network feeds, maintenance, 250 watt MBS station. To right man opportunity as chief engineer after trial period. New studios. RCA equipment. Draft has shortened our staff beginning in March when job is open. State references, experience, salary, draft status. Box 215, BROADCASTING.

Two PERSONALITY ANNOUNCERS—Somewhere in some large station there is a capable personality announcer who hasn’t had a chance to show what he can do with a light and lively morning show or a “make believe ballroom” feature. Somewhere there may be a small station announcer hedged in by restrictions or who may not have the breaks or the skillful cooperation by management to build himself a personality. We said “personality” — not “politeness.” No smart alecky, no silly slang, no jive. You have to know the audience, a sense of humor, to make your points. Box 217, BROADCASTING.

WANTED—Continuity writer—News and sportscaster—administrative ability and experience. Age 29, draft exempt. North¬west or Midwest Station. Box 199, BROADCASTING.

CHIEF ENGINEER—Of kilowatt station desires permanent position with larger station. Draft deferred. Box 201, BROADCASTING.

Can you use and pay for one of the nation’s top sports announcers with 17 years of both local and network experiences? Play by play of baseball, football, boxing, hockey, polo, horseracing, track, basketball, tennis, golf, etc. Excellent voice and draft deferred. Address Box 208, BROADCASTING.

ANNOUNCER—Musical director. Now em¬ployed, will consider offer. Responsible, program, control board experience. College graduate. Transcription experience. Box 212, BROADCASTING.

Commercial manager—Or senior salesman, 28, married, drafting contract—af¬fordable terms. Good state or local advertising sales experience. Fully qualified. Box 213, BROADCASTING.

Program-production man—announcer-writer—Employed by Columbia station, wants to make changes. Draft exempt. Moderate salary. Box 214, BROADCASTING.

Situations Wanted

SALES MANAGER—Experience, with car—salary and commission—excellent opportunity—seeking full time position. Box 196, BROADCASTING.


EXPERIENCED STATION MANAGER—11 years’ background including management, regional, local stations, plus 50 kw. selling, handling, and sales—desires manager or commercial manager job with net¬work or affiliated station. Draft 3A. Go anywhere. Best references. Box 189, BROADCASTING.

Program director—announcer—Now em¬ployed regional. Wishes change. Box 191, BROADCASTING.

Employed advertising man—12 years’ exp. in selling, newspapers, magazines. Has experience in radio. Draft 3A, $270 month plus com¬missions, Box 188, BROADCASTING.

PROGRAM DIRECTOR—5000 watt station experienced in production, sal es and management. Seeks position as program, pro¬duction or station manager. Age 34, married, draft exempt. Box 204, BROADCASTING.

Commercial staff—Commercial manager and local 5 kw. station, combined forty years’ newspaper-radio ex¬perience. Interested in new location and purchase half or more interest in station. Box 202, BROADCASTING.

CHIEF ENGINEER—College graduate engi neer with nine years’ extensive broad cast-experience, formerly NBC, de¬sires responsible position in major station, permanent position. Draft exempt. Box 201, BROADCASTING.

PROGRAM DIRECTOR—PROGRAM PRO¬DUCING—6 years’ executive program producing in major stations. 10 years in radio. Available now. Locate anywhere opportunities for program development. Wire Box 206, BROADCASTING.

Presently Employed General Manager—Western station with ten years’ expe¬rience—general radio knowledge—middle-aged—desires change. Guarantees quality. References on request. Desires thirty days’ offer. Box 200, BROADCASTING.

SALES MANAGER—Desirous—successful. Ex¬cellent references: proven ability. Go any where. Draft exempt. Box 197, BROADCASTING.

ANNOUNCER—News, commercial, ex¬cellent sports-special events. Outstanding baseball play—write copy. Box 198, BROADCASTING.


HENRY R. SKIFTER Consulting Radio Engineer FIELD SURVEYING & LOCATIONS SITUATION Survey Custom BUILT EQUIPMENT- SAINT PAUL, MINNESOTA

CLIFFORD YEWDA LL Empire State Bldg. NEW YORK CITY

An Accounting Service Particularly Adapted to Radio

Radio Engineering Consultants
Frequency Monitoring

RAYMOND M. WILMOTTE Consulting Radio Engineer Designer of First Directional Antenna Controlling Interference


ROBERT D. GODLEY Consulting Radio Engineers MONTCLAIR, N. J. MO 2-7859

JAMES P. DAVIS Consulting Radio Engineers Ione Bldg. Detroit, Mich. 48205

A. EARL CULLUM, JR. Consulting Radio Engineers Highland Park Village Dallas, Texas

CLIFFORD WENDELL Empire State Bldg. NEW YORK CITY

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A. EARL CULLUM, JR. Consulting Radio Engineers Highland Park Village Dallas, Texas

WANTED TO BUY

INTEREST IN STATION—Chicago man with seven years’ radio experience, pro¬duction, programming, writing, acting, has money to invest in small sta¬tions. Box 206, BROADCASTING.

For Sale

1 KW. BROADCAST TRANSMITTER—will meet FCC requirements. Box 194, BROADCASTING.

Lecture Bureau Formed

ALFRED H. MORTON, president of the National Concert & Artists Corp., announced last week the for¬mation of a Lecture & Special At¬tractions Division under direction of Phyllis Moir, former head of the Forum Lecture Bureau, now merged with NGAC. The division will offer speakers and commen¬tators, including H. V. Keltenborn, Helen Hiett, William C. Hillman, John B. Kenegy, Kennedy Mc¬Namee, Sam Cuff, Alex Dier, Don Goddard, Bouchage and others.

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Your Plus Sales Force
In The Middle West

The nation's growing war needs are already presenting knotty packaging problems. Some manufacturers already have found it necessary to revise packages, which, in turn, means new methods of merchandising, new types of store displays.

Advertisers know the value of test campaigns in planning long-range sales strategy. Test campaigns, however, often divert sales personnel from its established routine and involve excessive cost.

Thus SPECIALTY SALES has been organized as a supplement to your regular sales force for test campaigns on new packages, special deals, or any other sales, distribution, or dealer relations campaign.

SPECIALTY SALES has no resemblance to sales agencies as they have been known in the past. Neither is it intended to replace or compete with the established sales organization of any manufacturer.

Rather, its purpose is to supply a short-term sales organization with men of proven sales records, high-type men who can secure and keep better salary jobs. Its services can be bought at one-half or less the usual man-power cost. Costs can be computed on a per call or weekly flat rate.

Furthermore, SPECIALTY SALES will have full access to the findings of a large research department on the movement of drug and food products and the attitude of dealers toward manufacturers.

SPECIALTY SALES will function as a separate organization but will work in cooperation with WLW, The Nation's Station, with financial security guaranteed by The Crosley Corporation.

Initial operation of SPECIALTY SALES will cover the trading area of Greater Cincinnati. Expansion to nine major markets of Ohio, Indiana, Kentucky and West Virginia will be made as soon as proper man power can be secured.

If you are faced with a new packaging, distribution, or display problem, it will pay you to find out how SPECIALTY SALES can help. For details, call or wire

SPECIALTY SALES
1329 Arlington St.,
CINCINNATI, OHIO
The Navy "E" pennant, symbol of achievement in war production, is the highest praise the United States Navy can bestow on an industry.

Recently awarded to RCA Manufacturing Company, this emblem of excellence is a tribute to the loyalty and cooperation of the men and women who are working night and day to "Beat the Promise" to the Government on delivery dates of vital war equipment.

It is a tribute, also, to RCA radio research which has helped in large measure to make America's naval and military radio equipment the finest in the world.

When the war is won, many of these wartime applications will serve industry, and the public, by helping to create new services and products. Today, at Princeton, N. J., the new RCA Laboratories building is taking shape—destined to be the world's foremost center of radio research. Surrounded by every modern tool of research, workers in the new Laboratories will continue to seek new knowledge of radio and electronics...new discoveries for America at war and America at peace.

RCA LABORATORIES
A Service of the Radio Corporation of America

Other RCA Services:
RCA Manufacturing Company, Inc. • R.C.A. Communications, Inc. • Blue Network Company, Inc.
National Broadcasting Company, Inc. • Radiomarine Corporation of America • RCA Institutes, Inc.